



MERRY CHRISTMAS

M1.004

We're now organizing HUNTER's CARDSET using the letters M.A.T.R.I.X. Each letter has four rows—M1, M2, M3, M4—and each row contains seven sub-cards, labeled M1.001, M1.002, M1.003, and so on up to M1.007. This card arrangement is inspired by Niklas Luhmann's note-taking method, and we encourage you to create your own cards in each row. Download the 7 cards from the link below, and let's build them together!



17.004: Key Local Influencers and Partners with HUNTER's Story.

Objective:

Identify and build strong partnerships with local influencers, educators, businesses, and community leaders who can advocate for HUNTER Cards in Tippecanoe. This section will also demonstrate how to replicate the partnership-building process in a neighboring county.

HUNTER's Story: Finding the Right Allies

As HUNTER's cards started spreading to new towns, he realized that to make a real difference, he needed to work with people who believed in the same values. HUNTER knew that with the right partners, his cards could help even more children learn and create. So, he began working with local teachers, shopkeepers, and leaders who shared his passion for education. Together, they made sure every child could unlock their creativity with HUNTER Cards.

Now, in Tippecanoe, we're following in HUNTER's footsteps by building partnerships with people who want to make learning fun and engaging for children in our community.

Timeline for Tippecanoe Launch (Key Influencers and Partners Focus)

Phase 1: Pre-Launch Preparation (October - November 2024)

- October 2024:

- Identify Key Influencers: Just as HUNTER found friends who believed in his mission, we begin identifying local influencers—educators, community leaders, and business owners who are passionate about education.

- Tippecanoe Key Figures:

- Local Educators: Teachers at Tippecanoe Elementary School and Early Learners Academy
- Business Owners: Owners of Tippecanoe Bargain Books and Smart Start Supply Co.
- Community Leaders: Greater Lafayette Commerce board members and local government representatives

- Action: Set up meetings with these influencers to discuss how they can help promote and support HUNTER Cards.
- Key Insight: Educators and business owners in Tippecanoe are eager to promote creative, educational products that align with community values.

- Establish Local Media Connections: HUNTER knew that spreading the word was key to success, so we engage with local media to cover the upcoming launch.
 - Local Media Outlets:
 - WLFI Channel 18 (2605 Yeager Rd, West Lafayette, IN 47906)
 - The Lafayette Leader (covering local education and family news)
 - Action: Schedule interviews and media coverage for the Holiday Hunt and other events leading up to the launch.

Phase 2: Launch (December 2024)

- December 2024:
 - Involve Influencers in Launch Events: HUNTER always invited his friends to help with important tasks, so we involve local influencers in the Holiday Hunt at Tippecanoe Commons Mall.
 - Role of Influencers: Educators, business owners, and community leaders will help promote the event, host workshops, and speak to parents about the benefits of HUNTER Cards.

- **Key Information:** Educators like Ms. Taylor from Bright Futures Preschool will lead interactive card design sessions with children.
- **Collaborative Marketing:** Partner with local stores to create joint promotions featuring HUNTER Cards alongside popular educational products.
 - **Example:** Tippecanoe Bargain Books will offer a bundle where families who purchase a set of HUNTER Cards receive a discount on children's books.
- **Local Media Coverage:** WLFI Channel 18 will air a segment during the event, covering the educational benefits of HUNTER Cards and interviewing local educators and parents who participated in the launch.

Phase 3: Post-Launch Engagement (January - February 2025)

- January 2025:
 - **Strengthen Partnerships:** After the successful launch, we continue building relationships with local influencers, inviting them to be part of upcoming workshops and new card releases.

- Action: Hold a feedback session with local educators and business partners to discuss the next steps in promoting the cards throughout the school year.
- February 2025:
 - Expand to More Local Schools: HUNTER always wanted to reach as many children as possible. We work with new schools and daycares to introduce HUNTER Cards into their learning programs.
 - New Partners:
 - Sunshine Academy (450 Kids Ln, Lafayette, IN 47905; ☎ 765-555-6789)
 - Lafayette Public Library (627 South St, Lafayette, IN 47901; ☎ 765-429-0100)
 - Goal: Double the number of schools using HUNTER Cards by March 2025.

Replicating Partnerships in Neighboring County (White County Example)

White County, located just north of Tippecanoe, offers another opportunity to replicate the influencer and partnership model. Here's how the strategy can be applied:

- White County Key Influencers:
 - **Educators:** Teachers at North White Elementary School and Monon Elementary School can help promote HUNTER Cards to families in White County.
 - **Business Owners:** Partner with The Reading Nook, a small bookstore in Monticello, to introduce HUNTER Cards through local holiday promotions.
 - **Local Government and Commerce Leaders:** Engage with the White County Chamber of Commerce to build partnerships with local schools and family-centered businesses.
- Collaborative Launch:
 - **Holiday Fair in Monticello:** Just like the Holiday Hunt in Tippecanoe, we replicate the event in White County, using local educators and business leaders to promote the cards.
 - **In-Store Promotions:** Similar to Tippecanoe, we partner with The Reading Nook to bundle HUNTER Cards with other educational products and children's books.

- **Media Outreach:**

- **White County News & Review:** This local newspaper can cover the launch, including interviews with educators and families who are excited about the new card sets.

By following the same partnership and media outreach model in White County, we ensure the cards have the same level of community support, creating a seamless expansion from one region to the next.

Local Influencer and Partner Overview for Tippecanoe

- **Educators:**

- Ms. Taylor at Bright Futures Preschool
- Mr. Williams at Tippecanoe Elementary School

- **Business Owners:**

- Tippecanoe Bargain Books
- Smart Start Supply Co.

- **Community Leaders:**

- Greater Lafayette Commerce
- Lafayette Public Library

- **Local Media:**

- WLFI Channel 18
- The Lafayette Leader

How to Find Local Influencers and Partners

1. **Contact Schools and Libraries:** Reach out to teachers, school boards, and librarians to gather insights and establish early partnerships.
2. **Engage with Local Businesses:** Visit local bookstores, toy stores, and educational centers to discuss collaboration opportunities for promotional events.
3. **Work with Community Leaders:** Contact your local Chamber of Commerce and community groups to get influential figures involved in your launch.

Replicable Template for Other Counties

1. **Identify Local Educators and Leaders:** Find teachers, business owners, and community leaders who are passionate about early childhood education.
2. **Establish Media Connections:** Partner with local media outlets to cover launch events and promote HUNTER Cards to families and schools.
3. **Involve Influencers in Events:** Get local influencers to participate in launch events and workshops, just like the Holiday Hunt in Tippecanoe.
4. **Collaborative Promotions:** Partner with local businesses to offer joint promotions that increase visibility and sales of HUNTER Cards.

Final Thoughts

Building partnerships with local influencers and leaders is essential to the success of HUNTER Cards. By creating strong relationships with educators, business owners, and community leaders, we ensure that the cards are promoted by trusted figures in the community. The replicable model demonstrated in Tippecanoe can be easily adapted to other counties, like White County, making it a powerful strategy for expanding the reach of HUNTER Cards.

