



Turn the page...

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 Happy New Year, all! As you turn the page on a fresh calendar, we wanted to share some great APIA CC efforts from the end of 2023 and the start of 2024. As we enter January, may your toes be warm and your leads be hot! 

APIA on Parade



Margaret Estes, one of our CCs in VA, was riding in style in her community's holiday parade! As part of this fun local event, Margaret rode in her "APIA-mobile" and threw beach balls and frisbees to the crowd. She also chatted with parade-goers after the event, passing out APIA tattoos and spreading the word about our program. Margaret reports the event was a great success.

In TRAIN-ing



APIA CCs have been working on the railroad! CCs Lindsey Culpepper (GA) and Stephanie Carper (WV) each boarded trains bound for the North Pole and shared APIA info and swag with families in attendance for these festive rides. Way to keep your marketing *on track!*

Head of the class!



Did you know? APIA has an amazing cultural exchange resource available to your cluster. (and pssst! It's great soft marketing tool!) APIA's Global Awareness program is an opportunity for APs to share their home culture and experiences with their host community. One such opportunity is presenting in local schools.

CC in Boise, Alejandra Alvarado shares about a recent Global Awareness success in her cluster, featuring one of her APs presenting at her host child's school:

"My au pairs rocked this one! They delivered such an engaging and fun presentation. We all learned something new, compared and found similarities with our own countries, and the passports were a hit with the kids!"

To learn more about Global Awareness, click here: [Global Awareness – Sponsored by Au Pair in America](#)

Rest, Relax, and Resolve



Mary Tjoelker is racing into the new year! She represented APIA at the Resolution Run in Grand Rapids. As part of our participation in the event, Mary created a "Rest and Relax" raffle basket, complete with head wrap, body wrap, candle, truffles and more... plus some APIA info and swag. She also handed out APIA winter goody bags to all runners, stocked with hot cocoa, hand warmers, and more self-care fun.

Mary shares that over 800 runners turned out for the race, and attendees could be seen putting their APIA swag to good use right away.

Shrimp-ly the best



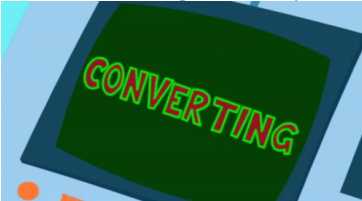
GA CC, Lindsey Culpepper knows how to ring in the new year! To welcome 2024, her coastal community hosted a “Shrimp Drop” event, with entertainment and activities for local families. Lindsey grabbed a spot right next to the bounce house and offered face-painting and giveaways to kids in attendance. As co-sponsors of the Shrimp Drop, APIA had signage posted around the event and received shout outs on social media and during the event itself. Shrimp-ly amazing, Lindsey!

So long, Santa



One last hang with Santa... CC in CA, Jennifer Brewer got crafty with her recent APIA booth. Santa was hosting an event in her community and Jennifer offered scratch-art ornaments and coloring pages. (complete with APIA stickers, of course!) Bonus... she was able to snag a prime spot next to the bounce house and in front of the area where Santa was set up for pictures. Crafty! See you next year, St. Nick!

LEAD-ing the way...



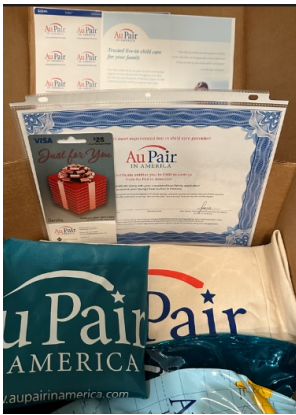
"Marketing Magic: Convert!" – thanks for joining our most recent webinar. In case you missed it, we covered:

- Tips from your fellow CCs on how to get leads to apply
- The ONE thing that might be missing from your lead outreach
- Next steps to get those TBMs matched

Check out the recording here:

[video1644095954.mp4](#)

It's in the mail



No basket? No problem! CC Kristie Barkauskus in FL was in a pickle. A local school had accepted her offer of an APIA auction basket, but they needed it *now*, and they were an hour away. Enter the US Postal Service! Kristie popped the basket “ingredients” in the mail and got the package to the event hosts in time for the big day.

Pro-tip: Spring is a big time for school and community auctions. Be on the lookout for opportunities and offer to donate an APIA auction basket.

An elf, herself



Our CC in Tallahassee, Lauren Schuler, is working to make sure every man, woman, and child in her area knows about the APIA program! She recently hosted an APIA booth at her local Elf Night event, participated in a “Cookie Stroll” hosted by the parks department, and was welcomed on stage to introduce APIA as a sponsor of the Nutcracker performed by the Tallahassee Ballet. Giant high five, Lauren!

Ok team, thanks for getting those marketing juices flowing after the holidays. Looking forward to seeing all the amazing things you have in store for 2024!

All best,

Robin Leon (she, her, hers)

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All best,

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