

🌧️ April showers...

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🌧️ April showers might bring May flowers, but April *marketing* brings potential customers through the door. Check out these tips to help you reach your spring growth goals. 🌧️

🌧️ Bro-pair Behind the Booth



Last month, Minnesota CC Anna Hoffman hosted a booth at a local “Discover Plymouth” event. Anna passed out APIA info to local families, provided kids swag, and had a raffle basket that was a big hit. Best of all? She was accompanied by an amazing AP volunteer – Mate, who helped spread the word about the benefits of the APIA program. Fabulous event!

🌧️ Rockin' Ribbon



CC Mary Tjoelker is making waves in Grand Rapids, MI. She recently hosted a ribbon cutting, through her local Chamber of Commerce, celebrating the arrival of APIA in the community. Over 40 Chamber ambassadors and members were in attendance, including one of Mary’s sweet host families. (Check out their adorable baby taking a taste of the ceremonial ribbon!)

Mary, thanks for putting Grand Rapids on the map for APIA!

🌧️ Woman-powered



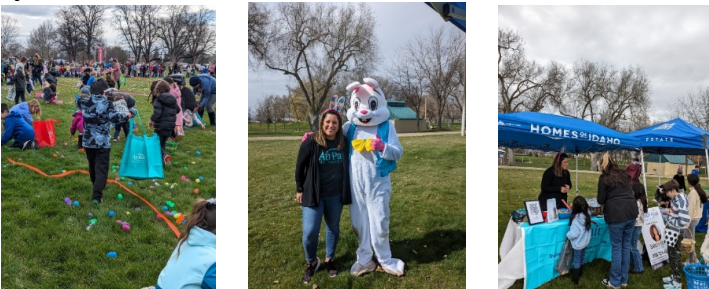
Meanwhile in Florida, Jodi Dominquez and Lori Henry (community counselors) joined forces and attended the Power of Women luncheon. These two networked their hearts out and were able to make connections with businesswomen from across Tampa and St. Petersburg. We can't wait to see what co-marketing opportunities are just around the corner for these wonderful women!

🌸 Scout it Out



An amazing cultural learning experience was had when Au Pair in America's Asheville cluster joined together with a local Girl Scout troop for International Women's Day 2024! CC Dianna Ryel invited her AP Larissa to teach these young people about life in her home country, Brazil. Larissa explained au pair life and shared brigadeiro, a chocolate Brazilian treat. The scouts had previously researched Brazil, so this was a fitting, fun, celebratory gathering. *Obrigado* Larissa!

🌸 Chick This Out



Alejandra Alvarado, the community counselor in Boise, is really some-bunny special. 😊 Not only did she host a table and collect leads at her local Easter event, Alejandra had the egg-cellent idea to offer APIA shopping totes instead of baskets for the egg hunt! This visibility paid off, both at the event and as families continue to use APIA swag in the community in the months to come.

🌸 Spa-tacular Auction Basket



Amanda Wagner, our Kansas City CC, created this “Mom & Me” Spa Basket for a local figure skating team’s fundraising efforts. Auction and raffle baskets are a great way to keep the Au Pair In America name visible in your community.

Reminder - From March 1st through May 31st, we’ve increased your basket budget from \$25 to **\$45. Simply save your receipts for basket goodies and submit through Concur. And don’t forget to send us a photo of your creation – we love your basket pics!*

🌸 Moms Meet Up



Over in Tallahassee, community counselor Lauren Schuler, was a guest speaker at her local MOPS (Mothers of Pre-Schoolers) meet-up. After her presentation she answered questions, passed out swag bags, and provided snacks (the true way to a mom’s heart). Bonus - she left the event with a couple of leads. Nicely done, Lauren!

🌸 Got the Message?



In our most recent installment of Marketing Magic, we talked about "**Great Messaging.**" If you missed it, or you just want to review some great phrases shared by your creative colleagues (and the best strategy for cutting in line at the copier), check out the recording here: [video1569973433.mp4](#)

And that’s all she wrote! Stay dry out there and keep making that marketing magic. 🌸🌸

All best,

Robin Leon (she, her, hers)

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