
 Attitude of Gratitude...

From Robin Leon <rleon@aupairinamerica.com>

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Happy Friday!

As we recover from our post-pumpkin pie haze, we want to share our thanks. We're grateful for YOU, our field and office teams, for all you do. The exceptional customer service, SO many community events, and your commitment to cultural exchange - your efforts make our program strong.

 Thank you! 

On with the show! Read on for Turkey Trots, Table Tips, and Tasty Tea...

 Big Dill



Michigan counselor Mary Tjoelker capitalized on the Pickleball craze and created SIX pickle-rific baskets for organizations in her area. Each basket included: two pickleball paddles, four pickleballs, a pair of pickleball socks, a pickleball towel, protein bars, a water bottle, and some cool Au Pair In America swag. A *winning* marketing strategy, Mary!

Reminder: As of December 1st, auction basket budgets returned to \$25. Stay tuned for updates around spring auction basket time.

 Neighborhood News



Community Counselor Karen Walker is the talk of the town! Her au pairs partnered with Sonshine and Smiles, and during a recent cluster meeting packed hundreds of holiday care packages to be delivered to area seniors. This project provided a unique opportunity for the au pairs to give back to their host community in a meaningful way.

Karen went the extra mile and typed up a press release about the event and share it with her local media outlets. ***New Jersey Hills* picked up this story, and you can find the article [here!](#)**

Did you know? CCs receive a \$150 press incentive for getting Au Pair in America in a local media outlet! Reach out to your local newspaper or television station and pitch a story about the amazing cultural exchange happening in your community. Reach out to leon@aupairinamerica.com with questions or to share your featured pieces.

🍵 Spill the Tea!



November's Marketing Magic webinar featured special guest star, Nicole Carpenter, "spilling the tea" on CET (that's Customer Engagement Team). This group handles lead calls for all AIFS divisions, and Nicole shared how their outreach supports and compliments the lead efforts of CCs.

CET's lead outreach (general APIA info)



CC lead outreach (personalized & local)



Perfect partnership!

Nicole Carpenter shared additional info about her team, their role, and how CET and CCs (1 Week 2 Win!) can work together to help leads choose APIA. Full details are available [here](#).

🐶 A Bluey-tiful Day



Minnesota counselor, Angela Hoialmen, didn't let the first wintery mix of the season ruin her fun at a Bluey Meet 'N Greet at Play Date (an indoor play space). Angela was on hand to talk with local parents and provide swag for attendees. She focused on spreading the word about flexible, live-in childcare with cultural flair, while two paws-itively awesome au pairs kept kids entertained with facepainting and temporary tattoos.

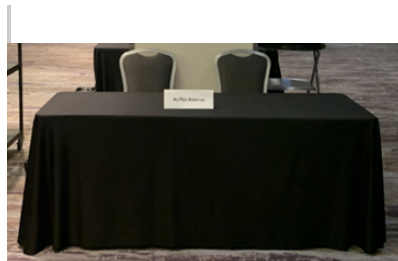
Gobble 'Till you Wobble



Last week, Stephanie Carper, our CC in West Virginia, participated in her local Turkey Trot Race. She gave out APIA cinch bags and connected with families from her area. Two of Stephanie's APs participated in the race, in their APIA tees, of course. Terrific Trot!

Level Up

Before:



After:



We've got the perfect combo for an attention-grabbing table design! The next time you host a booth or table, follow these pointers to have the best table on the block:

- Add some height to your display (stand up, plastic sign holders are great for this)
- Bring cups, jars, baskets, and bowls to contain swag
- Use all your space (flag banner, APIA signage, etc)

Kudos to Katrin and Laura for a beautiful booth!

Tasty Day



CC Parisa Gerami recently hosted her Host Family Day at Triad Park, and she added some marketing magic (and a special guest star!). And because she publicized the event around town and encouraged host families to bring friends, Parisa walked away from the day with two new leads! To up the fun, Parisa also partnered with a local business to provide a costumed character for the event – Sonic the Hedgehog! A HF Day to remember 🦔

Thinking about your 2025 Host Family Day? Why not “Make It Marketing! First, reach out to Robin at RLeon@aupairinamerica.com for event approval. Then it is time to get busy inviting TBMs and leads, promoting on social media, and ordering swag. Full details available [here](#).

🍪❄️ **One final (easy!) marketing push...**

The holiday season is here! Tis the season to be connecting, and what better reason to reach out than to wish someone a festive holiday season or happy new year. December is the perfect time to connect with leads, TBMs, au pairs, host families, and community referral partners. Simply say thank you for a great year and happy holidays! Email, snail mail, a plate of cookies with a note – connecting around the holidays is organic and low pressure, and it just might help you thrive in 2025.

Have a great weekend!

Robin Leon (she, her, hers)

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