



 **You Know What April Showers Bring...**

From Robin Leon <rleon@aupairinamerica.com>



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To Robin Leon <rleon@aupairinamerica.com>

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Auction baskets.docx;

Happy Friday!

 We showered you with marketing magic in April, and now we hope your efforts are ready to *bloom* into community awareness and cluster growth! As we march into May, let's talk about auctions, events, training – it's all here! Read on to see how our CCs truly *rose* to the occasion. 

Back with a Bang



After attending last year's Athens Academy Festival Day, Georgia's Amanda Connolly was personally invited back to this year's festivities by the event's organizers. Once you get on the events circuit in your community, your dance card will be full for seasonal activities! Amanda made her event even better by inviting a pair of helping hands (an au pair volunteer) and left with two VERY interested leads. How festive!

🌸 **K.I.S.S. - Keep It Simple Sweetie**



Angie Hoialmen in Minnesota used a simple, but effective formula for her latest auction offering: Wine + candy + movie giftcard = a verry popular “date night” auction basket. The organizers of St. Hubert’s Spring Gala were happy to have this item, and Angie was thrilled to get the APIA name in front of lots of local families. Well done Angie!

Need auction ideas? Check out the attached document with pages of examples created by your colleagues. Current CC budget = \$25/basket

🌸 Turning Contacts Into Connections



Tallahassee's Lauren Schuler utilized her local Chamber of Commerce membership to have a presence at a recent Professional Women's Forum. Our adorable "I ❤️ my au pair!" bibs caught the eye of a rep from a large OBGYN office – a great future referral partner. The icing on the cake? Lauren walked away with five leads.

🌸 Almost Famous



This month's Marketing Magic is focused on how to get the local media to cover your cluster's stories. We'll be joined by a panel of Community Counselors who have gotten APIA into newspapers, online publications, and even on TV.

Join us: **Tuesday, May 20th at 1pm Eastern/12 Central/11 Mountain/10 Pacific.**

Reserve your spot [here!](#)

🌸 Donut Worry, Be Happy



Check out the latest *sweet* event hosted by CC Stephanie Carper in West Virginia. Area children were invited to dress up and attend the Princess & Superhero Donut Playdate, with Au Pair In America donating the donuts for the event! Stephanie also brought along an au pair volunteer to help out with a craft project. The sprinkles on top? The five leads Stephanie left this event with! Way to dough!

🌸 Haul Yeah!



Recently, CC in CT, Carol Steinman, participated in another successful Touch-a-Truck event. She recruited a whopping **16 au pairs (!)** to volunteer to face paint at the APIA booth. This allowed Carol to talk to the parents on hand and capture over 10 leads. Keep on truckin', Carol!

🌸 Bake My Day



This spring, Florida's Monique Larson identified a popular local elementary school and got to work on a partnership. After connecting with the PTA president (a great person to know!), she donated an auction basket for a school gala and will be participating in the school's "Muffins in the Morning" event.

School is almost out for summer - see if you can partner/sponsor any end of year events and activities for local schools. Too late to get involved? Reach out to schools NOW about partnering with their start of the school year events (back to school night, meet the teacher events, etc). Where do your current host kids go to school? Start there!

🌸 Well *buds*, you smashed it again this week. Now it's time to *leaf* the work behind, *plant* yourself somewhere relaxing, and *soak up the sun*. Have a great

weekend! 