



# EDUCATORS ARE INFLUENCERS

## Trusted in their communities



**Did you know** that educators are uniquely positioned to engage youth, change behavior, champion a cause, build awareness, and inspire families and communities?

### Educators Make an Impact

Educators are second only to parents as influencers. School is the place students spend most of their waking hours during the week. Every school is a hub for hundreds of families—the one place where America’s youth go every weekday. Over the course of their career, individual teachers will have a huge impact on thousands of children and their families.

	Elementary Teachers
Average students per class per year	26
Number of classes per year	1
Student impact per year	25
Average career length in years	14.66
Number of teachers	1,725,006
Career student impact	367
<b>Total Student Impact</b>	<b>633,077,202</b>

**Companies and nonprofits in the know** see educators as a powerful avenue for outreach to children, youth, and families.

### Educators Are Trusted Advisors

As a mission-based brand or organization, you know the messenger can be as important as the message. Because educators are trusted voices of authority—committed to facts, critical thinking, and high ethical standards—they can reputedly convey your message to the next generation of consumers, voters, supporters, employees, and innovators:

- A 2013 Gallup poll found 70% of respondents rated teachers very high on their honesty and ethical standards.
- 92% of teachers agreed with the statement: “It is important that a company acts ethically.”
- 86% of teachers say “I am willing to volunteer my time for a good cause.”

**Companies and nonprofits in the know** align their mission-based messaging with teachers’ needs, values, and areas of expertise.

## Educators Use Free Teaching Resources

Compelling educational materials, in an easily adoptable format, can have widespread and long-lasting impact on the next generation. One client's annual fire safety awareness campaign, created and promoted by MDR, uses a teacher website, interactive children's apps, educational music videos, an eBook, and interactive lessons, to achieve:

- Successful outreach to nearly all U.S. elementary schools
- More than 2 million downloads of fire safety materials into classrooms

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**Companies and nonprofits in the know** offer free teaching tools like lesson plans, competitions, videos, apps, websites, and more.

## Educators Reach Beyond School Walls

Schools are the hub of life for children, their families, and entire communities. Topics introduced in the classroom naturally flow home and throughout the neighborhood. This creates a unique opportunity to reach a wide audience with a targeted message. For example, an NIH study, *Effectiveness of an Oral Health Care Training Workshop for School Teachers*, found that:

- School teachers can "...play a major role in the planning and implementation of oral health preventive programs."
- School-based health promotion and preventive efforts are efficient since many children can be reached through the classrooms.
- Teachers can provide the necessary skills about oral health care to children.

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**Companies and nonprofits in the know** design campaigns that can easily spread from schools to homes to communities.

## Educators and Youth Are Audiences You Can Reach

There are **seven million educators in the United States, 54.5 million students, and 90 million parents**, and they are all connected through our nation's schools.

**Now that you know, take action:** This audience is uniquely accessible through MDR's data and our team of researchers, marketers, designers, writers, and former teachers who can help reach your target audiences where they work, live, and play. We can help mission-based companies and nonprofits benefit from educators' influence in the classroom.



**TO LEARN MORE:** Call your MDR Representative at 866-257-9511 or email us at [MDRinfo@dnb.com](mailto:MDRinfo@dnb.com)