



MERRY CHRISTMAS

M.A.T.R.I.X.

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!



17.005: Distribution Channels with HUNTER's Story

Objective:

Establish strong distribution partnerships in Tippecanoe County by working with local retailers, schools, and libraries to get HUNTER Cards into the hands of families. This section will also focus on replicating the distribution strategy in other regions, specifically a county in New York State.

HUNTER's Story: Spreading the Adventure

HUNTER's cards were so much fun, but he realized something important: to help more kids, he needed to make sure his cards were available everywhere! He worked with local shops, schools, and even libraries to spread the adventure. Now, as we launch HUNTER Cards in Tippecanoe, we're doing the same—working with trusted local partners to make sure every family can join the fun.

Timeline for Tippecanoe Launch (Distribution Focus)

Phase 1: Pre-Launch Preparation (Late September - November 2024)

- September 2024:

- Identify Retail and Distribution

Partners: Like HUNTER, we start by finding the best places to offer the cards. We connect with local bookstores, toy stores, and schools to secure distribution points.

- **Key Distribution Partners:**
 - Tippecanoe Bargain Books
 - Smart Start Supply Co.
 - Lafayette Public Library
- **Action:** Establish agreements with these partners to offer HUNTER Cards in-store and at local events, such as the Tippecanoe County Holiday Fair.
- **Key Information:** By the end of September, these partners should be ready to stock and promote HUNTER Cards.
- **Prepare for Christmas-Themed Promotions:** As Christmas approaches, we start planning non-profit promotions, offering discounted or donated card sets to local schools and libraries.
 - **Non-Profit Partners:**
 - Bright Futures Preschool and Tippecanoe Elementary School for holiday charity events.
 - **Key Information:** Establish which schools and organizations will receive donated card sets for children and families in need.
- October 2024:
 - **Incorporate Local Events:** HUNTER loved to be part of big events, so we set up booths at community fairs and school events to distribute the cards.
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- **Event Focus:** Tippecanoe County Holiday Fair (1010 Teal Rd, Lafayette, IN 47905), where families can learn about HUNTER Cards and buy them as gifts.
- **People Involved:** Local teachers and store owners who promote the cards at the event, with Ms. Taylor from Bright Futures Preschool leading a card design contest for children.
- **Stock Schools and Libraries:**
- Ensure that local schools and libraries have ample card sets in stock for both holiday gift giveaways and non-profit promotions.
 - **Action:** Distribute HUNTER Cards to Lafayette Public Library and local schools for non-profit educational events leading up to Christmas.

Phase 2: Launch (December 2024 - New Year 2025)

- December 2024:
 - **Holiday Promotions:** Leading up to Christmas, we ramp up both for-profit and non-profit promotions.

- For-Profit:
 - Special Christmas bundle offers at Tippecanoe Bargain Books and Smart Start Supply Co., where families can get holiday-themed HUNTER Cards featuring Tippecanoe landmarks like Wabash River and Celery Bog Nature Area.
- Non-Profit:
 - Collaborate with Tippecanoe Elementary School to host a Christmas Charity Event, donating HUNTER Cards to families in need.
 - Action: At the Tippecanoe Commons Mall Holiday Hunt, offer free card sets to children who participate in the event's activities.
- Media and Local Coverage: WLFI Channel 18 and The Lafayette Leader will cover the holiday promotions and charity events, sharing how HUNTER Cards are giving back to the community.
- New Year's Eve:
 - Countdown Event and Giveaway: Celebrate the New Year Countdown at Lafayette Public Library with a special giveaway, offering free HUNTER Cards to the first 50 families who attend the event.

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

- January 2025:
 - Review Distribution Effectiveness: Just as HUNTER always checked in with his friends, we review how effective our distribution channels have been.
 - Key Metrics:
 - How many cards were sold through local retailers vs. distributed through non-profit partners?
 - What feedback did we receive from families and schools who received donated card sets?
 - Replenish Stock: Based on feedback, restock local retailers and plan Valentine's Day promotions for the next holiday event.
- February 2025:
 - Valentine's Day Special Edition: Introduce a Valentine's-themed card set at schools, libraries, and local shops to keep families engaged.

