
 I Want Candy

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Raise your hand if you're still working through your Halloween candy stash? This author *may* have skimmed a little off the top of her kid's trick or treat bucket.

Fun Fact: A recent informal survey of CCs showed that Reese's Peanut Butter Cups are APIA's hands down favorite sweet treat. 🍫📱

Speaking of spooky fun, this year APIA CCs continued to crush their October marketing activities. From Trunk or Treats to Fall Fests, from Candy Crawls to Trails of Treats, everyone was doing the Monster Mash and making marketing magic.

Read on for Halloween marketing that's no tricks, all treats.

 Tricked out Trunks



These days, Trunk or Treats are all the rage, and APIA-ers are jumping on the trend and passing out parking lot loot. CCs decorated their rides, and handed out APIA paper airplanes, crowns, crayons, and of course, candy! Haunted Honda, Franken-Ford, and an out-of-this-world galaxy theme were just a few of our favorites. Kudos to Monique (FL), Stephanie (WV) Jessica (OH), and Amanda (KS)!

No time to create your trunk decor from scratch? Good news! Amazon and other retailers like Oriental Trading sell pre-packaged kits for decorating your vehicle. Simply open, attach, and go!

 Onesie, Twosie



Chicago area counselors Lana Hamman and Ulrike Kieffaber (in giraffe and unicorn onesies) were on hand at their local “Batavia Batfest” with two au pair helpers to pass out candy and discuss childcare needs with local families. In addition, they offered a mini beanbag toss for a fun interactive element. This event garnered the duo ten solid leads; cheers to you both!

Something to Crow About



Lauren Schuler had a busy autumn with lots of fun and unique marketing for Tallahassee, Florida. Lauren entered an Au Pair In America “au pair-crow” into her local botanic garden’s scarecrow competition and also provided seasonal goodie bags to her local marketing partners to distribute to their customers. Way to go Lauren! Your scarecrow is obviously outstanding in the field! ;)

Delicious Dish



Maryland CC Cynthia Chan has been a fall marketing queen throughout the years, and she recently shared a few words of Halloween wisdom:

- Utilize APIA stickers to brand the candy you pass out at out at trunk-or-treat events or to trick-or-treaters
- Mini Play-Doh tubs with APIA stickers on top and packs of APIA crayons are wonderful non-candy options for anyone looking to participate in the Teal Pumpkin Project.
- Where’s Waldo and Around the World makes an easy costume and on-brand theme for trunk-or-treat events.
- Start the search for Halloween marketing opportunities early – Back to School season is the perfect time to start researching.

Twix or Treat



Amber Young headed downtown for a very busy Madison's Family Halloween event. This crowd could not get enough of Au Pair In America. Amber was wiped out of candy, goodies, and giveaways in two hours flat! Time flies when you're having fun!

It's Reigning APIA



APIA royalty sighting! CC Sonja Young recently hosted an APIA table at Austin's Trail of Treats. Sonja gave out candy, passed out flyers, and provided Halloween crafts. The evening concluded with over 100 children sporting their very own APIA crown. This event was a royal success!

Sweet Success



Picture this – the East Greenwich Halloween stroll. Hundreds of kids in their Halloween finest. Bean bag toss, to engage with kiddos with enticing prizes. Great conversations with genuinely interested families. Festive fun!

Ever wonder if these community events lead to...well, *leads*? They sure do! Just ask our Rhode Island counselors Sarah Merriam and Ginger Kroll. This event already led to an info session and hopefully a new family!

What's Next?



Surely, you've tuned in for enough "Marketing Magics" to know that a marketing email is no good if it doesn't contain a call to action. So, what's next for you, intrepid counselor?

Your end of the year wrap up items:

- **Expressing gratitude to your HFs and APs:**

Take advantage of all the November feels and thank them for being advocates for cultural exchange in your community and for continuing to send their friends and neighbors your way – always the best compliment.

- **Prepare for Santa**

In addition to hanging your stockings by the chimney with care, you'll want to make sure you're ready for **all** the Santa activities coming to town. Train Rides with Santa, Pictures with Santa, PJ Party with Santa, Cookies with Santa, you get the idea. Follow the big guy in the big red suit, and you're bound to find families and kids. Reach out to Robin Leon for ideas on how to participate in your local winter events.

- **Sketching out 2025**

All this great Halloween content got you thinking about your plans for spooky marketing in 2025? Believe it or not, it's time to get started on your marketing plans for the year ahead. What do your marketing goals look like for next year? Events, social media, auction baskets, finding new marketing/referral partners? Start sketching now, and be on the lookout for more info on planning for a successful 2025.

Whew! ::wipes brow::

Well done team, we had one heck of a Spooky Season! And all that hard work certainly deserves a reward. Treat yourself to a Reese's Peanut Butter Cup and have a great weekend!

Robin Leon (she, her, hers)

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