

□ Flip Flop, Don't Stop...

Robin Leon <rleon@aupairinamerica.com>

Fri 12/07/2024 12:01

📎 1 attachments (504 KB)

Cast a Wide Net - cheat sheet for CCs (002).docx;

□ Hoping your week was a bop, not a flop. Dip your toes in the sand or the pool and read on for marketing news from coast to coast.

□ Check It Out!



Stephanie Carper and her au pairs have been *booking it* over to Bowman's Library in West Virginia. Stephanie recorded "I'll Build You a Bookcase" ("Te Haré Tu Propio Librero") in Spanish for the library's Story Walk, an interactive project that displays children's books along a community walking route. (Listen [here!](#)) Then a group of her local au pairs joined her to help co-host the library's Hola Piñata Fiesta. This party included bilingual story time, APIA passports with stamps from around the world, crafts, games, and of course, a piñata. Kudos on a *novel* idea! 😊

□ Cast a Wide Net



When meeting with a new host family, it's safe to assume that they will be meeting with other agencies in addition to APIA. So what can you do to earn their business? Make sure they are successful in finding their "right fit" au pair! But how can you gently guide a new family who narrows their au pair search just a bit *too* much? Make sure they don't miss out on a great au pair and encourage them to "Cast a Wide Net" (check out the **attached tip sheet** for ways to help your host families in their au pair search). Sometimes it isn't *what* you say but *how* you say it, so we've included sample wording to help a host family to broaden their search and find an amazing au pair who meets their needs.

□ Dancing Queens



Volunteering in your local area is great soft marketing! Not only does this get the Au Pair In America name out in your community (wear those t-shirts) but it also provides a fun, free way for au pairs to get involved and give back! Annemarie Furey understands the value of soft marketing, and she rounded up a group of her au pairs to volunteer at the Mad Marathon in Mad River Valley (VT). Run participants dubbed the group the “Dance Party Station” thanks to their killer moves and pumped-up music. Check out those smiles!

☐Military Matters



Many of our clusters are located in areas with a large military presence. Our program’s flexibility, affordability, and international flair are a perfect fit for families who serve.

And good news... APIA is launching a new military family campaign!

Details:

- \$750 program discount through 8/31
- Application promo code is MLD
- Not to be combined with any other offer
- New host families only
- One parent must show proof of actively serving in the military

Reach out to Robin with any questions, and thanks for spreading the word to your local men and women in uniform!

☐Marketing with a Bang



Down in St. Simons, GA, CC Lindsey Culpepper is also on the move. Lindsey was on site at Sunshine Festival Race packet pick-up. To spark additional interest, she passed out hand sanitizers and drawstring bags. When you’re getting ready to host your own APIA marketing event, don’t forget to place your swag order *at least* two weeks before supplies are needed.

[Swag Order Form](#)

☐Basket Bonanza



Denise Eliopoulos, New Jersey CC, is busy with baskets. She was recently involved in *three* separate Philoptochos auctions (a philanthropic organization, dedicated to promoting charitable and benevolent outreach in their community). Thanks for crushing that community involvement, Denise!

☐ Nailed It



Online outreach is easy and simple with the [CC Toolkit](#) at your disposal. This comprehensive resource provides social media images, blog posts, youtube videos, and more, in one place. Need a seasonal photo to post on Facebook the first day of autumn? Find it in the toolkit! Want a video to explain the au pair screening and training process to a TBM? That's in the toolkit! Need a blog post explaining to a lead the nine reasons they need to host an au pair? Also in the toolkit! All of APIA's social media handles? Toolkit! With the [CC Toolkit](#), you will never run out of things to say!

☐ Head of the Class



Florida Community Counselor Lauren Schuller was recently the guest speaker at a Tally Prenatal Yoga class. Not only did Lauren talk up the APIA program and offer to answer questions, she also passed out "new mom" themed swag bags (hand sanitizer, bib, water, ink pen, and snacks). The talk went so well that Lauren has already been invited back to speak at a class in September. A+ work Lauren!

☐ Flip the Switch



Update: Our increased **Switch & Save** discount has been extended! Between now and August 31st, families leaving another agency to host with APIA will **save \$550!** All discounts (including Switch and Save) can be found [here](#). Reach out to leads, TBMs, and former HFs to share this exciting news!

Are you currently hosting an au pair on the Exchange Visitor Program from another agency? Try Au Pair in America to experience the difference! If you have never tried Au Pair in America, apply for free and receive up to \$550 off your program fee.

Our professional staff is on hand to explain the Au Pair in America program difference and provide unparalleled comprehensive support throughout the year.

Valid only for first time families. This discount can always be combined with a referral credit. It cannot be combined with other discounts/promotions.

Hope this newsletter fed your *sole*. Have a fabulous flippin' weekend! ☐ ☐ ☐ ☐

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®🏆