

★🐼 May the 4th...

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Be with you! ★🐼★🐼★🐼

Happy Star Wars Day to all who celebrate. Whether you're a Jedi or a Wookiee, an Ewok or ...whatever Yoda was, we're sending you a dispatch from a galaxy far, far away. Enjoy these marketing efforts from around the country – they 're truly *out of this world*.

★🐼 April Showers Bring May Flowers



Sarah Merriam and Ginger Kroll (Rhode Island) didn't let a little rain ruin their Earth Day fun. The Au Pair In America crew headed outside, despite the wet conditions, to assist in the East Greenwich community trash pick-up. Then everyone returned indoors and dried off while offering a Liatris bulb planting station to the community. It's great to see all those APIA folks (and their t-shirts!) involved in community service; well done ladies!

★🐼 *Sorry* for the Upcoming Puns



Staten Island's community counselor, Lynore Rerick-Bruno took the time and *Trouble* to put together this lovely Family Game Night auction basket for the Hellenic School. Nicely done! But she doesn't have a *Monopoly* on creative auction baskets.

Show us what *you're* doing with your \$45 auction basket budget (good through May 31)!

★🐼 Party Animals!



**Au Pair**  
IN AMERICA

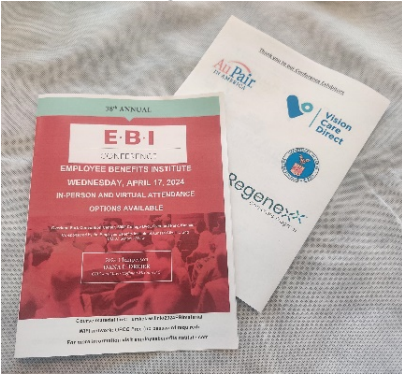
welcomes Erwin and Ony  
to the North Florida Wildlife Center!

Please enjoy a cupcake in  
celebration of their arrival!



Animal mamas need love too! CC Lauren Schuler recently co-hosted a baby shower, welcoming new animal babies, Erwin & Ony (Kangaroo and Lemur), at Tallahassee's North Florida Wildlife Center. In conjunction with their Earth Day event, Lauren provided cupcakes for the celebration and welcomed local families to meet the center's newest additions. What a fun and unique fete!

★🐛 **Howdy, (corporate) Partner**



Kansas City's 38<sup>th</sup> annual Employee Benefits Institute Conference was held in April and thanks to community counselor, Amanda Wagner, we were there. Swag was passed out to conference attendees, and Amanda had the opportunity to talk about Au Pair In America's *Corporate Partnerships*.

APIA corporate partnerships are at no cost to the employer and help raise employee attendance rates. Employees get improved work/life balance, and APIA gets in front of potential HFs. It's a win, win, win!  
*Know a large employer in your area that might like a corporate discount? Let Robin know!*

★🐛 **This One Really was For the Birds**



West Virginia CC, Stephanie Carper got Au Pair In America involved with the Audubon Society's Race for the Birds. APIA donated shopping bags for race participants and Stephanie was on hand to pass out business cards, make new

connections, and congratulate the first place winner.

## ★🐰 Back and Better than Ever



Counselors who were around pre-COVID will remember our weekly, LIVE lead webinars. Well, they're baaaaack! These "Live Lead Webinars" will be offered every Thursday at 2pm eastern. New families who attend will receive a \$150 program fee discount.

During this webinar, our experts will cover the basics of the APIA program, AP screening, and HF responsibilities. Every lead automatically receives an invite to the Live Open House, but CCs are encouraged to share webinar info, incentive, and registration link in their individual outreach to new leads (this is a great second "touch" for leads):

<https://explore.aupairinamerica.com/join-us-for-a-live-open-house-this-thursday>

## ★🐰 Scout's Honor



Girl Scouts everywhere participate in World Thinking Day, and recently, community counselor, Jen Brewer (Inland Empire, CA) got involved in the fun. Jen presented to the group and passed out APIA passports and flag stickers. To earn their Global Action badge, scouts then decorated tote bags and handmade cards (sent along to a former au pair now working in a German boys' home).

## ★🐰 Feeling competitive?



Thanks for joining us for "**Marketing Magic: You've Got Competition**"! We took a closer look at HF needs and how APIA provides superior support and service, thanks to YOU.

A few pieces of follow up:

- Recording of our call: [video1223159057.mp4](#)
- Link to [What-Sets-Us-Apart-23.pdf](#)
- Photo gallery of all available flyers and swag: [aupairinamerica.com/pdf/supply-form-photo-list23.pdf/](#)
- Order physical copies of What Sets Us Apart (and all APIA flyers and swag): [Community Counselor Request Form \(monday.com\)](#)
- Need great blogs, videos, and graphics to share? [CC-toolkit - Au Pair in America - Regional](#)

To quote the great Yoda himself, “Do. Or do not. There is no try.”

He may not have been talking about marketing *specifically*, but wise words to keep in mind as you plan your May Marketing and beyond.



Have a great weekend!

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

Au Pair in America

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*Named [Best Overall Au Pair Program 2021, 2022, and 2023](#) by Verywell Family®*