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## 🦴 Arrrrr you ready for Marketing Gold?

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From Robin Leon <rleon@aupairinamerica.com>

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To Robin Leon <rleon@aupairinamerica.com>

🦴 🦴 Ahoy, matey! In honor of *International Talk Like a Pirate Day*, we're settin' sail on a voyage through our latest nautical dreams and swashbucklin' marketing schemes! It takes a full crew to keep the APIA ship on course, so climb aboard and check out the latest events, promos, webinars, and host family highlights.

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## 🦴 Strike a Pose



Helen Baum, Baton Rouge's Community Counselor, recently hosted a table at *Cover Kid*, her local parenting magazine's event to find a child to grace a future issue's cover. The event was a huge success! Not only did Helen get to share more about the APIA program with families, but she also connected with many local businesses and community members along the way.

## 🦠 Fast & First



The "Fast and First" incentive is in full swing! To make the most of the bonus for helping referred HFs (earn an additional \$50 for each referred host family matched, regardless of who assigned the AP. Now through Nov. 26) check out your lead source!

Here's how to tell if your new Host Family was referred:

1. Select your HF in Field Point.
2. Select the tab labeled "Documents"
3. Click on "application"
4. Look for the question "How did you hear about Au Pair in America?" to identify the referral source.

Host families referred by other host families convert at a higher rate! Talking to a referred HF? Try starting the convo with: *"We love referrals from happy families! What do you know about our program so far?"*

## 🦠 The Snuggle is Real



Karin Arnold recently worked the room at the Oh Baby Expo in Massachusetts, and it was a bouncing bundle of success! This well-organized event drew over 300 attendees and about 60 vendors. What made it especially sweet? No direct competition on the floor. That gave Karin plenty of space to spark interest in the au pair program. She walked away with strong leads and a plan to attend again next year.

## 🦋 Hey You! Yes, YOU!



Psst! Yes, every HF Day has a marketing component – you're spreading the word about the program and providing a great event for your current HFs, maybe you're even at a popular park with lots of family foot traffic. *However*, for your HF Day to count as an *official APIA Marketing Event* – with all the benefits that come along with that - there are a few things you need to know and do.

Have questions about making your Host Family Day an **Official** APIA Marketing event? We have the answers!

### Q. Do I need to get approval ahead of time?

A. Yes! Please reach out to Robin at [RLeon@aupairinamerica.com](mailto:RLeon@aupairinamerica.com) to get approval for your HF Day/Marketing Event *prior* scheduling it.

**Q. What are the requirements for making it marketing?**

**A.** For your HF Day to count as an *official APIA Marketing Event*, there are 4 marketing requirements – yep, you need to do ALL 4.

1) Invite Leads and TBMs

2) Ask host families to bring friends

3) Invite the community – post to Facebook groups, Nextdoor, listservs, etc.

4) Share with your networks (schools, chamber of commerce, kid-friendly businesses, local government officials)

**Q. Do I have to do all 4 requirements?**

**A.** Yes!

**Q. I'm nervous about sharing my event online and via social media. How can I make sure I don't have *too many* guests?**

**A.** Simply share basic event info (date, time, general location) with a note to "reach out for full details" to keep a handle on RSVPs)

**Q. Will APIA pay for my space rental fee?**

**A.** Yes! After your event is approved, APIA will cover your venue fee. You'll get a \$100 supply budget too!

**Q. Where do I order APIA swag?**

**A.** [Here!](#)

**Q. How do I trigger event payment?**

**A.** After your event, please email photos and a short event recap to Robin at [RLeon@aupairinamerica.com](mailto:RLeon@aupairinamerica.com) to trigger payout (\$100 per CC for hosting and \$75 split between CCs for capturing and entering 5+ leads).

**Q. Do I *have* to make my HF Day an official APIA Marketing Event?**

**A.** Nope! But if you do, you'll be capitalizing on one of the best ways to show off our program in action.

 **Ice, Ice Baby**



Kansas City's Community Counselor, Amanda Wagner, hosted a table at the tryouts for her area's local synchronized ice-skating team (we didn't know that was a thing either). A current host family put it on Amanda's radar - way to put connections to work! While the kids tried out, Amanda had the chance to talk with parents about all the ways au pairs can help busy families involved in lots of extracurricular activities, and she ultimately walked away with several leads.

*Pro Tip: Looking for marketing and sponsorship opportunities in your area? Ask your host families about their kids' schools, sports, teams, and clubs!*

### **Winning the Yes**



Join CC Ulrike Kieffaber for ..."Winning the 'Yes'" on Tuesday, September 30th at 1pm Eastern/10am Pacific.

This expert session offers 5 actionable strategies, designed to help you convert more initial contacts into *confirmed host family interviews*.

**On this webinar, you'll learn how to:**

- **Connect** genuinely with personalized outreach
- **Message** to highlight what families truly want
- **Address** objections confidently with expert responses
- **Simplify** scheduling for an easy "yes"
- **Maintain** momentum with follow-up techniques

**Stop guessing and start connecting!** 🍀

Save your spot [here!](#)

### 🧠 Cards, Crowns, & Connections



Ginger Kroll and Sarah Merriam absolutely knocked it out of the park with their 2025 Host Family Day in Rhode Island. Partnering with North Kingstown's Family Day brought in tons of local host family prospects. The duo captured six new solid leads and handed out more than two dozen business cards. Current host families were there too! New and existing au pairs mingled while the host kids kept busy, coloring APIA sheets, making crowns, and getting temporary tattoos. With

bounce houses, amusement rides, and activities galore, it was a family day well played.

Well done, crew! With the wind at our backs, we've discovered gold this week! Remember: every business card tossed into the sea of opportunity could lead to treasure.

Until next *tide*, keep your spyglasses focused and your sails full. Wishing you fair winds and smooth seas ahead! 🏴‍☠️ 🏴‍☠️