

Drive to Succeed

GM Automotive Retail Scholarship for Women
Earn up to \$5,000!

PAST WINNERS



GM WOMEN'S RETAIL NETWORK
profitability • growth • retention



Dealer Promotional Toolkit

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Dear Dealer:

The 2016 GM WRN Drive to Succeed Scholarship kicks off the program's sixth year with exciting opportunities for dealers and their communities to get involved. We're taking the program to a new level — the local level — to encourage more grassroots involvement. Of course, the program retains all of the elements that have made it so successful for the past five years.

Since 2011, the program has provided 37 individual scholarships totaling \$104,500 to students in the U.S. and Canada representing a variety of sales regions, ethnicities and cultural backgrounds.

Our 2016 goal is simple: Continue the momentum. **Here's how to get involved:**

- Donate online now at gmsac.com/donatenow. Ask suppliers to contribute as well.
- Scholarship promotion takes place January 1 through April 15, 2016. Create awareness of the tremendous opportunities that exist for women in automotive sales, service and retail management by working with local civic organizations, media and schools/colleges/vocational programs.
- The application deadline is April 15, 2016. Partner with educators to identify interested young women and encourage female candidates — including employees — to apply.
- Work with your GM field representatives to develop a creative game plan for promotion, recommendation, contribution.

Use the resources in this kit to help publicize the program with media, students, employees and customers, as well as gain the support of civic and academic leaders.

GM and its dealers are proud to own the position of promoting and valuing female employees, female dealers and female customers. In 2016, we want to expand that exclusive market space. To make that happen, we need to increase the number of educational opportunities we're providing. We encourage you to invest in the futures of women pursuing careers in automotive retail as well as in your own future, by supporting the 2016 WRN Drive to Succeed scholarship program. Your efforts might just result in a pipeline of female candidates qualified for employment at your store.

If you have questions regarding the program, the promotional support tools or how you can get more involved, please contact the scholarship program headquarters:

CMS Foundation, a 501(c)3 not-for-profit organization – WRN Scholarship Program
Email: wrnscholarshipinfo@gmsac.com
or call: 630-428-2412

The WRN Scholarship Subcommittee

FAQ's for Dealers

WHY IS THE PROGRAM BEING OFFERED?

Women purchase the majority of new cars and automotive service. As such, our dealerships should reflect their buying power. The goal of the GM WRN Drive to Succeed Scholarship program is to:

- Create awareness of the great opportunities that exist for women in automotive retail in both sales and service, and influence more women to consider a career in this field.
- Prepare women for these roles by providing tuition assistance in degree programs in technology and business.
- Increase the pipeline of qualified women ready for dealership employment.
- Create a dealership population that is inclusive, diverse and reflects the population as a whole.

WHO IS ELIGIBLE?

Traditional high school students, non-traditional students, and GM dealership employees pursuing academic degrees in automotive management, business, and technical certification in automotive education.

Note: Current and former enrollees in the GM National Candidate Program are not eligible to apply for this scholarship program.

IS THE PROGRAM OPEN TO EMPLOYEES OF GM DEALERSHIPS?

Female employees and female employee dependents working at GM dealerships are eligible.

ARE WOMEN IN TRADITIONAL UNDERGRADUATE/GRADUATE PROGRAMS ELIGIBLE FOR SCHOLARSHIP CONSIDERATION?

Women enrolled in specialized, accredited automotive retail programs (i.e., NADA executive program, accredited sales and service certificate programs) are also eligible for scholarship consideration. The program also offers eligibility to include current dealership employees and part-time students.

HOW WILL MY DONATION BE USED?

100% of all donated monies will be used for scholarship funding. The scholarship has 501(c)3 status and may be tax deductible for your dealership. Administration and marketing for the program has been secured from other budget sources.

HOW MANY SCHOLARSHIPS WILL BE AWARDED?

The total number of awards will be partly based on the funds available. Award amounts will vary up to \$5,000.

CAN I DONATE IN MEMORY OF SOMEONE OR HAVE A NAMED SCHOLARSHIP?

For 2016, the WRN is announcing the *Named Dealership Scholarship*. The *Named Dealership Scholarship* allows GM dealers to establish one or more \$2,500 scholarships in their own name. With that comes the opportunity to promote the scholarship in your community with your dealership's name — front and center — and linking it with the nationally recognized GM Women's Retail Network Drive to Succeed Scholarship.

