



Outlook

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## ☕ Caution, hot beverage (and cool ideas) inside

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From Robin Leon <rleon@aupairinamerica.com>

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To Robin Leon <rleon@aupairinamerica.com>

Happy Friday!

☕ ☕ Settle in with a mug of hot cocoa (extra marshmallows encouraged), because your biweekly marketing wrap-up is ready to melt your stress away. We've whisked together the latest updates, sprinkled in some fresh ideas, and stirred up lots of sweet wins.

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## ☕ Lighting the Way



*“Wow! Your staff and au pairs were a HUGE help at our St. Martin's event. Thank you so much for assisting with setup and breakdown, and for passing out Weckmanner and apple cider—we truly couldn't have done it without you!”*  
~Natalie, German International School, Beaverton, Oregon

Gina Lascink, Laurie Richardson, and their au pairs recently volunteered at a local German American school's St. Martin's Festival (featuring lots of lights and lanterns), and their support made a *glowing* impression. Not only did the event provide a wonderful opportunity to share our brand with the community, but the hosts were *so* grateful for the help that they've already scheduled a parent seminar on "The Ins and Outs of Hosting an Au Pair." Talk about a bright idea paying off!

### Warm Wishes, Warmer Leads



Holiday greetings are an easy, organic way to show off your customer service, touch base with interested families, and reconnect with anyone you've been meaning to get in touch with. Snail mail, email, even text! Pencil a date on your calendar next week to pour a mug of hot cocoa and send out "happy holidays" notes.

### The Fast and the Feather-ous



Approximately 1,650 people laced up for Frederick County Parks & Rec's Thanksgiving Day 5K, and APIA's Stephanie Carper was right in the middle of the flock...mixing, mingling, and chatting with trotters of all ages. She handed out logo-ed goodies and talked (turkey) with lots of local families.


### This Episode, brought to you by the letter Y



If you were in turkey mode last week and missed November's Marketing Magic, have no fear, we have the recording for you right [here](#).

You'll walk away with a better understanding of yourself and your personal mission after learning:

- How to identify *your* “why”
- How your “why” can help guide and motivate you
- What your “why” looks like as it changes and evolves

 **HOST FAMILY DAY ROUND UP - tips for making your HF Day an official marketing event**



\*Jennifer Maurer, Sacramento's Community Counselor, recently hosted her Host Family Day. It proved to be small but mighty. All of her families in attendance contributed to a potluck and enjoyed raffle prizes. The park setting allowed Jennifer to hand out information and plenty of swag to other families, securing an official lead and creating visibility in the community.



\*DFW counselors Anndrea Myles, Amanda Crawford, Sunel Van der Westhuizen, and Faith Johnson recently joined forces for their Host Family Day at a fun local farm. They did the work, made their event marketing, and walked away with five leads! Proof positive that inviting leads and TBMs, encouraging host families to bring a friend, and spreading the word in online groups really works!



\*New Jersey’s Karen Walker knocked her recent Host Family Day out of the park. A mention of APIA in the local newspaper, the Monty News, among other marketing efforts, drove 70 attendees to this fun event! To get the large group mingling, Karen planned a game of AP Bingo as folks arrived. Then attendees transitioned to the “Great Cluster Bake Off” contest, where two au pairs served as judges and presented the winning family with a kids’ international recipe book and cooking utensils. What a delicious event!



\*Natasha Wrobel and Jan Peedin came together for their Host Family Day at Maryland's Quiet Waters Park. Not only did they announce the event online *before* the big day, but *after* the event they also posted a wrap-up to their Linked In pages. Way to get that bang-for-your buck, ladies!

### Vegas, Baby!



Marde Closson recently represented APIA at the Las Vegas Baby Expo, and she's happy to report that the event was a *rattle-shaking* success! She connected with tons of families who were genuinely interested in the program, proving once again that nothing draws a crowd quite like great conversation and free stuff parents don't have to assemble.

Marde also handed out tons of swag, including APIA shopping bags, perfect for parents with their hands full.

### Rx: Live in Childcare with a Cultural Flair



This year, Au Pair in America was proudly represented by Alyssa McComas and Marina Shortino at the Association of Women Surgeons conference in Chicago.

Their eye-catching setup and warm conversations resulted in over 60 meaningful chats, and lots of strong leads. Many attendees were young medical students, first-year residents, and early-career surgeons-in-training. And while they may be focused on taking vitals and making rounds now, Alyssa and Marina planted the seed for when the day comes for these women to add “parent” to their list of specialties.



 Lederhosen and Lead Gen



Visibility, brand awareness, and strong leads were all made possible thanks to the efforts of APIA’s Victoria Patton, Sandra Washington, and a dozen au pair volunteers at the German School of Washington's Oktoberfest. Between the lederhosen, laughter, and plenty of pumpkin tattoos, families got a taste of our famous APIA support. Danke!

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As we wrap up this week’s marketing newsletter, take a moment to savor all the sweet wins and cozy connections you've whipped up.

May your cup be full and your heart be warm!  

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**Important Marketing Links:**

- Get info on all things marketing: [Marketing Microsite](#)
- I need videos, articles, and photos for sharing: [CC Toolkit](#)
- See what swag we have: [Swag Options](#)
- Order swag (please list quantities): [Swag Order Form](#)

**Big thanks to Amanda Wagner for making these marketing e-newsletters possible!**