

## 🤔 Hot enough...?

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Hot enough for ya'?

🤔 The temps may be rising, but APIA CCs continue to keep cool with marketing events that beat the heat (did someone say ice cream??)

Read on for the *scoop* on summer marketing events and tips. 🤔

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## 🤔 Mud-tastic Mirth



Dirt Alert! Congrats to community counselor Marisa Marzilli for hosting her first marketing event: Mud Day at The Children's Museum of Wilmington, North Carolina. After ending up with her table in a less-than-optimal spot, Marissa was quick on her feet. Rather than waiting for families to come to her, she walked around the venue passing out flyers and swag. Just another (dirt-y) day in paradise!

## 🤔 What's the Scoop?



In North Carolina, Asheville's Dianna Ryel-Lindsey set up a marketing booth at Dalai Llama, a local, upscale ice cream shop. Dianna was able to talk with visitors at this family favorite scoop shop. Dianna's event was so sweet, she plans to set up her APIA table there again later this summer.

## 🤔 Step Up Your Social Media Game



Put your best foot forward and use APIA's shoe drive (in honor of Exchange Day) to soft market your cluster! All those local parenting Facebook groups that don't allow advertising? This is such an easy way to get your name (and APIA!) in ALL of

the parent communities you'd like to target. By posting about your local APIA show drive, you're sharing an opportunity for parents to give back (and clean out those closets!).

Sample post:

*Got shoes?*

*In celebration of Exchange Day, my organization, Au Pair in America, is collecting new and gently used shoes to donate to Soles4Souls. Please check your closets – we'd love your outgrown, just not your style, or never-going-to-wear shoes. Adult and kids sizes welcome!*

*What: new or gently loved shoes*

*Where: [fill in drop off location]*

*When: before August 15th*

### Miles of Smiles



Art on the Lake, a fusion festival of art, music, and food amidst the scenic backdrop of Lake Minnetonka, is where we recently found Minnesota's Angela Hoialmen. She had au pair volunteers on hand to provide facepainting, always a crowd-pleaser. This left Angela free to talk to parents and capture leads. Kudos, team!

### Tip Top Table!



Amanda Wagner, Kansas City's community counselor, hosted a chic, charming table at the Babies & Bump Expo in early June.

Interested in taking your table game to the next level? We asked Amanda for her tips and tricks:

- Use baskets – contains the mess, blocks the wind at outdoor events, and upgrades the aesthetic
- Add some height – creates more visual interest and can help increase table space
- Blank space – try to contain the urge to fill up every inch of your table top with every piece of swag you have.

You can keep extras in a box under the table and refill as necessary.

### Un-peel-ievable



Inland Empire's Community Counselor, Jennifer Brewer sponsored a refreshments table at the MomWalkCo Murrieta Park Day. Jen shares "I had a great turnout of moms and kids, and the other sponsor was a kids music teacher, so they had a music class after the walk." Marketing, networking, *and* getting those 10,000 steps in? Way to go!

### K.I.S.S. (Keep It Simple Sunshine)



Update your links! The link for newest version of "What Sets Us Apart" is: <https://www.aupairinamerica.com/pdf/what-sets-us-apart.pdf/>

Make sure to include this flyer in your lead and TBM follow ups. Such an easy share with big impact!

That's all she wrote...Stay cool out there!

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

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