



🍦 Scoop, there it is!

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To Robin Leon <rleon@aupairinamerica.com>

🍦 I Scream, You Scream...etc etc. It's sweet treat season, y'all!

Fun Fact: In the United States, we consume approximately 23 pounds of ice cream per person annually, with the most popular flavor among U.S. adults being classic chocolate. Yum!

This week, we've got the inside scoop, and you're about to read the sweetest source of marketing inspiration around. We're churning out the freshest marketing tips — no brain freeze, just brilliance.

So, grab a spoon and let's dig into this week's marketing newsletter. 🍦

🍦 Quack a Smile



West Virginia's Community Counselor Stephanie Carper recently made a splash at Shepherdstown Street Fest! She recruited au pair volunteers for applying glitter tattoos and set up a kiddie pool where kids could scoop up little rubber duckies. Occupied children allowed for organic conversations with parents. This let Stephanie walk away from the event with seven leads - well done!

💡 The Minds Behind the Magic



Did you know? The AIFS Customer Engagement Team (CET) manages our online live chat, schedules consultation calls, and follows up with all AIFS division leads, including Au Pair in America.

Led by Nicole Carpenter, the CET team includes Layten Robinson, Adam Cusner, Gracie Koch, Sierra-del Jenkins and Liza Thorell.

CET in action - this group handles:

- Calls and/or emails to all new leads as soon as possible.
- Voicemail if no one answers.
- Documenting all contacts attempts in the Field Point 'leads' section. Both CET and counselors can see and update leads in "real-time."
- Ongoing follow up with interested families until the counselor makes contact, at which point CET exits the process.
- For incoming lead calls – CET gathers lead information and assigns a geocode with an associated CC name.

💡 Making Waves



Swim team sponsorship earned APIA a spot on the team tee. Props to Diane Wallace in Northern Virginia, for her help to get our name out in the local community!

🍦 Kicking Things Off



Allison Park in Arizona, and Jennifer Stein in Texas have already begun collecting shoes for our Exchange Day shoe drive benefiting Souls4Soles. Way to go!

Make sure you've emailed RLeon@aupairinamerica.com to let us know your cluster is participating in the drive. Even better, send a screen shot showing that you posted about your Shoe Drive in a local Facebook group (neighborhood, moms, parents, local interest or similar), to be entered for a chance to win a **\$100 gift card** for you + **\$100 toward a pizza party** for your cluster!

 **Cover Girls**

COVER STORY



Au Pairs of Kensington

By Melli Bennett

What do a journalist from Mexico, a psychologist from Brazil, and two kindergarten teachers from Brazil and Germany have in common? All four are part of the worldwide cultural exchange program working as au pairs in Kensington.

Thiary Caroline do Souza Rocha (20) is from São Paulo, Brazil. She has a teaching degree. Thiary arrived in November 2024 and tends the Riedel/Strand family's children, age three months and three years.

Kamila Santos Melo Zanoniatto (22) arrived in March 2024 from São Paulo, Brazil. Kamila takes care of three children, ages 1, 4, and 6, in the Wilson host family. She has a degree in teaching.

Brisa Gadillo Gadillo (23) arrived in September 2024 from Monterrey, Mexico (where she has a journalism degree). Bris is in the Sosa/Smith host family. Bris is a journalism degree.

Rabea Luber (20) hails from Pottsdamer-Herg, Germany. Rabea takes care of two children ages 4 and 5 in the Kamal/Smith host family. Rabea is taking a gap year before attending university, and she has been here since April 2024.

Thiary, Kamila, Bris, and Rabea were inspired to become au pairs in the USA by friends who had enjoyed exploring and learning about a new culture in a way that included an authentic experience living with a family. "It was a perfect way to have an immersive cultural experience, improve my English, and work with children, something I've always enjoyed," says Thiary.

Their experiences each started well. All four au pairs felt a special connection immediately during the first video call with their future host family. Bris recalls, "Even though we didn't know each other yet, I felt very comfortable talking and getting to know the family. They were the first to ask me out and first to offer an interview. From the day I've been with them, they've become my family and friends."

FIRST IMPRESSIONS

Kensington immediately charmed the au pairs with its small-town feel, friendly people, and varied nature. Rabea, who arrived in April, was amazed by all the beautiful blossoming trees and flowers in the neighborhood. She also recalls, "My host kids had made big welcome signs for me, and there was a gorgeous gift basket in my room, full of treats and DC/Maryland state gifts. The thoughtful gestures made me feel

immediately at home and very welcome."

Bris's host family took her to check out the Kensington Farmers shortly after her arrival. "I remember enjoying a delicious scone while walking by all the cute antique stores. Afterward, we took the kids to the Hopewell Library for a story time. I was impressed to see that there is a library dedicated just to children, and especially to host families together fully enjoying themselves."

Thiary says, "Comparing Kensington and Washington, DC to my hometown, San Paulo, the differences are quite striking, but there are also some similarities." She explains, "In Brazil, my city has a more dynamic and busy rhythm, with streets always full of people, vibrant commerce, and a warmer social atmosphere. Kensington is quieter, more organized, and has a strong sense of community, with tree-lined streets and a safe and welcoming environment. Washington, DC, on the other hand, reminds me a little of large Brazilian cities, with a vibrant cultural scene, great diversity, and accessible public transportation. Something I miss from Brazil is the spontaneity of social interactions; there, it's common to start conversations with strangers and make friends naturally. At the same time, I appreciate the structure and sense of security I find here, along with the opportunity to meet people from all over the world."

8 KENSINGTON NEIGHBORS

We're thrilled to share that *Kensington Neighbors*, a free monthly magazine for residents of Kensington, MD, welcomed CC Melli Bennett as a guest writer! Melli wrote a heartwarming **cover story** on our amazing au pairs.

Melli took the initiative to pitch the story idea directly to the magazine's editor, and we're excited to see how this local spotlight attracts even more wonderful host families to the community. Melli – we're impressed with both your drive and your writing skills!

Cultural Craft




Back to School tip! Include Kinder Cone making as a part of your Aug/Sept cluster meeting (whatever timing makes most sense based on "Back to School" time in your area). This can even be a small piece of an already planned meeting.

Here's a video with instructions (great for posting on social media, sharing with leads, and sending to your cluster too!): <https://youtu.be/H2hNMTy05Zs?si=TbpuHcCWx8O1N1HH>

Christmas in July



'Tis the season for soaring temps, but CC Amanda Wagner really sleighed her marketing! Last December, Amanda donated APIA paper crowns to the Kansas City Ballet's Sugar Plum Fairy Ball. This summer, when the ballet began advertising for *this* year's Ball, they posted pics of cute kiddos in APIA crowns on their social media. Talk about the gift that keeps on giving!

 Hopefully this serving of sweet inspiration has you ready to scoop up a new marketing opportunity in your area. Until next time, keep it cool, stay confident, and remember...everything is better with sprinkles. 