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## Marketing pasta-bilities!



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From Robin Leon <rleon@aupairinamerica.com>

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To Robin Leon <rleon@aupairinamerica.com>

Happy Friday!

  Grab a fork and get ready to dig in... Did you know? Today is National Pasta Day!

From saucy success stories to (n)oodles of inspiration for your next host family day, our marketing newsletter serves up a full plate of ideas to keep your outreach simmering.

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## All Gas, No Brake



Our “Fast and First” promotion is speeding toward success! Take a quick pit stop from your day and check out these reminders on how you can shift into high gear with these exciting incentives:

### Host Family Interview Incentive:

From now through November 26, community counselors have the opportunity to

earn an extra \$25 per Host Family Interview (completed within 2 weeks of applying) and an extra \$50 for matching referred host families.

### Host Family Discount:

Each community counselor has three \$100 discounts to offer TBMs. To qualify, TBM families must complete their Host Family Interview within two weeks of applying. (Both in-person and virtual interviews qualify, and this \$100 discount can be combined with other offers). This promotion also ends on November 26.

### Matching Incentive for Community Counselors:

Any out-of-country proposal made by a CC that results in a new or reactive HF match will earn twice the usual bonus (that's \$150)! To qualify, the community counselor must be the first person to propose the candidate, and the au pair must arrive in 2025. This bonus is available through October 31, 2025.



### **Host Family Day Extravaganza**

'Tis the season for HF events! And as every CC must offer an annual Host Family Day, why not "make it marketing"? For your HF Day to count as an *official APIA Marketing Event*, there are 4 marketing requirements (yes, you must do ALL four):

- 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)

Make sure to email Robin *before* your event for marketing approval and send photos and a short recap afterward, to trigger payment.

## **And now for something completely different...APIA Host Family Day Jeopardy!**

Test your marketing knowledge and check out some CC HF Day inspo!

The category is... **HF Day Marketing:**

**HF Day Marketing for \$200:** This Colorado Community Counselor hosted a festive potluck to celebrate cultural exchange — and her sheet cake stole the show.



Who is ...Claudia Goddard?

**HF Day Marketing for \$400:** This community counselor focused on online event visibility and was rewarded with an HF lead attending her Ashville pumpkin patch event.



Who is... Dianna Ryel?

**HF Day Marketing for \$600:** This Atlanta “Quad Squad” of marketing mavens hosted a costume contest — complete with prizes — making their Host Family Day frightfully fun and fantastically unique.



Who are... Savannah Lopez, Andrea Hartwell, Andrea McMains, and Maryke de Villiers?

**DAILY DOUBLE** – Place Your Wager: This clever Colorado counselor chose a popular public park as her event location, which allowed her to invite nearby families to join her HF Day activities— turning community fun into new leads!



Who is... Myra Becerril?

**HF Day Marketing** for \$800: An annual Minnesota tradition and cluster fave, this trio’s Host Family Day was unforgettable — especially when a fire truck made an

appearance at their cultural fair!



Who are ...Jennifer Harriss, Anna Hoffman, and Angie Hoialmen?

**HF Day Marketing for \$1000:** This Nashville Community Counselor turned a local music event into her own hospitality hub, drawing 10 host families and 15 au pairs under one welcoming tent.



Who is ...Janet Haworth?

**Final Jeopardy:** These Boston-area counselors teamed up for a sweet and successful Host Family Day at a local apple orchard — complete with fresh donuts

and apple cider that left everyone craving seconds.

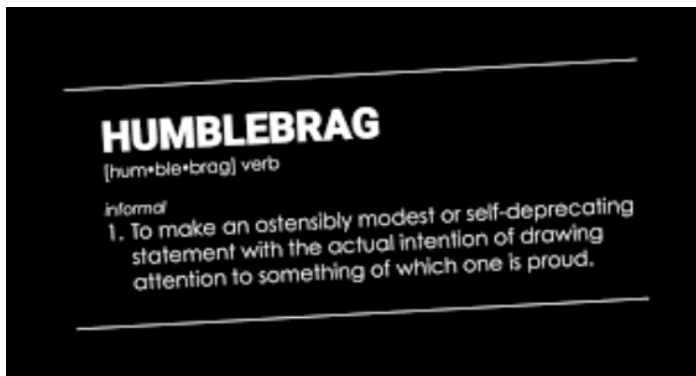
*(Feel free to hum the Jeopardy theme to yourself...)*



Who are... Ute Smith, Bettina Velona, Stephanie Harris, Heike Kriszun, and Karin Arnold?

Your Host Family Day event is never in *Jeopardy* when you make it marketing! Thanks to the above CCs for sharing their experiences.

 **Pat Yourself on the Back**



Discover strategies to stand out from the competition in this month’s **“Marketing Magic: Marketing YOU”**, scheduled for Tuesday, October 28th, at 1pm Eastern/10 am Pacific. You will walk away with practical tips to highlight your unique strengths and create lasting impressions with potential families that drive success.

Register [here](#).

As we twirl to the end of this week's marketing meal, we hope you've had your fill of flavorful ideas and well-seasoned inspiration. When cooking up your next event, make sure to add a dash of creativity. Stay *pasta-tively* brilliant! 🍝 🍝

**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](#)

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