



CALIFORNIA NEW CAR DEALERS ASSOCIATION  
SCHOLARSHIP FOUNDATION



# OUTREACH TOOLKIT

*for more info*

[CNCDA.ORG/FOUNDATION](http://CNCDA.ORG/FOUNDATION)



CAR CAREERS SCHOLARSHIP



## Outreach Toolkit

Help us spread the word! Enclosed is a toolkit of materials and sample content that you could share with your network to inform them of the opportunities provided through the CNCDA Scholarship Foundation.

If you have any questions, please feel free to reach out to Danielle Whitmore, Scholarship and Outreach Manager at [scholarship@cncda.org](mailto:scholarship@cncda.org) or call (916) 403-7942.

**1. Website.** Post information about the scholarship opportunities on your website and/or intranet. Simply copy and paste the language below:

- California New Car Dealers Association (CNCDA) “CAR CAREERS” Scholarship Program
  - This year, the CNCDA Scholarship Foundation will award 20 scholarships to college students currently studying auto technology in California. The top 20 students will receive \$5,000 each and one statewide winner will be awarded an additional \$5,000. Apply today!

**2. Eblast/Newsletter.** We have prepared sample language below for inclusion in a newsletter or e-blast. Let us know if you would like more information and we will be happy to provide it.

The California New Car Dealers Association (CNCDA) [“CAR CAREERS” Scholarship Program](#) is an annual scholarship opportunity through the CNCDA Scholarship Foundation. The scholarship supports the future automotive workforce by offering twenty awards to highly skilled and motivated California college students pursuing a career in auto technology. The top twenty scholarship awardees will receive \$5,000 each, and one statewide recipient will receive an additional \$5,000.

Applicants must meet the following requirements to be eligible for the award:

- Be a resident of California.
- Be a high school senior or graduate, or current college student.
- Pursuing an Automotive Technology degree.
- Enrolled or plan on enrolling in study at an accredited college or vocational technical school for the entire upcoming academic year.
- Maintain at least a part-time status of 6 units each term.
- Have a minimum grade point average of 2.5 on a 4.0 scale (or its equivalent).

The scholarship application must be submitted by June 15, 2021.

For more information, please contact Danielle Whitmore, CNCDA Scholarship Foundation and Outreach Manager at [scholarship@cncda.org](mailto:scholarship@cncda.org) or call (916) 403-7942.

### **About the California New Car Dealers Association Scholarship Foundation**

Founded in 1993, the CNCDA Scholarship Foundation has awarded scholarships to 1,326 students who are preparing to enter into the workforce at a California new car dealership. This represents a total impact of more than \$1 million in supporting our state’s future auto workforce. You can find out more at <https://www.cncda.org/foundation/>.

3. **Social media.** Share the social media messages we've developed for you to share within your network. Sample social media posts you can use:

- Are you a CA #autotech student? @CNCDA Foundation is offering the "CAR CAREERS" Scholarship Program! The top 20 students will receive \$5,000 and 1 statewide winner will receive \$5,000. Apply today! #CNCDACarCareers <http://bit.ly/CarCareers2021>
- #ScholarshipSearch: The application period for the @CNCDA "CAR CAREERS" Scholarship Program is now open! If you're a #California auto tech student, you could be eligible to receive a \$5,000 or \$10,000 scholarship. Apply! #CNCDACarCareers <http://bit.ly/CarCareers2021>
- Do you know of a high school or college student pursuing auto technology? Help them shift their auto tech career into gear with @CNCDA's "CAR CAREERS" scholarship. The application period is open now. #CNCDACarCareers <http://bit.ly/CarCareers2021>

Don't forget to tag the California New Car Dealers Association when you post on social media. It will help us with responding to questions and developing additional resources that may be helpful for applicants:

- Facebook: [@CNCDA](#)
- LinkedIn: [California New Car Dealers Association](#)
- Twitter: [@CNCDA](#)

4. **Flyer.** Print the attached flyer and post it in your office.



CALIFORNIA NEW CAR DEALERS ASSOCIATION  
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# CAR CAREERS SCHOLARSHIP

SHIFT YOUR AUTO TECH  
CAREER INTO GEAR!

\$5,000 award for 20 regional winners  
with an additional \$5,000 statewide award

*for more info*

[CNCDA.ORG/FOUNDATION](http://CNCDA.ORG/FOUNDATION)



## ELIGIBILITY CRITERIA

- Be a resident of California.
- Be a high school senior or graduate, or current college student.
- Pursuing an Automotive Technology degree.
- Enrolled or plan on enrolling in study at an accredited college or vocational technical school for the entire upcoming academic year.
- Maintain at least a part-time status of 6 units each term.
- Have a minimum grade point average of 2.5 on a 4.0 scale (or its equivalent).

