

CKN Booth at St. Matthew School Holiday Market
533 Sneed Road West, Franklin, TN.
Sunday, November 17, 2024
CKN's summary report

Background and Overview:

Based on a referral from Trish's friend and NCBWL Board member Patricia Smith and CKN's desire to raise revenues through sales of existing Moozie merchandise at applicable indoor holiday-season events, CKN reached out to coordinator Tracy Becker for participation in the inaugural St. Matthew School (SMS) Holiday Market. The market was designed to raise funds for the parish's Haiti Mission. Upon receiving information on CKN's mission, custom products, and ties to the community, Tracy enthusiastically invited CKN to apply for vendor participation. St Matthew approved CKN's application that reflected plans to sell the three Moozie books, Cow Wisdom books, and plush hand puppets.

Tracy welcomed the opportunity to have Moozie appear at the market. Also, it was fine with her if CKN wanted to host children cardmaking for seniors living alone or children receiving Moozie kits. CKN ultimately opted not to conduct the cardmaking given table space constraints.

This event within SMS auditorium space was free and advertised/open to the public. There were approximately 50 vendors, typically small business owners and local artisans with homemade products. The market was held on Sunday, November 17 from noon to 4 pm. Given light shopper traffic, CKN does not consider participation at this market in future years to be a priority. For CKN, the event's major benefits proved to be: networking, introductions to like-minded parents and educators, and discussions with kind, motivated young children. Most visitors did not seem to be prepared to buy goods. Generally, they were from families with members attending St. Matthew School and miminaly from SM church. Some SMS staff (and SM pastor) also attended. Notable was an extraordinarily successful neighboring vendor, a St. Matthew's family, who quickly sold out of their attractive, individually-wrapped large brownies and cookies. The mother has a small baking business, and her children, led by her eighth-grade daughter, were credited for baking/preparing these cookies. Sweet or other food vendors were quite rare at this market. This sweets booth was a very popular stop, especially for children who had received from parents some modest spending money. If CKN were to participate again at the SMS market, promotion of a novelty cookie/small baked good product (with cow or kindness theme) could bring successful sales.

Participants:

- **Vic Legerton and Trish Cronin** – leads; Vic provided large majority of booth materials and merchandise inventory.
- **Bob and Missy Rudman** – volunteers; they connected with church contacts after twelve prior years in the parish.
- **Sue Grollman** – volunteer; Sue often had several positive results when uniquely promoting (including for Thanksgiving table sharing) the Moozie Cow Wisdom books.

Event Contact:

- Tracy Becker, Fundraising Manager
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Highlights:

- CKN's booth was prominently located in the middle area of the market's auditorium space. There was ample space for the six-foot table (vendor responsibility) plus chairs (two provided by SMS, two by CKN) and Moozie kindness banners (one of the very few multi-colored booth backdrops). Cartons of Moozie inventory were conveniently kept behind the banners. If CKN had a second small table (for L formation), we might have offered card-making for the many children who popped by. The homemade bar cookies centered on CKN's table were much enjoyed, and word of mouth brought friends and family members to the booth.
- As early as 9:30 am, doors opened for vendor set-up. Vic and Trish met at 10:30 and promptly completed booth set-up, comfortably in advance of 11:45 set-up deadline and 12 noon opening time. Vendor contacts were free to stroll and check out booths. Guest began arriving just prior to 12 pm opening time. The busiest period followed the conclusion of 11 am mass: from 12:15 pm until about 2:00 pm. Some attendees noticed the market upon heading to the parking lot from church. After 2:00 pm, attendees thinned out. CKN started booth take-down in advance of 4:00 pm when Vic and Trish exited (along with most vendors) after car loading.