WHAT ARE THE OTHER WAYS DEALERS CAN SUPPORT THE SCHOLARSHIP PROGRAM?

You can also support the program by making your community aware of the scholarship program: encouraging talented women employees in your dealership to apply and being willing to provide the required signature and/or letter of recommendation for interested women applicants.

Another important part of the program is mentorship. Please consider developing a mentor relationship with your scholarship recipient. Assisting with educational progress, career planning and even internships is a gift you can provide — in addition to tuition assistance — that will last a lifetime.

ARE THE SCHOLARSHIPS RENEWABLE?

Scholarships are not renewable. Prior scholarship recipients may re-apply annually for future scholarship consideration.

HOW CAN DEALERS DONATE TO THE SCHOLARSHIP PROGRAM?

Scholarship donations, via credit card and check, are accepted at any time. Make your donation or pledge online at gmsac.com/donatenow.

Please contact the CMS Foundation directly at 630-428-2412 with questions. Donations should be made payable to the CMS Foundation, Inc. and mailed to: WRN Drive to Succeed Scholarship Program, c/o CMS Foundation, Inc., PO Box 648, Naperville, IL 60566

Promotional Ideas

TAP INTO THE EDUCATIONAL COMMUNITY: Don't recreate the wheel. Reach out to community colleges, vocational schools, boards of education or district school superintendents to help you reach students and promote the program within the educational community. With the help of these professionals, your promotions will be efficiently targeted and on point.

HOST A CAREER/COLLEGE NIGHT: Invite female students, parents, guidance counselors and area educators to a combined college/career night. Use it as a way to highlight the different career opportunities available for women in your dealership. Take your guests on a dealership tour. Combine that with discussing the various academic degrees/certificates necessary to pursue these jobs. Highlight how retail automotive is a rewarding and lucrative career for women. Discuss how the WRN Drive to Succeed Scholarship program can help women reach their educational and career goals.

PROMOTE WITH LOCAL MEDIA: Many dealers already have positive relationships with the media, be it newspaper, radio or television. Make sure to include media in all of your promotional efforts. Offer to participate in interviews about the need for women in retail automotive, the value your dealership places on women and the growing purchasing power of women globally. Discuss how the WRN Drive to Succeed Scholarship program increases the pipeline of qualified women to enter the car business. In your interview, encourage that applicants visit your dealership to learn more information about the scholarship program.

USE SOCIAL MEDIA CHANNELS: Use your website and other social channels to promote the WRN Drive to Succeed Scholarship program. Consider a special banner or crawl on your home page, with a link to the press release and the scholarship application. We have additional graphics to help your messages pop. You own these channels — use them liberally and creatively! See page 6 for more details.

REACH OUT TO CIVIC ORGANIZATIONS: In addition to connecting with the educational community and media, reach out to the many local organizations in your area. This includes business groups, churches, chambers of commerce, women's networks, youth organizations (like Girl Scouts) and others involved in civic improvement and philanthropy. Ask them to post the reproducible flyers customized with your dealership name found on page 9.

USE FIELD REPS, SUPPLIERS TO GET THE WORD OUT: Enlist your regional field representatives to promote the WRN Drive to Succeed Scholarship program. Brainstorm new and clever ways to reach a wide audience. Consider promotional ideas that other dealerships might be using in their scholarship campaigns. Make sure everyone is equipped with the information to be an ambassador of the program — suppliers, employees, their families and regular customers.

PROMOTE THROUGH ADVERTISING: Consider highlighting the WRN Drive to Succeed Scholarship program in print and digital advertising. When doing so, know that women from all walks of life are eligible for the program, so use a variety of channels. Digital advertising is becoming increasingly effective and is economically priced.

SHOWCASE THROUGHOUT YOUR DEALERSHIP: Use posters and other visual aids to promote the WRN Drive to Succeed Scholarship program throughout your store, especially in break rooms, waiting areas, in the service department and in areas facing outdoors.

DON'T FORGET YOUR OWN EMPLOYEES: Since current employees are eligible to apply, make sure the WRN Drive to Succeed Scholarship program is promoted to your workforce. Use whatever channels you have available: employee newsletters, blogs, and internal videos. Put posters in the break room or include notes with paychecks. And remember to mention in staff meetings. Don't let valued members of your team get left out.

