

🍌 Just for APIA...

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📎 1 attachments (44 KB)

Host Family Informational Session Form - blank.doc;

🍌 Hot dog! There's some great marketing happening in APIA clusters across the US. So, rest your *buns* for a bit and let's *ketchup* with our marvelous marketing CCs.

🍌 Pardon My French



La Révolution continued in Sacramento, California where Jennifer Maurer recently celebrated Bastille Day with her local Alliance Française. And because everything is better with *un ami*, Jennifer invited the local AYA (Academic Year in America – an AIFS program) rep to join her. After speaking to families about both programs, these ladies each left with a handful of leads each. Ooh la la!

🍌 What's in Your Basket?



Rhode Island's community counselor, Sarah Merriam, put together two great auctions baskets for Kingston Hill Academy.

How Does Your Garden Grow Basket:

"No time to tend to your soul because of how crazy working-family life can be? Host an au pair and watch your garden flourish...or at the very least, never touch kid laundry again."

Rest & Relaxation Basket: *"Wine-down without the stress of finding a babysitter! Your new au pair is here to help."*

Love the creativity, Sarah!

🍌 Give Me the Info!



Have you tried info sessions? These brief, in person lead meetups are a great way to woo a future customer. The goal with any lead is to get them to apply, but for a family who is new to the process, has lots of questions, or is just plain hesitant to apply, an info session can be a great tool to help them get to TBM.

Reminders:

- Must be in person
- Family must be at lead/REG status
- Complete form (attached) and submit to rleon@aupairinamerica.com to earn your **\$50 incentive**

Marketing with a Bite



Amber Young, our community counselor in Madison, Wisconsin was recently on hand for the Middleton Gators Swim Team's Swimathon. Swimmers raised money for a local food pantry while Amber passed out swag and connected with local families. Sounds like a splashing good time for everyone!

Gain the Edge



We know Au Pair in America is the best agency around – just ask [Verywell Family](#) - but how do you make sure families in your area know we're #1, especially when the competition is fierce (and vocal!)? First, be sure to share [this](#) competitive advantage document when working with leads and TBMs.

Other talking points to have at the ready:

- *Cost* – when you consider the fine print and hidden costs that may come with other agencies, APIA's cost are comparable, if not lower than the competition. Current discounts [here](#).
- *Value* – focus on what our customers *get* for their money. AP orientation/NYC tour, expert partners, and the best support in the business.
- *Flexible Refund* – with other agencies, you're locked into your contract, no matter what. APIA works with our families to provide refunds where appropriate.

Community Counselor Barbie



Hi Barbie! Diana Ryel-Lindsey left her Mojo Dojo Casa House and hosted a marketing table at Asheville's Movies in the Park at Pack Square. Hundreds of families attended this screening of the Barbie movie, and the APIA logo was everywhere – including on the big screen. Go Barbie!

Marketing Magic – Turn Your Host Family Day into a Marketing Event



As a community counselor, you're required to host an annual Host Family Day. But did you know with just a bit of planning you can turn this important day into a marketing event? Your Host Family Day is a great way to show off the power of cultural exchange to potential host families, and APIA is happy to provide supplies and support to help you get some extra marketing bang for your buck.

Check out our recent Marketing Magic webinar, featuring special guest star Lynn Gilbert, complete with tips for hosting a successful HF Day, as well as what to consider when planning to “make it marketing.”

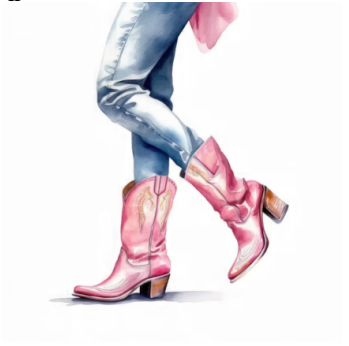
Recording here:  [video1704153682.mp4](#)

Seeing Double (or Triple)



While hosting a table at Safe Swim's Grand Opening Block Party, Kansas City counselor Amanda Wagner ran into a host family who is expecting **triplets**! CC's everywhere make note: your local multiples market is *full* of potential host families! Parents with multiples really could use an extra set of hands and appreciate that our costs are per family, not per child. Find your local multiples mom/parent group and reach out! Offer to talk to their members about how au pair childcare benefits multiples families while providing swag and snacks. Also, when you have a lead/TBM family with multiples make sure to share [this blog post](#)!

👉 These Boots Were Made for Walking



“Ready Boots? Start Walking!” ...to your nearest DSW store. This is one last reminder for Exchange Day. Ask your cluster and community to consider what it might be like to walk in someone else’s shoes and then donate new or “gently loved” shoes to Souls4Soles. This is a great activity to post on Nextdoor, local facebook and other digital groups – parents LOVE an opportunity to clean out those closets and make room for back-to-school shopping.

Once you’ve rounded up donations, go to the Soles4Souls [website](#) and click “Drop off Shoes” to find a drop off location near you. DSW is a Soles4Souls partner and is happy to accept donations of 15 pairs of shoes or fewer.

Franks for reading! *Relish* your weekend! 🍌🍌🍌

Robin Leon (she, her, hers)

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

Know someone looking for flexible, affordable childcare? Click [HERE](#) to refer a friend and receive \$250!

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