
❄️ Tis the Season...

From Robin Leon <rleon@aupairinamerica.com>

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To be marketing! (sorry, we couldn't help ourselves).

❄️ It's the most wonderful time of the year, and it's the *last* wonderful edition of the APIA Marketing Newsletter for 2024. But keep calm and dreidel on. This issue is full of your colleagues' recent marketing highlights - featuring elves, reindeer, and maybe even the big guy in the red suit himself. ❄️

❄️ Santa's Little Helper



Karen Brown recently hosted the *Kids Zone* at Jacksonville, Florida's Festival of Trees. She got extra bang for her buck by making this her Host Family Day as well. And while the holiday hustle and bustle kept a few of her host families from attending, those who came had a great time. In fact, there were over 800 Jacksonville families in attendance! Karen handed out her business card and passed out red APIA bags to attendees. This combined with some fantastic social media recognition from the event host made this an elf-tastic event.

❄️ Light Up the Night



Monique Larson, APIA's Vero Beach community counselor, and three of her au pairs were on hand at their local Tree Lighting Festival. Monique tells us that her spinning prize wheel was a tree-mendous hit! In addition, her au pair volunteers kept children busy with crafts, giving Monique the opportunity to speak to interested parents. But that's not all! She also swung by

Vero's Riverside Theater to participate in their holiday event as well. Now *that's* a festive double feature – kudos, Monique!

❄️ There's No Business like *Snow Business*



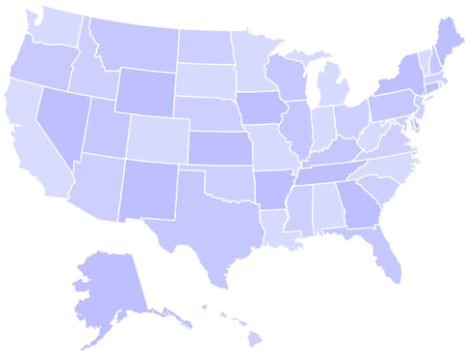
West Virginia's Stephanie Carper recently hosted the “reindeer food” station at Santa's Polar Party at her local rec center. In addition to the always popular Au Pair in America coloring crowns, Stephanie also brought Play-Doh, glow sticks, and snacks to pass out to folks who stopped by her table. Stephanie, we're glad families in your area were excited to play your reindeer games!

❄️ “Buddy the Elf, what's your favorite color?”



The weather outside was frightful, but that didn't stop community counselor Lauren Schuler from making marketing magic. Lauren set up an Au Pair in America table at Tallahassee's Movies in the Park, featuring holiday classic, *Elf*. Lauren has attended many of these fun, free events, put on for families in her community. For *Elf*, she passed out candy canes and bubbles to the crowd. Great job Lauren! Marketing events like this will keep you on the nice list for sure.

❄️ Where to Watch “Woo, who?”



No matter your *state* of mind, I bet many of you have faced the challenge of helping host families to attract potential au pairs to your part of the country. Fear not - December's "Marketing Magic" has you covered! Learn how to create great content to "woo" au pairs to your neck of the woods. Watch the recording [here](#).

❁ For Goodness Flake



Amanda Wagner, CC in Kansas City, worked the room and made connections at last month's Kansas City Mom & Baby Expo. If your table is all set before an event gets started, don't forget to walk around and introduce yourself to other vendors. Amanda connected with a newborn photographer, a baby sonographer, multiple pediatricians, a masseuse, a lactation consultant, the owner of her area Little Gym, and a partridge in a pear tree. These valuable business owners can turn into host reps, referral partners, or even clients themselves.

❁ Shop Til You Drop



Sacramento's community counselor, Jennifer Maurer recently got into the spirit of giving by providing APIA shopping bags for her local elementary school's Holiday Vendor Fair. The bow

on top? Jennifer also donated an APIA auction basket to the event. Jennifer reports there was a large turnout and that it was great to see shoppers walking around the event with APIA totes.

❄️ That's a Wrap!



Hayes Holliday Saul, one of our newest counselors, is off to an amazing start! She recently attended Birmingham, Alabama's "Breakfast with Santa" event. Hayes created goodie bags for attendees which included crayons, beachballs, and APIA flyers. Hayes also got creative and added unique gift tags...her business card! Way to sleigh!

As we prepare to welcome 2025, now is the time to get out your calendar, make some marketing resolutions, and start planning for a great year ahead.

Huge thanks to [@Amanda Wagner](#) for making these newsletters possible in 2024! Wishing you and yours the happiest of holidays! See you in 2025!

Robin Leon (she, her, hers)

Au Pair in America

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203.399.5036

rleon@aupairinamerica.com

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