

2025 – Bound to be a Great Year

From Robin Leon <rleon@aupairinamerica.com>
Date Fri 10/01/2025 10:57

Happy Friday!

If it's chilly where you are, you may be thinking about cozying up with a good read. For APIA CCs, 2024 is in the *books*, and we're all ready to start a new *chapter*. The plot thickens, as we reflect on past successes and plan for the year ahead.

So, find a comfy chair, grab a warm beverage, and check out some *prose* about pros in APIA marketing!

Off to the Races



CC Dianna Ryel-Lindsey of North Carolina, hit the ground running in Asheville the morning of January 1st for her local Resolution Run. She handed out approximately 200 APIA goody bags to race participants. Way to go that extra mile, Dianna!

Pro Tip: Dianna shares that offering runners a swag bag as they crossed the finish line, with a peppy "Did you get your goody bag?" was a great ice breaker.

Bundles of Joy



West Virgina's Stephanie Carper recently scored a guest speaker spot at her local hospital's newborn class. Stephanie passed out APIA goodie bags full of snacks and swag and had the chance to talk with these new parents about the au pair program. This was also a great opportunity to connect with APIA referral partners - the class was led by hospital nurses and a CPR instructor.

"A goal without a plan is just a wish." - Antoine de Saint-Exupéry



What are your 2025 goals, and how will you reach them? Join us for the next Marketing Magic, "Let's Plan 2025" on Tuesday January 21st (1pm Eastern/10am Pacific).

We'll discuss:

- Customizing marketing ideas to meet your goals
- Activities throughout the year to keep on your radar
- Organization tips

Save your spot and get a leg up on your competition!

Build a Better Tomorrow



Your time can make a world of difference. Meghan Gerard, CC in Hawaii recently volunteered at her local Ronald McDonald House with members of her cluster. They helped set up table centerpieces ahead of the organization's annual gala fundraiser. Great job giving back!

Pro Tip: Volunteering in your community means doing well by doing good. Take photos of your APs volunteering (in their APIA tees, of course), and share with local media, on your socials, and with leads and TBMs. CCs have gotten additional exposure when event organizers gave APIA a shout out on social media.

Let's Get Physical



Chicago's Lana Hamman flexed her marketing muscle at a recent event focused on families and fitness. Her local chapter of Fit4Mom hosted "burpees4babes," a fundraiser supporting Edward Hospital's Pediatric Unit and Advocate Children's Hospital. Lana was on hand for the event with APIA hand sanitizer for the almost 100 participants. She also contributed an Au Pair In America self-care themed raffle basket (complete with a gift card to fan-fave, Ulta).

Speaking of baskets, spring auction season is right around the corner! Stay tuned for exciting APIA auction item updates.

The More the Merrier



It's a "Flashback Friday," featuring Host Family Days from the end of 2024. CCs Allison Park and Melanie Parker got their Arizona host families (and a lead!) together for a fun day at a local park with games and treats. The ladies raffled off Jamba Juice and movie theater gift cards to attendees.

Meanwhile, over in New Jersey...nine, count 'em, **nine** community counselors met with their host families and special guest RPM Amy Allen at the Turtleback Zoo in West Orange, NJ for their Host Family Day. Kudos to Anne Alix, Wendy Bennett, Stephanie Bias, Denise Eliopoulos, Corinne Gershberg, Helayne Levitt, Nelly Mazzola, Kaylan Phillips, Risa Whipple. Whew!

These counselors did a great job of "making it marketing" by harnessing the power of technology and publicizing their Host Family Day events throughout their communities.

Are you Leading your Leads?



Did you know? APIA offers weekly "Live Open House" sessions for leads. Be sure you're including an invite to these informative events as part of your lead follow-up. Here's a sample email:

Hi NAME.

As you continue with your childcare search, I wanted to invite you to an APIA Live Open House, to provide you with a bit more info about hosting an Au Pair with Au Pair in America.

Here are the details:

- Offered every Thursday at 2pm eastern/11am pacific
- New families who attend will receive a \$150 program fee discount
- Includes a Q&A, so bring your questions

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

If you have questions or need anything at all, please let me know.

Talk soon,

[CC NAME]

*Find more tips for managing your leads here: Lead Management — APIA Hub

And that's a wrap on our best sellers for the week. Please keep those novel marketing ideas coming. We can't wait to read all about it!

Have a great weekend!

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Robin Leon (she, her, hers)
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