Social Media Posts: LinkedIn, Facebook and Twitter

ACTION: The GM WRN Drive to Succeed Scholarship program is the auto industry's only initiative to provide education for women pursuing auto-related degrees. As such it can be leveraged as a sales and promotional tool with female customers. Make sure your dealership takes full advantage of this opportunity by publicizing your participation in the program. Be seen throughout your community as a force for positive change, especially through social media. Consider some of these suggestions for your website, Facebook, LinkedIn and Twitter accounts.

- Know a woman who could use some help with tuition? Visit us to learn about a scholarship for women pursuing an auto-related degree.
- Learn more about scholarships for women studying in an auto-related field.
- High cost of tuition putting college out of reach? Learn about a scholarship for women studying automotive business and technology.
- Learn about a scholarship for women studying automotive business and technology.
- Interested in automotive technology? Learn about scholarships for women enrolled in accredited tech programs.
- Want to work in the world's more dynamic industry? Learn about scholarships for women pursuing auto-related degrees.
- (Dealer) wants to see more women in the car business. Visit us to learn about a scholarship for women pursuing an auto-related education.
- Education is a priority for us. That's why we're partnering with GM to promote scholarships for women pursuing an auto-related education.
- We believe more women should work in the car business. And they should get the education they need to be well prepared. That's why we're promoting a scholarship for women studying automotive business and technology. There's never been a better time to pursue an automotive career. Stop by to learn about the program or visit us at (dealer website).
- GM and its Women's Retail Network are offering scholarships for women studying automotive business and technology. All women enrolled in an accredited program are eligible to apply.
- We value women. Employees, customers and students. That's why we're partnering with GM and the Women's Retail Network to promote scholarships for women pursuing an auto-related education.
- Announcing an academic scholarship for women studying automotive business and technology. (Dealer) is partnering with GM and the Women's Retail Network to increase the number of qualified women working in dealerships in all fields. If you're pursuing a degree in an accredited program, or know someone who is, learn about our new scholarship. It might just change your life.

(Dealership) Supports Scholarship for Women in Auto-Related Studies for Women Who Pursue Retail Automotive Careers

GM, dealers partner to increase women working in automotive retail careers

DETROIT — Dec. 2015 — (Dealership) is partnering with GM and its Women's Retail Network to announce the 2016 GM WRN Drive to Succeed Scholarship Program. It's another way the company and its dealers are working together to encourage women to consider careers in automotive retail.

"The 2016 Drive to Succeed Scholarship reflects the priorities of GM and its dealers," said (Dealer). "We support education and training, and are committed to increasing the number of women working in the car and truck business. Through the scholarship, we're increasing the pipeline with qualified women ready to start an automotive career."

Full- and part-time female students studying automotive management or technology are welcomed to apply. Since its start in 2011, the scholarship program has provided \$104,500 in tuition assistance to women from all walks of life: traditional students, military veterans, working mothers, dealership employees and women changing careers.

"With every scholarship awarded, we are investing in our future," (Dealer) said, "as well as helping make a dream come true. Many GM dealers and their customers are already benefiting from the skills scholarship winners have brought into the workplace."

Women enrolled in undergraduate, graduate or recognized non-traditional institutions offering accredited programs in the automotive sales/service field are eligible. Applicants will be evaluated on the strength of their academic performance, community service and volunteerism, work experience and a personal statement. Financial need will also be taken into consideration.

Applications will be accepted January 1 through April 15, 2016. The scholarships will be announced in May. Interested women can learn more about the program and apply online at gmsac.com, or email questions to wrnscholarshipinfo@gmsac.com.

About the GM Women's Retail Network

The GM Women's Retail Network was launched in 2001 to increase the presence of females in the GM dealer network. Today the WRN is working to fill the dealership pipeline with highly skilled candidates for all dealership positions. That includes offering scholarships to females pursuing an academic degree with aspirations of making a career in any aspect of automotive retail including sales, service and management.

