

RE: 🍀 Feeling Lucky?

Robin Leon <rleon@aupairinamerica.com>

Fri 22/03/2024 14:50

To:Robin Leon <rleon@aupairinamerica.com>

Correction!

Rita Gross and cluster (and the Ghostbusters!) also participated in the Patchogue Parade. Thanks Rita and Cindy! 😊



From: Robin Leon

Sent: Friday, March 22, 2024 2:20 PM

Subject: 🍀 Feeling Lucky?

🍀 It's not easy being green, but these APIA CCs make marketing look like a breeze with some great spring events, including lots of St. Patty's Day fun. Keep reading for some ideas you can use in your own clover patch. 🍀

🍀 Sham-Rock 'n' Roll



Amanda Wagner, Kansas City's CC, served as a judge at North Kansas City's "Lads & Lassies" competition (sponsored by Au Pair In America). Boys and girls ages 2 to 7 showed off their charm and Irish flair in hopes of winning a spot to ride in the local fan favorite "Snake Saturday" Parade. After getting jiggy with it on stage, competitors were given an Au Pair In America goody bag. Fantastic flair!

🍀 Lepre-Chaun-Do Attitude



CC Angie Hoialmen (MN) hosted an APIA table at the Luck O' the Lake race in Excelsior on Saturday! Although she did not have the luck o' the weather, there was still a great turnout. Angie was proud of her au pairs who braved the chill and helped her share information on flexible, affordable childcare and cultural exchange. We're green with envy over this fun and festive event organized by the Excelsior-Lake Minnetonka Chamber of Commerce.

Pro-tip: After your event, make sure to send participating au pairs a volunteer certificate and a thank you for their time. They'll be more likely to help again in the future!

🍀 Bountiful Baskets



The hottest trend this spring? Baskets! APIA CCs love connecting with local schools, teams, and charities by donating auction baskets. Ohio CC Barb Share donated a "Mom's Night In" auction basket for the Shaker Heights schools foundation (L), and Wisconsin CC Amber Young shares her pitch for an appealing auction item (R): "Have a relaxing date night whenever you want, because you have an au pair from Au Pair in America!"

**Reminder - From March 1st through May 31st, we've increased your basket budget from \$25 to \$45. Simply save your receipts for basket goodies and submit through Concur. And don't forget to send us a photo of your creation – we love your basket pics.*

🍀 Perfect Playdate



Jen Brewer, one of our CCs in CA, recently hosted an APIA booth at her local MomWalkCo's St. Patrick's Day Party Play Date.

Check out this quick [clip](#) from the event to see Jen's fun raffle and a creative way to use APIA crowns.

🍀 Family Fun



Ohio CC Jessica Dow is a marketing marvel! She recently hosted an APIA booth at the 1st Annual Dayton-Beavercreek Children's Fest. Jessica provided activities for kids, giveaways for families, and loved representing APIA in her community. She was also able to capture a whopping nine leads at the event. Way to go!

🍀 Getting Crafty



Over in West Virginia, CC Stephanie Carper was hosting an APIA table at a local elementary school craft fair. She says “since it was a craft fair, the shopping bags were a hit – everyone at the event was using APIA bags and backpacks.” Well done Stephanie!

Pro Tip: use basket, risers, and flyer stands to make your APIA table visually appealing.

🍀 Shamrock Shindig



Cindy Garuba's cluster is making great strides! They recently marched in a local parade, showing off their St Patty's Day pride (and APIA tee shirts!). Cindy shares, “Au Pair in America had a great time in the Patchogue St. Patrick's Day Parade. Beautiful day, great crowd.”

Pro Tip: Is there a parade coming up in your community? Ask about participating as a cluster.

That's another week in the books. Thanks for all you do, and may there always be a pot of gold at the end of your marketing rainbow. 🌈 🍀

All best,

Robin Leon (she, her, hers)

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