



 **You're one in a melon!**

From Robin Leon <rleon@aupairinamerica.com>



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To Robin Leon <rleon@aupairinamerica.com>

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LinkedIn Marketing one pager for CCs.docx;

Happy Friday!

  Welcome to this week's *seed-sational* edition of APIA's marketing round-up...where you can find the freshest trends, the ripest insights, and the juiciest events out there.

Fun Fact: *A watermelon is both a fruit AND a vegetable. It's a member of the cucumber family, and the state of Oklahoma declared the watermelon its official vegetable in 2007. OK! ;)*

Read on for some sweet tips for growing your cluster. We promise, there's nothing seedy about it.

 **A Not So Hard Knock Life**



Last month, CC Monique Larson set up a booth at Riverside Theater in Vero Beach, Florida for three theatrical weekends. She got APIA added to the playbill for the theater's run of Annie Jr. and handed out quite a bit of swag. In addition to connecting with families in person, Monique later got calls from families who had seen the Au Pair In America name in the program. Brava!

Sharing the Love on LinkedIn!



A big thank you to everyone who's been posting, sharing, and engaging with Au Pair in America content on LinkedIn - we see you! Your voices help amplify the impact of our work and celebrate the incredible community behind it. If you haven't joined the conversation yet, now's a great time...follow us, connect with your colleagues, and share posts that inspire you.

- Follow Au Pair In America on LinkedIn:
<https://www.linkedin.com/company/aupairinamerica/>

- Tag Au Pair In America in your relevant posts: @au pair in america
- Check out the attached one-pager for LinkedIn tips and tricks.

Pedal to the Metal



Kasie Marek, community counselor in Texas, realized that she regularly visits many local businesses who would make great community partners with Au Pair In America (#MomLife). So Kasie created a bin of pre-made swag bags to keep in her car. This way, she's always prepared to spread the word on APIA, even when she's on the go.

Pro Tip: Create your own car bin. Add APIA flyers, swag, and business cards. Don't forget pushpins and tape – you never know when your next bulletin board or posting opportunity will pop up.

Schultüte Season



We're getting ready for Back to School season, and we need your help! Use the intercultural fun of the schultüte (kinder cone) to spread the word about APIA as a great way to reduce stress for families during Back to School season and beyond! Natalie Skidmore's Washington D.C. cluster recently got together to make these adorable kinder cones at a cluster meeting (pic above).

****Copy and paste the below language and share: 1) via email with APs, HFs, leads, TBMs and 2) via social media on your own account and in local Facebook groups.**

🎉 📦 **Back-to-School Idea: DIY Kinder Cone Craft!**

Hi!

Sharing this, in case you need a break from the Back to School rush. If you're looking for a sweet way to kick off the school year... Try making a schultüte (Kinder Cone)—a fun German tradition where kids get a colorful cone filled with small treats and school supplies on their first day! It's easy to make, totally customizable, and a great way to add some joy and encouragement as your child heads back to school.

Here's a simple how-to video, from my company, Au Pair in America:

<https://youtu.be/H2hNMTy05Zs?si=B6I3QYrm4t0aWLBH>

(optional)

Looking for ways to make your school year run smoothly? Contact me for more info on flexible, affordable live in child care, with Au Pair in America.

CC name

CC contact info

Making a Splash



This summer, North Carolina's Dianna Ryel-Lindsey sponsored a local swim team as a way to help get the word out about APIA in her community. Even better?... the sponsor package included a pool party! This made for a fun summer cluster meeting, with many au pairs sporting their Au Pair In America t-shirts at the pool. We love seeing our logo make a splash in your communities!

Secrets of Selling from the Pros



Did you catch the July *Marketing Magic: Secrets of Selling from the Pros*? It was jam-packed with great information to help you grow your cluster.

Including:

- ✓ Tips to make phone and in-person lead conversations easier
- ✓ The right questions to ask potential host families
- ✓ Experts to follow to gain even more selling secrets

Check out the recording [here](#)!

A Huge Feet



Exchange Day 2025 is in the books, and it was a big success! You can read all about APIA's efforts [here](#).

Thank you SO MUCH to all our CCs and office staff who participated! And an extra shoutout to our raffle winner Janet Haworth, Nashville's community counselor, whose participation in Exchange Day earned her a \$100 gift card and pizza party for her cluster!

Thank you for showing up every day with your sweet ideas. We love watching your marketing efforts bear fruit! 🍉 🍉

Wishing you a few more summer days in a watermelon haze,
Your APIA Marketing Team