

🐯 In like a ...

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🐯 March comes in like a lion and out like a lamb, or so the saying goes. However your March weather has been, APIA CCs are *roaring* into marketing this month. 🐯

🐯 Basket Boost



Our CC in DC, Maria Clements, is a bargain shopping star! She shares, “With that little bit of extra auction budget, I was able to score some great finds in the clearance section of TJ Maxx. A huge FAO Swartz Wooden Block set and an adorable Nattou Kitty Cat Rocking Chair that retails for \$169. It was so much fun finding these little gems!”

Reminder: From March 1st through May 31st, we’ve increased your auction basket budget from \$25 to \$45. Simply save your receipts for basket goodies and submit through Concur.

🐯 Head of the Class



Alejandra Alvarado, our CC in Idaho, recently shared a sweet moment of cultural exchange. Lucia, an au pair in Alejandra’s cluster, presented a Global Awareness activity to a group of local schoolchildren about her language and culture — and the kids were excited to learn!

Alejandra shares, “The presentation turned out adorable! All the kids got involved. We started with the story, then they colored and designed their crowns, and we finished off with a dance demo.” Check out an adorable video of the presentation

[here](#).

🐯 Keep it up!



Have you heard? APIA is ramping up our host family recruitment, and we need YOU to help make this initiative a success!

What can you do?

1. Bring 'em back - Between now and April 30th, previous APIA host families [Inactive (INA)/Canceled (CAN)] who reactivate with us will receive a \$700 discount. (Families must use the promo code I24 when re-applying.)
2. Get Ready to Ask for Referrals! We have increased the HF referral credit to \$500. We are also offering a \$500 discount for the family that is referred and a \$50 bonus to the community counselor! (until April 30th)

***Be sure to review Jean Quinn's email from 2/16, with subject "Join Our February Host Family Recruitment 'FAIR!'" for full details.*

In the News



Lauren Schuler, our CC in Tallahassee, is in the news! Lauren reached out to several local publications in her area, pitching them the story of APIA's expansion in the region. The Wakulla News loved the idea and published an article on Lauren and the APIA program. Check out the article [here](#). Way to go, Lauren!

Winning Winter



Kansas City CC Amanda Wagner hosted an APIA table at her local "Let's Wine about Winter" event. Attendees sipped on wine and snacked on charcuterie boxes, while strolling through vendor tables. Amanda passed out chocolates and APIA shopping bags. The event was a great opportunity to speak with new leads and network with local movers and shakers. Wonderful event!

🦁 More Race Fun



GA CC, Lindsey Culpepper was thrilled to host an APIA booth at her local “Super Dolphin” Race. This annual community event, benefitting local elementary schools, draws more than 1,500 participants and is a treasured Golden Isles tradition. Lindsey shares that turnout was great, and visitors were drawn to her table by an APIA raffle basket and branded giveaways. What fun!

🦁 Corporate Girlies



Did you know? Au Pair in America partners with companies throughout the US to offer corporate discounts as an employee Work/Life benefit. Our CC in Madison, Amber Young, recently visited Epic, a large employer in her area to offer discounts, educational material, and childcare presentations for employees.

Have an HR connections for a large employer in your area? Let us know!

Thanks for reading! Wishing you *roaring* marketing success...no *lion* about it.



-Robin

All best,

Robin Leon (she, her, hers)

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