- There were no door prizes.
- Most interested in stopping by the Moozie booth were parents or grandparents with young children, and SMS school children (in about 3-5th grades) who had mothers working/volunteering at the event. Visitors received Moozie stickers and a smile/greeting that often continued with banter or chat. Mascot Moozie was enjoyed during peak hours, and a couple of photos were taken, including one with Father Justin (who Bob and Missy knew well). The CKN table included CKN's new table runner. Many of the other booths featured red and green holiday decorations and items. CKN's few sales were primarily for Moozie Cow Wisdom #1-3 books, priced at \$5 each or three for \$12. Most visitors were not familiar with CKN and Moozie, and many listened with interest to hear of CKN's mission and Moozie's role. Only about eight individuals made purchases, typically after a meaningful discussion. One woman from Nashville's Bellvue area was keenly interested in Moozie books and potentially puppets for her young grandchildren (ages 2 through 8) yet was unprepared to make gift decisions that day. She advised that she would contact Trish after her Christmas gift planning in order to request/pay for items that we told her CKN would deliver to her home (to fill up the Moozie bag that we gave her).
- Just a couple of visitor remarked that they recognized Moozie. One was a young girl who had attended the Franklin Classic race. Parents and vendors often remarked on how timely and valuable Moozie's influence is for young children and middleschoolers. St Matthew's values are very much aligned with CKN's mission/Moozie's messages. Animated chats, that are likely to generate follow-up activity, were held with:
 - Two lovely moms, Heather and Ginger, of third grade girls who enjoyed hanging out and chatting at CKN's booth. The sweet girls had pictures taken with Moozie; one of them, Cora, was especially well-spoken. Cora's mother Heather was working at a booth that sold Cora-inspired homemade holiday items. She and Ginger, the other mother, came to the booth toward the end of the event to speak with the CKN team about how their girls can volunteer broadly and what Moozie.org resources might be helpful. These parents are dedicated to instilling values of kindness and empathy in their children. They are keen on assuring that the girls model kindness and help foster inclusive, kind behaviors among their classmates. Heather has CKN's contact information and may reach out in the future, particularly if she is seeking Moozie project information for Girl Scouts or other groups of girls.
 - Another mom, Christine, who volunteered at the event, had an eight-year-old daughter Margaret, who was extremely comfortable/socially mature interacting with adults and who has an engaging personality. Margaret also posed with Moozie for a picture that will be used on CKN site/socials. Christine was interested in what CKN did, and she thought the school would love to engage Moozie. She referred us to SMS' school librarian, Katie Hubbuch, who subsequently stopped by to connect with us.
 - **School librarian Katie Hubbuch** and her daughter Hannah visited the booth as word caught up with them (from Christine and Tracy at the front desk) that Trish and Moozie team wanted to connect. Katie was thoughtful and enthusiastic. She periodically coordinates special guests (usually authors) and programs at the library. She liked the Moozie books. She especially thought that MOA would be an ideal book for SMS' music classes. She promised to follow up with the music teacher and get in touch with Trish for arrangements around a Moozie dialogic reading visit and discussion around resources.
 - A teacher who recently started working at Fairview Middle School (where feeder schools are both Fairview Elementary and Westwood Elementary) commented sadly on the students' problematic lack of respect and bullying. She mentioned a dearth of kindness, to the degree that seasoned teachers are giving up trying to turn around the students and are asking leave from their careers as soon as they are able. This woman would like to help start to change the middle school – and elementary school - culture. She noted that a new principal has arrived, and the principal is aware of student behavior issues/rudeness. Our booth visitor would like to see the Moozie program promoted at the elementary schools, and, as applicable, middle school, with backing from the administration in order to help change the culture to one of kindness and respect. We talked about how to message in an attempt to secure understanding and approval of Moozie's engagement. We agreed she would email the most fitting guidance counselor, copying Trish, and try to get support for an introduction to CKN .
 - **Alice Yopp**, grandmother of twins at SMS, briefly stopped by when she recognized Moozie. She had told Trish she would try to come by for an in-person greeting, following the call and emails shared through the summer about Moozie for Brownies/Girl Scouts. Alice introduced the girls who were moving fast. She confirmed that in the spring she will be in touch to plan use of the Moozie kindness program (then developed a decade ago for Girl Scouts badged program) with her small SMS-based troop/partnering troop.

Additional Recommendations:

- Follow up with school librarian by November 22 and again, depending on Katie’s response status, in January; potentially deliver full Moozie kit to school library and provide MOA orchestra information.
- Consider baking Moozie/kindness cookies (e.g. black & white cookies, hearts, cow faces, brownies with white icing) potentially with charitable partner or student/adult volunteers to sell at next year’s Market. Otherwise, do not plan to participate.
- Leverage ties (e.g. librarian and past winner, Cassie Asher/family) to promote 2025 Moozie kindness essay and art contest at SMS.

Financials:

Sales collections	\$58 (\$32 cash, \$26 Venmo)
Sales revenue	\$57.14 net of transaction fees (0.86)
Sales profit	\$ 7.14 net of transaction fees and market exhibit space (\$50.00)