

#### 😫 DOG days of summer...

From Robin Leon <rleon@aupairinamerica.com> Date Fri 23/08/2024 11:09

() The dog days of summer are here! As some of us head back to school and others squeeze out a few more days in the sun, read on to see how APIA CCs are keeping their marketing cool and their community engagement hot.



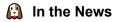
Dianna Ryel-Lindsey, threw *the* pool party of the year at Asheville Racquet Club in North Carolina. Au Pair In America beach balls were spotted all over the pool, and the line for glitter tattoos and face-painting lasted all afternoon, giving Dianna the opportunity to talk to SO many local families. Way to make a splash!

### She's Keeping Cool with Back to School



CC Sonja Young recently hosted an APIA table at her local community center in Austin, Texas. She provided "back to school" swag bags (think pencils and erasers) along with APIA logoed goodies. "The event was a great success!" says Sonja. "Lots of people stopped by, took business cards, and the kids loved the goodies and the coloring placemats."

Thanks, Lauren Schuler, for the inspiration!





Our Vermont cluster is making headlines! Local newspaper, *The Valley Reporter* picked up this great photo of Annemarie Furey's cluster of APs volunteering for a local race. How's that for some great PR and exposure?

*Did you know?* CCs receive a \$150 press incentive for getting Au Pair In America in a local media outlet! Reach out to your local newspaper or television station and pitch a story about the amazing cultural exchange happening in your community. Reach out to <u>rleon@aupairinamerica.com</u> with questions or to share your featured stories.





Speaking of great cultural exchange ideas to pitch to your local press...Check out this sweet <u>video</u>, featuring a "how-to" on creating a *Schultute*, a traditional German gift for kids starting school. With "back to school" being top of mind for families, this video is great for sharing with APs, HFs, leads, TBMs, social media, and even pitching to local tv stations.

# Seeing Double?



Got twins? Let's talk about marketing to unique groups in your area, including families with multiples, parents in uniform, and more. Join us for **"Marketing Magic: Marketing to your Unique Families"!** at 1pm Eastern/10am Pacific on Tuesday, August 27<sup>th</sup>.

You'll learn:

- Ways to get in front of families with multiples.
- APIA marketing tips and resources for marketing to families in the Military.
- The secret mindset shift you need for planning the rest of your 2024.

Reserve your spot!



Angie Hoialmen in Minnesota recently put together a Movie Date Night basket for a local organization. It was popping with great items! Not only was there candy, individual popcorn buckets, and a throw blanket, Angie also made sure to include a \$500 voucher toward APIA's annual program fee for first time families. Auction baskets are such a good way to spread the word about APIA in your community. Well done!



Who doesn't like to see their name up in lights? The Au Pair In America logo was on the big screen in Madison, Wisconsin thanks to local Community Counselor Amber Young. APIA is sponsoring Sun Prairie Athletic Club's "Movies at the Pool", and as a thank you, the club put our logo on the club's jumbo sign along Highway 151. So cool!

### Host Family Fun



Virginia's Sandra Washington and Lauren Nicole Paul recently co-hosted a hybrid Host Family Day and marketing event. Even the rainy weather couldn't put a damper on this fun event. Host families in attendance connected, laughed, shared, and enjoyed. Several local families stopped by the event as well to pick up information and talk with Sandra and Lauren about our program. Fab family fun!



Exchange Day 2024 is in the books! Au Pair In America CCs and staff once again hosted a successful shoe drive for Soles for Souls. Check out our blog for a <u>full recap</u>.

## **Signature Savvy**



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𝕂 Named Best Overall Au Pair Program 2021, 2022, and 2023 by Verywell Family®

Have a paw-some weekend! 🙆 🙆

Robin Leon (she, her, hers) Au Pair in America Field Support and Training 203.399.5036 rleon@aupairinamerica.com www.aupairinamerica.com Emergencies-->1-800-9AU-PAIR Know someone looking for flexible, affordable childcare? Click <u>HERE</u> to refer a friend and receive \$250! **Vamed Best Overall Au Pair Program 2021**, 2022, and 2023 by Verywell Family®