

## 🍋 Sweet, sour, and cool...

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📎 1 attachments (2 MB)

What-Sets-Us-Apart-24[6].pdf;

🍋 This week's theme? Lemons and leads! So, pour yourself a tall glass of lemonade and read on for marketing ideas that are crisp, sweet, and refreshing. 🍋

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## 🍋 Easy Peasy, Lemon Squeezy



Sarah Merriam and Ginger Kroll, community counselors in Rhode Island, handed out 250 free cups of lemonade (complete with APIA cups) at the annual East Greenwich June Picnic. It's like the old saying goes, "when life gives you lemons, make lemonade...and get leads!" Sarah and Ginger left this event with a whopping ten leads and lots of interest in the APIA program: way to "squeeze" the day, ladies!

## 🍋 A Basket Bonanza



Auction season may be cooling down but that didn't stop Pennsylvania's Kate Jannetta from donating auction baskets to **four** different school fundraisers. Do you have your Facebook "auction offer" ready to go? Now is the time to keep your eyes peeled for auction opportunities in the fall!

## 🍋 Truck-tastic



Connecticut CCs, Marie Blue & Marli Meier, teamed up to host a table at Junior League of Greenwich's Touch-a-Truck. These counselors set a personal record for leads; sweet! Their secret weapon? **Au pair volunteers**. They had 22 au pairs on hand: passing out swag (bags are always a crowd pleaser), talking to host families, and applying temporary tattoos. Kudos on a great event!

### 🍋 Marketing Magic: Words to Use/Lose



Got questions about proposed changes to the au pair program? Fear not! Jean Quinn recently sat down to discuss what words to use and lose during tricky conversations with current and potential host families. She recommends "helping families to understand that this is a program that is very successful and has been successful. We've been through changes before, and we're here to help and support you."

In case you missed last week's Marketing Magic: Words to Use/Lose with Jean Quinn, or would like to review the content, a recording of the call can be found here:

[📄 video1003467113.mp4](#)

### 🍋 Give it a Whirl



Also setting a personal record for leads is Jennifer Maurer in Sacramento, CA. She recently hosted a booth at International Kids Fest, the perfect event to highlight APIA and cultural exchange. Jennifer's prize wheel drew attendees to her table and helped control the flow of swag (pro tip for events). Consider giving this idea a *spin* at your next marketing event.

### 🍋 Served Fresh



In Tallahassee, the Capital Medical Society hosted a pickleball event, and APIA was there. The event “was a great success” says CC Lauren Schuler. “I got multiple leads, and the giveaway (a pickleball set) was a big hit! I also met an OBGYN at a big hospital network in the area who is going to contact me about connecting me with his patients.” What great exposure to medical professionals!

### 🍋 A cut above



**You** know APIA is best au pair agency in the business. Our updated “What Sets Us Apart” flyer (attached) is a great way to share that news with leads, TBMs, and anyone else interested in the APIA program.

A few points to highlight:

1. **Support**
2. **Expert Partners**
3. **Social Proof** – (Verywell Family Award)
4. **YOU!** What sets us apart in the communities we serve across the US? Our amazing counselors and staff! Don't be afraid to talk about your experience and exceptional support.

### 🍋 Ab-SHOE-lutely Fabulous



Exchange Day is back, and Au Pair In America is excited to participate once again. To honor this day, APIA will host a shoe drive benefiting [Soles4Souls!](#) The goal of the drive is to get APIA participants and our local communities involved in the fun. CCs should invite host families, au pairs, friends, neighbors, and community members to donate shoes, and make shoe collecting a part of an upcoming summer cluster meeting.

Robin's email on 6/7/24 has all the details, including ways to utilize this activity for some soft marketing. And remember, we need your shoe pics (don't forget your APIA tees)! Send those photos of au pairs, cluster meetings, piles of shoes, and DSW drop offs to [leon@aifs.com](mailto:leon@aifs.com).

Have a sweet, refreshing weekend! 🍋 🍋 🍋

**Robin Leon** (she, her, hers)

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