



MERRY CHRISTMAS

M1.006

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!



17.006: Local Events and Community Engagement with HUNTER's Story.

Objective:

Leverage local events and community-based activities to promote HUNTER Cards and ensure deep engagement with families, educators, and children in Tippecanoe. This section also provides replicable templates that can be used in other regions to launch similar events.

HUNTER's Story: Building a Community

HUNTER knew that learning was more fun when everyone was involved. That's why he always made sure to include his friends, family, and even the whole town in his adventures. Now, as we bring HUNTER Cards to Tippecanoe, we're doing the same — building a community around creativity, play, and education through local events and interactive activities.



Timeline for Tippecanoe Launch (Community Engagement Focus)

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

- October 2024:
 - Identify Key Community Events: Just like HUNTER loved gathering with his friends, we start by identifying major events where the whole community can join in.
 - Key Events:
 - Tippecanoe County Holiday Fair
 - Lafayette Public Library Family Night
 - People Involved: Local educators, store owners, and librarians who promote the cards during these events.
 - Action: Set up booths, hands-on workshops, and interactive stations for children to play with HUNTER Cards.
 - Core Information: These events offer both retail opportunities and free educational workshops, positioning HUNTER Cards as both a learning tool and a community favorite.

- November 2024:

- Plan Card Design Contests: HUNTER loved getting creative, so we engage children and families through interactive card design contests at Lafayette Public Library and Bright Futures Preschool.
 - Key People: Teachers like Ms. Taylor from Tippecanoe Elementary School will help organize the contests.
 - Place: Lafayette Public Library (627 South St, Lafayette, IN 47901; ☎ 765-429-0100).
 - Key Information: Winning cards from the design contest will be featured in upcoming HUNTER Card sets, with special prizes for the children.

Phase 2: Launch (December 2024)

- December 2024:

- Holiday Events: As Christmas approaches, we host special Holiday Card Workshops where children can create their own cards and take part in interactive games.

- **Core Event:** The Holiday Hunt at Tippecanoe Commons Mall features booths where families can engage with the cards, alongside Christmas-themed activities.
- **People:** Teachers, parents, and local influencers from the Tippecanoe School District will be involved in running these activities.
- **Community Giveaways:** As part of a non-profit initiative, we host a giveaway during the New Year Countdown event, offering free card sets to families who participate in the New Year festivities.
 - **Place:** Lafayette Public Library (for a family-friendly New Year's Eve event).

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

- January 2025:
 - **Evaluate Community Feedback:** After the holiday season, we gather feedback from event participants to see how the cards were received.
 - **People:** Parents, teachers, and librarians who participated in the holiday workshops and events.

- Place: Online surveys distributed through local schools and social media platforms.
- Key Information: Feedback will inform future community events and engagement strategies, including upcoming Valentine's Day events.
- February 2025:
 - Valentine's-Themed Events:
 - We plan Valentine's Day workshops and family-focused events at local schools and libraries to continue engaging families with HUNTER Cards.
 - Action: Host a Valentine's Day Card-Making Workshop at Tippecanoe Elementary School.

Replicable Template for Community Engagement in Other Counties (Dutchess County, New York)

Dutchess County, New York serves as a great example of how this community-focused model can be replicated:

- Key Events:
 - Dutchess County Holiday Market: Similar to the Tippecanoe County Holiday Fair, this event can host a Holiday Hunt with HUNTER Cards.
 - Poughkeepsie Public Library: Host card-making contests and educational workshops, modeled after the Lafayette Public Library events.

- **Community Partners:**

- **Local Teachers:** Work with teachers from Wappingers Central School District to organize card design contests and interactive events.
- **Non-Profits:** Partner with Dutchess Outreach to donate card sets to underprivileged families during holiday charity events.

How to Plan Local Events

1. **Identify Key Community Events:** Find local fairs, holiday markets, and family events where HUNTER Cards can be introduced.
2. **Partner with Schools and Libraries:** Collaborate with local schools and libraries to host workshops, card design contests, and giveaways.
3. **Host Holiday-Themed Events:** Plan special activities around major holidays to engage families and promote the cards.
4. **Collect Community Feedback:** Use surveys and community engagement to improve future events and promotions.

Key Takeaways for 17.006: Local Events and Community Engagement

1. **Local Shop and Event Integration:** By identifying key local partners like Tippecanoe Bargain Books, Smart Start Supply Co., and community spaces like the Lafayette Public Library, we ensure HUNTER Cards reach families where they gather most.
2. **Holiday-Themed Engagement:** The focus on Christmas and New Year's events, such as the Holiday Hunt at Tippecanoe Commons Mall, ensures community excitement. This also serves as a non-profit initiative to support families with free card giveaways.
3. **Replicability for Other Counties:** The same strategy can be applied in other counties, with the addition of specific local events and partnerships, such as Dutchess County's Holiday Market and Poughkeepsie Public Library.

