

 Hosts with...

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From Robin Leon <rleon@aupairinamerica.com>

Date Fri 01/11/2024 08:39

The very most!

 This edition of the Marketing e-Newsletter is all about Host Family Days! Each of the fabulous events below doubled as a marketing event (scroll on for requirements/benefits), and we think *that's* worth celebrating.

Read on for inspo (for this year or next) and pay careful attention to what each of these amazing CCs did to make their Host Family Day a success. 

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 Fall "All Call"



In Denver, community counselor Myra Becerril threw one heck of a Halloween-themed Host Family Day. Guests were greeted with an adorable photo board, featuring current host families and au pairs. There was face painting, pumpkin decorating, and a "Pin the Eye on the Monster" game (and each au pair who volunteered to run a station was gifted a goodie basket). Families sat down for a potluck meal in a park pavilion with an adjoining playground.

*Myra's success secret? An awesome post in her local moms Facebook group.*

Myra B. Leano · Oct 7 · 🌐

👋 Hey Moms! 🌟

I'm excited to invite you to my annual Host Family Day! If you've ever thought about welcoming an au pair into your home, this is the perfect opportunity to learn more about our amazing program.

Join us for a fun-filled day where we'll explore how Au Pair in America creates enriching cultural exchanges and provides live-in childcare that benefits the whole family!

Interested in joining us this Sunday? Drop me a message, and I'll share all the details. Can't wait to see you there!



## 🍌 Nothing But Smiles



Jennifer Maurer in California chose to really celebrate the cultural exchange aspect of the au pair program at her Host Family Day. In addition to fan fave, snacks + playground, she added “Getting to Know You & Your Country” Bingo to the event. Bonus: Jennifer walked away from this event with two new leads!

*Jen's secret weapon? Plan activities that include culture and fun.*



## 🍌 Double Take



Houston counselors, Jennifer Stein and Cristina Espinosa had a wonderful experience at their Host Family Day. They focused on picking a family friendly location, offered a chance to mix and mingle (one TBM was delighted to speak with a current host family), and walked away with the contact details of a potential new client. Bravo ladies!

*Jennifer shares: “It was SO nice to be able to introduce a potential host family to a current host family.” Another great reason to “make it marketing”! 😊*

## How do You like Them Apples?



Meanwhile, in Massachusetts, Heike Kriszun and Bettina Velona teamed up to host their Host Family Day at a local apple orchard. They report that 14 host families and 20 au pairs attended their event. And thanks to their efforts to “make it marketing”, some of those host families brought friends with them. Those friends, and other locals who saw the APIA swag on display, are now interested in our program. Well done, ladies!

*Heike and Bettina know that current HF's know future HF's. Be sure to encourage HF Day attendees to bring a friend!*

## Land of 10,000 Lakes (and leads)



Jennifer Harriss, Anna Hoffman, Angie Hoialmen, and special guest RPM Amy Allen had a wonderful turnout for their combined Cultural Fair and Host Family Day in Minnesota. These counselors made cultural sharing a big piece of their event. Au pairs were asked to create displays about their home country, and several went that extra mile, bringing delicious food to share. It was a great way for the counselors to connect with their families and offered new arrivals the chance to connect with other au pairs.

*Hot tip: Let your RPM know your Host Family Day plans. The APIA team loves attending events in the field!*

## Social Media, It Works!



CCs Dominique Ortiz and Kristina Scholten know all about the power of social media. These Virginia counselors made sure to post about their HF Day on both Facebook and Instagram to get the word out to their local community. And what an event it was! The picnic shelter they chose for their host family day offered them exposure to a busy tennis court, baseball field, and soccer games galore. With over twelve host families in attendance, we are definitely putting this shindig in the win column.

*Pro tip: Post a HF Day invite to social media. Worried about too many guests? Post the general info about the event (date/time/town) with a note for interested families to contact you for specific details. This allows you to promote the event, while controlling the guest list.*

## What a Difference a Year Makes



Ready to be blown away? The two HF Day photos above were captured just one year apart...in the same cluster! Kudos to Boise CC, Alejandra Alvarado for growing her cluster one family at a time!

This year's RSVPs were so numerous, the event had to be held outside at a local park. Not only did this outdoor venue offer more space for Alejandra's growing cluster, but it also provided the public a chance to see host families and au pairs connecting over yard games like jumbo Connect Four. This welcoming environment encouraged two families to stop by the event to learn more about Au Pair in America.

Here's to you, Alejandra!

*Alejandra knows...hosting your HF Day in a high traffic area attracts parents and kids who might be a good fit for the APIA program.*

Inspired by all this great Host Family Day/Marketing magic? A few reminders about taking your HF Day and "making it marketing"...

- Recording of **Marketing Magic** featuring Lynn Gilbert sharing great HF Day success tips is available [here!](#)
- Reach out to Robin at [RLeon@aupairinamerica.com](mailto:RLeon@aupairinamerica.com) for approval **PRIOR** to your event
- **To have your host family day also count as a marketing event make sure you:**
  - ✓ Invite Leads and TBMs
  - ✓ Ask host families to bring friends
  - ✓ Invite the community – post to Facebook groups, Nextdoor, listservs etc
  - ✓ Share with your networks (schools, chamber of commerce, kid-friendly businesses, local government officials)
- **Once approved, you'll receive:**
  - ✓ APIA reimbursement for space rental fee
  - ✓ up to \$100 to spend on supplies/refreshments/small AP thank you gifts for volunteers (submit receipts thru concur)
  - ✓ You'll be paid out \$100 per CC for hosting the event and \$75 (split between CCs) for capturing and entering at least 5 leads after the event
- **After your event** - Send pics and a summary to Robin at [RLeon@aupairinamerica.com](mailto:RLeon@aupairinamerica.com) (This triggers your payment for hosting)

🎉 A million high-fives to our amazing CCs for hosting incredible Host Family Day events, and big thanks for sharing those tips on how to “make it marketing”! 🎉

Now go enjoy those leftover Reese’s Peanut Butter Cups! ;)

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

Au Pair in America

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