## ABOUT THE SCHOLARSHIP

The California New Car Dealers Association "CAR CAREERS" Scholarship Program supports the future automotive workforce by awarding 20 scholarships each year to college students currently studying auto technology in California.

## APPLICATION PROCESS



Scholarship deadline is  
June 15, 2021.

**scan or visit**

[CNCDA.ORG/FOUNDATION](http://CNCDA.ORG/FOUNDATION)

[CONTACT\\_SCHOLARSHIP@CNCDA.ORG](mailto:CONTACT_SCHOLARSHIP@CNCDA.ORG)



[CNCDA.ORG/FOUNDATION](http://CNCDA.ORG/FOUNDATION)





# CAR CAREERS SCHOLARSHIP

## SHIFT YOUR AUTO TECH CAREER INTO GEAR!

### CALIFORNIA NEW CAR DEALERS ASSOCIATION SCHOLARSHIP FOUNDATION

#### Who we are

The California New Car Dealer Association (CNCDA) Scholarship Foundation is a non-profit organization founded in 1993 dedicated to providing scholarship opportunities to students who are passionate in pursuing studies and ultimately a career in service or operations with new car dealers throughout the Golden State.

#### What we do

For over 25 years, CNCDA, and its Scholarship Foundation have fueled a vision to support the demand for auto technician and management roles critical to California's retail automotive industry. We are proud to have awarded scholarships to over **1,300 students, totaling over one million dollars.**

#### How we make a difference

The competition and need for quality, new talent is extremely fierce. CNCDA's Scholarship Foundation is dedicated to:

- Attracting skilled and motivated individuals;
- Generating the next generation of skilled workers;
- Amplifying the value of an automotive trade career;
- And elevating the stature of the retail automotive industry as a whole.

#### Our approach

The reimaged scholarship program seeks to provide geographic equity by offering four scholarship awardees **\$5,000 in each of the five CNCDA regions**, totaling \$20,000 per region and one statewide recipient who will receive an additional \$5,000.

#### How this impacts your community

- **Boost and sustain economic vibrancy in your community.** Scholarship opportunities enable students to achieve an education as an auto technician and further supports local job growth.
- **Bridge the skills gap and workforce shortage for California's retail automotive industry.** Ensure a robust and highly skilled transportation labor force to meet the transportation needs of more than 40 million Californians.
- **Fuel a 21st Century workforce to support the industry's demands.** According to the Bureau of Labor Statistics, an estimated 46,000 automotive service technicians and mechanics will be needed to fill roles through 2026.
- **Accelerate the "grease to geek evolution" of the Auto Technician profession.** Foster the dynamic technology and mechanical skills needed to repair today's complex vehicles, further supporting California's environmental goals to transition to a cleaner electric vehicle future.
- **Support your local franchised new car dealer, a member of an elite community that drives the California economy** – \$115 billion in sales, \$9.10 billion in payroll, and just under \$50 billion in charitable and civic giving. (CNCDA economic impact report, 2021)

#### Join + Get + Give

**JOIN** us in getting the WORD OUT – promote the CNCDA Car Careers Scholarship by helping qualified applicants **Shift their Auto Tech Career into Gear.** <https://www.cncda.org/foundation/join-get-give/>

**GET** Connected – Sign up for the CNCDA Scholarship Foundation email list.

**GIVE** Donate NOW to the CNCDA Scholarship Foundation to support future opportunities.

For more information visit [www.cncda.org/foundation/](http://www.cncda.org/foundation/) or contact Danielle Whitmore at [dwhitmore@cncda.org](mailto:dwhitmore@cncda.org).

*"We are thrilled to be able to offer this scholarship program to help provide hardworking students with financial resources that will support them in achieving their career aspirations in the automotive industry."*

**Cheryl Bedford, Chairperson**  
CNCDA Scholarship Foundation

**CNCDA Foundation's "CAR CAREERS" Scholarship Program**  
**Shifting Auto Technician Careers into Gear for California's New Car Industry for 26 years!**



# CAR CAREERS SCHOLARSHIP

## SUPPORT THE NEXT GENERATION OF AUTOMOTIVE WORKERS IN YOUR REGION!

Encourage individuals in your community to shift their auto tech career into gear with California New Car Dealers Association's "CAR CAREERS" Scholarship Program.

We work to maintain geographic equity for our member dealers by offering annual scholarship opportunities by region to qualified applicants.

Founded in 1993, we have fueled a vision to generate skilled workers for your dealership.

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