



 DIVE into Marketing

From Robin Leon <rleon@aupairinamerica.com>

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To Robin Leon <rleon@aupairinamerica.com>

Happy Friday!

Ready to make a splash?

Grab your board and ride the wave into this week's marketing newsletter!

It doesn't matter if you're just wading into your first event or surfing the big waves,

let your colleagues' successes be the wind in your sails. These updates are *shore* to inspire!

 Let's Face It

Dianna Ryel-Lindsey, Asheville's CC, knows how important it is to get out in the community and be seen. That's why she donned her APIA shirt and spent a beautiful day facepainting at Art by the Tracks in Downtown Black Mountain, NC. Dianna, color us impressed, you really have the art of marketing down!

Pro Tip: Not feeling artistic? Facepainting kits and stencils make this popular booth activity a breeze!

Location, Location, Location



Ah, the age-old real estate mantra: “Location, location, location.” At a recent marketing event, Massachusetts CC Karin Arnold staked out the perfect spot. For this year's Discovery Fair, Karin and her team of au pairs had a table right between the jumping castle and the sandbox, a.k.a. Parent Central. Karin also leveled up her lead game by creating a custom QR code that linked directly to a Google Sheet. No more second-guessing a host family's bad handwriting! Talk about a smart move with a prime location!

Hot Off the Presses



The Marketing Microsite just got an update. Go check out the new [resource page](#); one stop shopping for all the marketing resources you need. Click on “All the Rest” in the upper right hand corner and a drop down menu with “Resources” will appear. No scrolling through multiple pages looking for a link! We’ve batched everything together for you; the APIA logo, digital flyers, auction certificates, swag order forms, and more.

Zoo-la-la!



Colorado’s Claudia Goddard was a *roaring* success as she hosted a marketing table in conjunction with her local zoo's Run to the Shrine Race - an annual run/walk and fundraiser. Despite her booth being a bit off the beaten path, Claudia didn’t *monkey* around! She had many great conversations with families and handed out lots of APIA goody bags. Claudia, you’re truly an *un-fur-gettable* ambassador – thanks for helping spread the word about Au Pair In America!

Tune In for Perfect PR!



This spring, Grand Rapids CC Mary Tjoelker and APIA proudly sponsored a local race - the Shelly Irwin Fun Run. After crossing the finish line, Mary reached out to thank the organizers for the opportunity—and offered to share more about the APIA program. Just two days later, Mary was on Michigan airwaves turning up the volume on the au pair program!

Listen to Mary's full interview [here](#).

Way to go, Mary!

Flashback Friday



May's "Marketing Magic: PR Pros" was top notch and packed with powerhouse insights. If you missed the live training, no worries — the recording is waiting for

you [here](#).

And once you've heard from our expert panelists - Claudia, Lauren, Amanda, Allison, and Annemarie, you'll want to see their PR Power in action. Make sure to catch:

- Claudia's [Interview](#)
- Claudia's [tips](#)
- Amanda's Superbowl [coverage](#) and Au Pair Olympics [video](#)
- [Allison's HF Interview](#)

Take notes, apply the insights, and elevate your own PR game. We're challenging each and every one of you to pitch to your local newspapers and TV stations in 2025. Think about something local, timely, and/or heartstring tugging. A great place to start? ... offer to share this cool [cultural craft](#) for back-to-school time.

****Psst!**

Have saved your seat for June's Marketing Magic?

Join us for **"Marketing Magic: Host Family Day 'How-To', with Lynn Gilbert!"**

When: Tuesday, June 24th at 1PM Eastern/10 AM Pacific

Reserve your spot!

 **Hey Baby!**



An event with the mission to connect expecting & new families with the resources they need for a happy & healthy birth and postpartum experience? Sounds like the place to be for Au Pair In America!

Amber Young represented APIA at Madison, Wisconsin's "9 In/9 Out: Parent and Baby Expo" by hosting a well-received table. She used a raffle basket to draw attendees in and handed out APIA-branded goodie bags to keep the engagement going. Ever resourceful, Amber took advantage of a lull in foot traffic to connect with fellow vendors in the birth and baby space, laying the groundwork for future referral relationships.

Kicking Off Kindness



Exchange Day 2025 – Celebrate with Sole!

Date: August 4, 2025

Exchange Day is a global celebration of the power of international exchange — and this year, we're putting our best foot forward by giving back!

How to Celebrate:

We're encouraging all Community Counselors to incorporate a shoe drive into their July (or any time before 8/4/25) cluster meetings. APIA is proud to support [Soles4Souls](#), a nonprofit that turns unwanted shoes into opportunity.

Community Engagement:

- Invite host families and community members to donate!
- Leverage the "back-to-school" closet cleanout season.
- Use this as a genuine reason to post in local Facebook groups — you're not promoting APIA, you're supporting a great cause!


Share the Sole:

- Snap pics of shoe piles, au pairs donating, and anything else shoe-themed.

- Send your photos to rleon@aifs.com so we can celebrate and share your good work.

Stay tuned for more details.

Let's make this Exchange Day meaningful, memorable, and full of *sole*!

 Thank you for riding this wave with us and making such a splash with your marketing efforts!

As we coast into the weekend... Hang ten and enjoy — you've earned it! 