Example: Replicating in Another State (Westchester County, New York)

Westchester County, just north of New York City, provides an ideal opportunity to replicate the success of HUNTER Cards in another state. Here's how we can expand the distribution model:

- **Key Retail Partners:**
 - **Barnes & Noble in White Plains:** Partner with this major bookstore to introduce HUNTER Cards as part of a Christmas educational promotion.
 - **The Voracious Reader (an independent bookstore in Larchmont):** This store can host a card design workshop, mirroring the events in Tippecanoe.
- **Non-Profit Promotions:**
 - **New York Public Library (Westchester Branches):** Collaborate with local branches to donate HUNTER Cards during Christmas-themed charity events.
 - **Westchester County Schools:** Partner with schools in White Plains and Yonkers to donate card sets to underprivileged students.

- **Christmas Events:**

- **Westchester's Winter Wonderland:** Just like the Holiday Hunt in Tippecanoe, we can replicate the promotional event at Westchester's holiday festival, where families can participate in interactive activities with HUNTER Cards and receive free or discounted sets.

By replicating this model in Westchester County, we ensure that HUNTER Cards are not only widely available through for-profit retail partnerships but are also part of the community's non-profit educational initiatives.

Local Distribution Overview for Tippecanoe

- **Key Retail Partners:**

- Tippecanoe Bargain Books
- Smart Start Supply Co.
- Lafayette Public Library

- **Non-Profit Partners:**

- Tippecanoe Elementary School
- Bright Futures Preschool

- **Holiday Events:**

- Tippecanoe County Holiday Fair
- Tippecanoe Commons Mall Holiday Hunt

How to Build Distribution Channels in Other Regions

1. **Identify Retail and Non-Profit Partners:** Reach out to local bookstores, toy stores, libraries, and schools to build partnerships for both for-profit and non-profit distribution.
2. **Plan Local Events:** Involve local retailers and schools in holiday events, offering free or discounted card sets as part of a promotional or charity drive.
3. **Leverage Local Media:** Work with local news outlets to spread the word about both the product launch and the charity events leading up to Christmas.
4. **Track Distribution Success:** Monitor how effective each distribution channel is—both for-profit and non-profit—and adjust future promotions based on feedback.

Replicable Template for Other States

1. **Secure Retail Partnerships:** Contact major retailers and local independent stores to stock HUNTER Cards and participate in promotional events.
2. **Collaborate with Non-Profits:** Work with schools and libraries to distribute card sets as part of charity drives, ensuring that underprivileged families have access to the cards.
3. **Host Holiday-Themed Events:** Plan interactive events like the Holiday Hunt to build community engagement and promote both for-profit and non-profit distribution.
4. **Review and Adapt:** After the holidays, review sales and distribution success, and plan special editions for upcoming holidays (e.g., Valentine's Day).

Final Thoughts

By focusing on both for-profit distribution through local retailers and non-profit promotions through schools and libraries, HUNTER Cards will have a wide reach in Tippecanoe County. The replicable model ensures that we can expand to other regions, like Westchester County, New York, while maintaining a balance between community-based promotion and commercial success.

Key Takeaways for 11.005: Distribution Channels

1. **For-Profit vs. Non-Profit Balance:** By engaging both profit-driven retail channels and local non-profit entities, HUNTER Cards are positioned to reach a broader audience, including families that might not have easy access to educational tools.
2. **Christmas-Themed Promotions:** Incorporating holiday events and charity drives around Christmas adds a seasonal appeal to the cards, driving sales while also giving back to the community.
3. **Replicability Across States:** The model established in Tippecanoe can be easily applied to counties in other states. Westchester County, New York, serves as a template for future expansions, combining strong retail partnerships with impactful community outreach.
4. **Ongoing Engagement:** Through planned events, like the New Year Countdown and upcoming Valentine's Day promotions, we ensure that HUNTER Cards maintain visibility and engagement long after the initial holiday launch.