

🌸 Spring has sprung...

Robin Leon <rleon@aupairinamerica.com>

Fri 19/04/2024 09:21

🌸 Spring is in full swing, and APIA CCs are blooming with great marketing ideas. Check out these events and activities to help you *spring* into cluster growth! 🌸

🌸 Chamber Champ



This month, Lauren Schuler, our CC in Tallahassee, held an official ribbon-cutting at the Greater Tallahassee Chamber of Commerce. The event was a chance to meet chamber members, connect with the community, and celebrate the introduction of APIA in the heart of Florida. Way to spread the word, Lauren!

🌸 This Smile Brought to You by APIA



Jodi Dominguez, CC in Florida, was all smiles after her latest marketing event, a local Young Entrepreneurs Market.

The secrets to her success?

- Au pair volunteers: let people see this awesome program in action
- Coloring sheets and tattoos for the children: APIA will send you [all the swag you need](#)
- Auction basket on display: it's a conversation starter and draws attention to your table

- Brochures stuffed inside tote bags; parents can read about us later when they aren't busy chasing children

🌸 Girl-Boss



West Virginia's Stephanie Carper was rubbing elbows at the Women's Luncheon and Expo, hosted by the Shepherd University Foundation. Not only did she walk away with five strong leads, she also mixed and mingled with the women of her local community. Stephanie is most excited about her conversation with Equitable Advisors (a group educating parents about financial planning) – what a great partner for reaching families in the community!

🌸 Social Putter-flies



Au Pair In America recently sponsored "Hole 3" at the Stamford, CT Moms' Mini Golf Pop-Up! Over 450 people played a round on the course and saw our logo. Based on numerous social media posts about the event, it seems that local families had nothing but compliments about this fun family experience. Thanks to Stamford CC Christine Meek for continuing to connect with local parent groups. APIA, we really are the best, by *par*.

🌸 See the (Spot)light?

Linked in

Q. What social media platform is perfect for talking child care needs, work/life balance, and cultural exchange?

A. LinkedIn!

Joining is simple; you'll just need your name and your email address. The next step is creating your profile and engaging with APIA content. (Make sure to show your colleagues some love with likes, comments, and shares.)

Even more exciting? Au Pair In America is bringing back "Team Spotlights"! Be on the lookout for these posts featuring your fabulous coworkers and engage away!

🌸 All About That Base(ball)



This spring, Lindsey Culpepper, our St. Simon's Island CC, helped APIA sponsor a Glynn County Parks and Rec T-ball team. Our newest team members had no trouble repping for APIA. In addition to proudly wearing their new logo 'ed t-shirts during the opening day parade, these young athletes also MADE and carried an Au Pair In America sign. Way to knock it out of the park, Lindsey and team!

🌸 Fairground Frenzy



Less than two weeks left to make the big bucks! The Host Family Recruitment Fair and corresponding incentives are coming to an end on April 30th. Now is the perfect time to reach out to current host families for referrals, invite back former host families, and jump into the online portal to add "staff picks" for your TBMs. Refer to Jean Quinn's February 16th email for the full details.

🌸 That's a wrap! Keep that *spring* in your step and have a great weekend. 🌸
(*special thanks to Amanda Wagner for her newsletter know-how!)

-Robin

All best,

Robin Leon (she, her, hers)
Au Pair in America
Field Support and Training

203.399.5036

rleon@aupairinamerica.com

www.aupairinamerica.com

Emergencies-->1-800-9AU-PAIR

*Know someone looking for flexible, affordable childcare? Click [HERE](#) to refer a friend and receive \$250!
Named [Best Overall Au Pair Program 2021, 2022, and 2023](#) by Verywell Family®*