
 Marketing...with a bite!

From Robin Leon <rleon@aupairinamerica.com>

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 APIA counselors are taking their marketing to the *neck* level with some *fang*-tastic fall events!

Time now to sink your teeth into this week's marketing newsletter. 

 Asheville Strong



The Au Pair in America team continues to send love and support to the residents of Asheville, NC and surrounding areas as they recover from the devastating impact of hurricane Helene. Asheville CC, Dianna Ryel, shares that she was able to spend quality time with her HF's and AP's just before the storm hit.

For this year's Host Family Day, Dianna invited her current cluster as well as her leads, TBMs, and members of the community. The event was such a hit that host families in attendance are planning to gather on a quarterly basis; something to look forward to during a trying time.

Kudos, Dianna! Your APIA community is sending you strength across the miles.

 Movie Night!



Providing snacks and scene-stealing glow sticks at a local elementary school's outdoor movie night was all in a day's work for Austin Community Counselor Sonja Young. The items were a

big hit with the students and parents, and APIA even earned a shout out at the school's PTA meeting. Go Sonja, go!

Three Birds, One Stone



Do know what's better than a Host Family Day? A Host Family Day turned into a market event. And do you know what's even better than that? Hosting said event near one of your area's largest employers! Madison CC, Amber Young's recent Fall Fest was truly a triple threat – partnering with her local Chamber of Commerce to host a Host Family Day/Marketing Event, right in the backyard of Epic, a huge local employer. Amber says, "I got cleared out of everything and all my host families came. I talked to some potential host families, while host families and au pairs hung out. So many people and such a great Fall Fest!"

We would love for YOU to take your Host Family Day and "make it marketing" - email rleon@aupairinamerica for details and approval.

Let Them Eat Cake



Colorado CC Claudia Goddard knows how to make the masses happy. Spoiler alert: the answer is cake...always cake. For her Host Family Day/marketing event, Claudia provided dessert along with fun for her cluster members and guests (leads, TBMs, and community members). Future host families loved connecting with *real* au pairs (they always do), and it was another successful Host Family Day in the books.

Flash Back to Summer!



Despite the West Virginia sun, Community Counselor Stephanie Carper shared that June's Shepherdstown Street Fest was hot, but productive. Stephanie had local au pairs on hand to

keep children happy with complimentary face painting. This allowed her to talk to families and make sure that every interested party walked away with swag and a business card. Very cool!

1 Week 2 Win



This month's Marketing Magic will introduce a new, easy system for Community Counselors to engage with and convert their leads in just one week. Learn more about "1 Week 2 Win" by attending October's Marketing Magic, featuring special guest Jean Quinn. Mark your calendars for Wednesday, 10/30 at 10am eastern (as always, this will be recorded).

Reserve your spot for October Marketing Magic [here](#).

Doing Good in the Neighborhood



Sponsoring local events allows Au Pair in America to give back to the communities we work in *and* serves as great marketing. APIA recently sponsored Junior League of the Emerald Coast's "Toast on the Coast" event. VIP swag bags included our branded hand sanitizers, and APIA also sponsored a child through the Child Clothing Project, the charitable organization at the heart of this event. TOTC raised over \$22,000 for this worthy cause.

 So many great marketing activities – almost too many to *count*! Thanks for all your efforts to grow the APIA program We hope that you, our amazing *stake*-holders enjoyed this edition of the newsletters. *Fangs* a lot – *bats* all we've got! 

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