

CKN Booth at Franklin High School Mistletoe Market
810 Hillsboro Road, Franklin, TN.
Saturday, November 9, 2024
CKN's summary report

Background and Overview:

Based on on-line research and a desire to raise revenues through sales of existing Moozie merchandise at applicable indoor holiday-season events, CKN reached out to 2024 [parent] co-chairs of the Franklin High School (FHS) Mistletoe Market. Upon receiving information on CKN's mission, custom products, and ties to the community including EIC engagement, market co-chairs invited CKN to apply for vendor participation in the market. Subsequently, event co-chairs approved CKN's application that reflected plans to sell the three Moozie books, Cow Wisdom books, and plush hand puppets. Further, they kindly agreed to provide a booth discount (of \$68), reduced from standard \$135 rate, after CKN requested consideration of a lower booth fee for our small, local nonprofit.

This festive, well-run annual event within Franklin High School Commons area/hallways is free, spacious, and advertised/open to the public. It is positioned for the start of holiday shopping with approximately 100 vendors, typically the area's small business owners and/or artisans as well as FHS Seniors. This year's market, on November 9 from 10 am to 4 pm, was hosted by Franklin High Class of 2025 to benefit their "Project Graduation." CKN considers its debut market participation a success.

Participants:

- **Vic Legerton and Trish Cronin** – leads; Vic provided large majority of booth materials and merchandise inventory
- **Tally Markowitz** – primary volunteer (first shift)
- **Bob Rudman** – volunteer (second shift)

Event Contacts:

Mistletoe Market Co-chairs are members of PTO and parents of FHS seniors: Kristen Melichar and Melissa Beasley. Their contact email was: franklinhighmarket@gmail.com. They were very hardworking, organized, and gracious. Scores of enthusiastic Franklin HS seniors (members of FHS Cotillion which has a community service mission) also volunteered. They helped vendors unload cars and transfer booth items to assigned numbered exhibit areas and, at event conclusion, cart/load booth items into vendor vehicles.

Highlights:

- CKN's booth (# 74) was located far from the large back entrance area where all vendors and some visitors (roughly 50-60%) entered and exited. It was very close (two booths in) from the front entrance where other visitors entered/exited and where Mr. and Mrs. Claus were stationed for children/family photos from noon to 2 pm. There was ample space around the Moozie booth for visitors and discourse, CKN signage, and inventory storage and display. All factors considered, it was deemed a highly satisfactory spot. CKN had rented (for \$20) from the high school an optimally sized 8-foot table and two folding chairs that the school set up in advance. When a third chair was requested while on site, Kristen quickly arranged for a student to deliver the additional chair to CKN's booth at no cost.
- As early as 7 am, doors opened for vendor set-up as vendors pulled up cars up to unload at entry doors before parking in allocated spaces. Many pink-shirted FHS students stood ready to help. Given the generous set-up window of 7 to 9:30 am and multiple helpful hands, CKN could readily/promptly set up the booth, starting at 8:00 am. Vendor contacts were free to stroll and check out booths. Guest began arriving just prior to 10:00 am opening time. The busiest period was from 10 am to 12:30 pm. Close to 200 sets of visitors came by the well-received Moozie booth during that two-and-a-half hour period. Crowds thinned somewhat (and rain fell) from about 12:30/1:00 until 3:30 pm or so. Booth take-down, with efficient work by vendors and helpers, commenced just prior to 4:00 pm.
- Door prizes were awarded every 45 minutes to attendees who registered for drawings at the main check-in entrance. Event co-chairs were pleased that CKN donated a Moozie kit, that morning, towards a door prize.
- Most interested in stopping by the Moozie booth were parents with young children, and grandparents. Stickers were very popular, with virtually everybody (even teens/young adults otherwise simply passing through) accepting CKN's offer and cheerily affixing Moozie kindness stickers. Although mascot Moozie was not present (nor needed),

