MERRY CHRISTMAS

I1.007

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!

<u>11.007: Success Metrics and Feedback with HUNTER's Story</u>

<u>Objective:</u>

Measure the success of the launch and gather feedback to improve future campaigns and promotions. This section will focus on key metrics to track sales, customer satisfaction, and community engagement while providing replicable templates for other regions to follow.

<u>HUNTER's Story:</u> Learning from Success

HUNTER always knew that to get better, he had to listen to his friends. After each adventure, he would ask, "What did you think? Did we have fun? Did we learn something new?" This feedback helped him improve his cards and create even better adventures. Now, we follow HUNTER's lead by gathering feedback from families, teachers, and the community to measure the success of HUNTER Cards and plan for the future.

Timeline for Tippecanoe Launch (Feedback and Success Metrics Focus)

Phase 1: Post-Launch (January 2025)

- January 2025:
  - Collect Feedback from Families:
  - As HUNTER asked his friends for feedback, we collect data from parents and teachers to understand how the cards were received.
    - People Involved: Parents, educators, and students who participated in the events and purchased the cards.
    - Key Information: Use surveys distributed through local schools, retailers, and online platforms like Facebook to gather insights.
  - Track Sales Metrics:
  - We analyze how well the cards sold through retailers, online platforms, and school partnerships.
    - Core Metrics: Sales numbers from Tippecanoe Bargain Books, Smart Start Supply Co., and school events.
- February 2025:
  - Adjust Future Promotions:
  - Based on feedback, we refine our strategy for future releases and special editions, such as a Valentine's Day card set.

Replicable Template for Other Counties (Orange County, New York)

Orange County, just west of Dutchess, can follow these steps to track success metrics after a HUNTER Cards launch:

1. Survey Local Families and Educators: Use platforms like Google Forms and local school newsletters to distribute surveys after events and card purchases.
2. Track Sales: Gather data from retailers and online sales platforms to see which card sets were the most popular.
3. Adjust for Future Events: Based on feedback, adjust future card designs and promotions to better meet the needs of families in the area.

How to Gather Success Metrics

1. Use Surveys: Distribute feedback forms through schools, libraries, and online platforms to gather insights from families and educators.
2. Track Sales Data: Monitor sales from retailers, online platforms, and community events to identify which promotions were most effective.
3. Plan Future Promotions: Use the collected data to adjust upcoming releases and plan holiday-themed events, like Valentine's Day or Easter.

Final Thoughts

With additional local resources, points of interest, and key people included, 11.006 and 11.007 are now more robust and deeply integrated into the Tippecanoe community. This localized approach ensures that HUNTER Cards are not just a product, but a meaningful part of family and educational life in the region.

Key Takeaways for 11.007: Success Metrics and Feedback

1. Sales and Community Metrics:By tracking sales data from Tippecanoe Bargain Books, Smart Start Supply Co., and online sources, we get a clear picture of how the cards performed in both retail and community-driven events.
2. Engaging Local Feedback:Using surveys, focus groups, and social media platforms like the Tippecanoe County Parent Groups on Facebook, we gather valuable insights into how families and educators perceive the cards. This feedback is key to refining future card releases and events.
3. Scaling to Other Regions:The same success measurement tools can be used in Orange County, New York, by adapting surveys, sales tracking, and feedback mechanisms to the local environment.

<u>Template Reference for Replicability</u>

For readers in other counties or states looking to replicate the success of HUNTER Cards, here's a simplified template for community events and success tracking:

1. Community Event Template:
   - Event Name: Holiday Hunt at [Your Local Mall]
   - Date: [Date]
   - Partners: [Local Schools, Bookstores, Toy Stores]
   - Activities: [Interactive Card Design Stations, Prize Giveaways, Card Game Demos]
   - Core Information: HUNTER Cards will be featured with local shops offering discounts and free card sets.
2. Feedback and Success Tracking Template:
   - Metrics: Total Sales, Survey Results, Event Participation
   - Tools: [Google Forms, In-Store Sales Data, Online Sales Platforms]
   - Key Partners: [Local School Districts, Retailers, Libraries]
   - Feedback Cycle: Use focus groups, school newsletters, and local media to gather ongoing feedback.

Conclusion

With these completed sections, 11.006 and 11.007 now offer a detailed blueprint for launching, engaging, and measuring the success of HUNTER Cards in Tippecanoe and other counties. By integrating local businesses, schools, and events, you create a strong, community-based foundation. The added metrics and feedback loop ensure continuous improvement and adaptability across regions.

The HUNTER Cards journey in Tippecanoe has the potential to scale up to many more regions with this template, starting small and going big—just like the vision of helping children unlock their creativity and problem-solving skills.