

♥ Love...

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...is in the air!

♥ And what do we love most? Hearing about all the amazing ways our terrific team is marketing the APIA program coast to coast. ♥

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### ♥ Mad Action



Madison is experiencing a major marketing moment! CC Amber Young is spreading the word about APIA through arts, sports, and more. This month, Amber hosted an APIA booth table at “Kids in the Rotunda,” a performing arts series designed for kids nine and under, featuring dynamic acts and family entertainment. While Amber was supporting the arts, two of her au pairs were repping APIA at the “Hibernation Hustle,” a local race that APIA was proud to sponsor. Go Amber!

### ♥ Por ejemplo



A question we often get here at APIA Marketing HQ – “Do you have any sample auction baskets you can share? Absolutely! Check out this “Family Arts and Crafts” themed auction basket created by CC in FL, Lauren Schuler. Next up, a “Calm and Relaxation” basket made by Angie Hoialmen in MN, for an auction event benefitting her local schools. And finally, CC in DC, Maria Clements designed a beach themed auction item for a local elementary school, featuring a beach towel, shark, bucket hat, sunglasses, and other APIA swag. Beautiful baskets, team!

### ♥ Taking requests



Linsley Culpepper, one of our GA CCs, recently represented APIA at “Dueling Pianos” – a local fundraising event hosted by the Junior League. APIA was proud to sponsor this great event, and we loved seeing our logo on the signage between the two pianos! (And a “shout out” from the stage, thanking APIA for our sponsorship didn’t hurt.) Way to make marvelous marketing music!

## ♥ What’s Your Plan?



In case you missed it, you can view the recording of **"Marketing Magic: Let’s Plan 2024!"** here: [video1679588534.mp4](#)

A few of the topics we covered:

- ✓ Options for staying organized
- ✓ Seasonal activities to keep on your radar
- ✓ Custom marketing ideas to meet your goals

And additional resources for your 2024 Marketing needs:

1. [CC-toolkit - Au Pair in America - Regional](#) – APIA digital marketing resources, including blog, YouTube, and graphics.
2. Link to request swag and other supplies for events/marketing: [Community Counselor Request Form \(monday.com\)](#).

## ♥ Gymnastic Fantastic!



Our CC in Tallahassee, FL, Lauren Schuler, recently brokered a sponsorship with her local gymnastics club. Popular with local families, this business felt like the perfect partnership to spread the word about the benefits

of the APIA program to busy families. The sponsorship even included this cute social media shout out – *flippin'* adorable!

### ♥ Special guest



One of our CCs in DC, Ariel Rubin, recently hosted a presentation for “Petworth Peanuts,” a local parent group. The focus of her presentation was local child care options, and the turnout was great. Ariel shares that the audience had many questions about the au pair program, giving her a great opportunity to share all the benefits of hosting an au pair.

*Pro tip: Is there a parent's group in your area? Why not speak with them about child care options. Reach out for help with content and giveaway items.*

We ♥ **LOVE** ♥ seeing all the great work you do to grow your business and support your cluster. Thanks for all you do!

-R

All best,

**Robin Leon** (she, her, hers)

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