the booth's apt brightly colored kindness banners, tablecloths and merchandise were eye-catching. The table included our recently purchased custom-designed table runner with Children's Kindness Network name and logo, trimmed in hearts. CKN's biggest sellers were MKA books, MOA books, and plush Moozie puppets. Moozie Cow Wisdom #1-3 books were also appealing, especially for grandmothers. CKN representatives tied festive ribbons around purchased large books, and they packaged puppets or multiple items in green Moozie gift bags. Most visitors were not familiar with CKN and Moozie and were inquisitive/interested in Moozie and her kindness cause, which elicited affirmation and support. Nearly 40 individuals made purchases, and one made a \$5 donation after discussing the importance of learning kindness values and behaviors. CKN sold wristbands for \$1 each and would sometimes add a wristband or two to purchases if recipients/children seemed interested. There were countless (possibly 300) smiles and conversations exchanged! All 25+ homemade gluten-free chocolate chip cookies/pieces on our booth's hospitality cookie plate were enjoyed. Some young parents and children checked out Moozie items on their way into seeing the rest of the vendor booths, and then made a point to stop back on the way out in order to decide on/make a purchase, chat, and/or get more stickers or postcards.

- Several visitors (e.g. WCS EIC contacts, local children, school teachers) recognized CKN and Moozie references. It was heartwarming to see how CKN is becoming better known – and loved – in the Franklin community.

Additional Recommendations:

- It is recommended that **CKN attend the FHS Mistletoe Market next year/going forward**. The same merchandise can be offered. Additionally, there might be a small new Moozie item appealing to children to include, if '25 financials support such introduction. It is helpful to continue to have a close-knit team to greet and describe items, with some representative/s focused primarily on purchase processing/money handling and others on gift coordination/wrapping.
- Assuming additional CKN revenues are made from subsequent events/sales efforts, CKN should **purchase two or four lightly-padded folding chairs** for the organization's booths at indoor events. Use of CKN's own light folding chairs would have saved a nominal charge (\$10) at this year's Mistletoe Market.
- During informal chats with a couple vendors and attendees who have been "regulars" on the local holiday market circuit, it was recommended that CKN **participate in the large, established holiday market at Centennial HS Craft Fair**. CKN had looked into this a few months ago. We learned that the application deadline is April 1 and that the market lasts 1 ½ days. It is recommended that in January/February 2025, CKN reach out to introduce Moozie to Centennial event leadership and inquire about applying. The event will require substantial CKN volunteer effort and participation.
- It is very helpful to continue to **display clear Moozie merchandise price lists, support multiple payment options, and display cards with QR codes** for payment mechanisms. Booth reps should be aware that cell phone coverage around the area is light/sketchy but good enough for payment processing, albeit slow. Venmo, the most convenient digital mode for purchasers and CKN, was most popular. **Venmo should be dominant on the payment-related QR code card**. Cash is appealing for CKN who should have an **ample supply of dollar bills** on hand. Given the difficulty one or two purchasers had using PayPal and the challenge CKN is currently facing with identifying PayPal payors, CKN should follow up with PayPal support contacts to assure CKN's PayPal account is optimally set up including for timely email or text notification of receipts and reports thereof. Two [older] purchasers used credit cards through Moozie site for payment; while credit card is the slowest/most costly process, it is another important option to support.
- It may make sense to **consider having Mascot Moozie appear** at future Mistletoe Markets for a short period prior to noon, to walk through the market and encourage stops at CKN's booth and to briefly greet children/families at the booth. Ideally, arrangements would be made in advance with an interested FHS student to perform this role.
- Though not critical, CKN might ask event co-chairs to **consider grouping family-friendly/children-oriented booths** in a common location. The section of CKN's '24 booth could be favorable given proximity to the Santa characters.
- It is recommended that CKN continue to have a plate of complimentary select, nut-free **homemade cookies**, as the treats turned out to be appreciated and to encourage engagement. Cookies could be holiday or Moozie-themed.

Financials:

Sales collections: \$400.00
Sales revenue \$393.69 net of transaction fees (\$6.31)
Sales profit: \$305.69 net of transaction fees (\$6.31) and market exhibit space/table/chairs fees (\$88.00)
Note also, CKN's discretionary door prize donation had replacement cost of \$23.06.