- Since 2011, the program has provided 37 individual scholarships totaling \$104,500 to students in the U.S. and Canada representing a variety of sales regions, ethnicities and cultural backgrounds.
- Program participants represent every walk of life: traditional students, military veterans, working mothers, dealership employees and women changing careers.
- More women are becoming enrolled in fixed operations courses, which is especially important as dealers brace for high levels of technician attrition in the near future.
- The WRN scholarship program provides a path for women to achieve their automotive career goals and fill the pipeline with qualified female employees.
- 2015 cumulative grade point average for scholarship recipients: 3.7/4.0

Sample Letter

Dealership Letterhead

<<Date>>

<<Name>>

<<School/Organization Name>>

<<Address>>

<<City, State Zip>>

<<Salutation>>:

Our dealership is partnering with GM and the GM Women's Retail Network to announce the 2016 GM WRN Drive to Succeed Scholarship Program. It's another way GM and its dealers are working together to encourage women to consider careers in automotive retail. Many GM dealers and their customers are already benefiting from the skills scholarship winners have brought into the workplace.

Here's how it works: Women enrolled in full- and part-time undergraduate, graduate or recognized non-traditional institutions studying automotive management or technology in accredited programs are eligible. Applicants will be evaluated on their academic performance, community service, work experience and a personal statement. Financial need will also be taken into consideration.

Applications will be accepted January 1 through April 15, 2016, and require a GM dealer's recommendation. Scholarships, available in amounts up to \$5,000, will be announced in May. Interested women can learn more about the program and apply online at gmsac.com. Questions may be emailed to wrnscholarshipinfo@gmsac.com.

Since 2011, the Drive to Succeed Scholarship program has awarded \$104,500 in scholarships to female students in the U.S. and Canada. The candidates represent all regions, ethnicities and cultural backgrounds, and include traditional students, military veterans, working mothers and dealership employees. Enclosed is a flyer that can be copied and distributed, or posted at appropriate locations. Thanks for helping promote the scholarship program and giving women an opportunity to pursue a fulfilling career.

Sincerely,

<<Name>>

<<Title>>

Drive to Succeed

GM Automotive Retail Scholarship for Women
Earn up to \$5,000!

PAST WINNERS



Apply January 1 – April 15 at gmsac.com



Dealer Name
Address, City, State, Zip
Phone - Website

There's a new way for dealers to get involved in the WRN Drive to Succeed Scholarship at the grassroots level — the *Named Dealership Scholarship*.

The *Named Dealership Scholarship* allows GM dealers to establish one or more \$2,500 scholarships in their own name. With that comes the opportunity to promote the scholarship in your community with your dealership's name — front and center — and linking it with the nationally recognized GM Women's Retail Network Drive to Succeed Scholarship, now in its sixth year.

The *Named Dealership Scholarship* allows dealers to work with local educators, students and employees to publicize the program and nominate qualified candidates. It's a great way to demonstrate your dedication to education and to increasing the number of women working in the car and truck business.

It's simple to start your own *Named Dealership Scholarship*:

- First, establish one \$2,500 fund per named scholarship. The dealer may donate the lump sum or ask for the assistance of vendors and other business partners. A letter requesting vendor contributions has been prepared for your use.
- Next, connect with vocational schools, colleges, high schools and local educational foundations. You might find programs in your community you can leverage for ideas, resources and promotion. There's no need to recreate the wheel. Just be sure to make your program your own: A grassroots extension of the WRN Drive to Succeed Scholarship.
- Don't forget to include your own employees in the program by communicating with them directly and explain their eligibility. This can increase employee enthusiasm and even retention at your dealership.
- Promote the named scholarship program throughout your community with media, civic organizations, women's groups and students using your social media, advertising and dealership signage. Recruit others to help spread the word as well. We've included a list of suggestions to publicize the scholarship with a variety of audiences.
- Work with your regional field representatives to help in every way — carry the message, generate nominations and solicit funds.
- Develop a mentor relationship with your scholarship recipient as proximity allows (face-to-face or long distance). This includes such areas as educational progress and career planning. Feel free to establish academic standards and training requirements. Accountability is a gift you can provide — in addition to tuition assistance — that will last a lifetime.

When the winners are announced, you have yet another opportunity to promote the program throughout your community, with employees and customers.

We can't stress enough the importance of working with your regional field representative, employees and local educators to make this program a success.

This is your chance to support women in automotive retail through education. Your named scholarship is a great way to leave a legacy, pay it forward and show your community that GM and its dealers value women throughout the retail experience.

Utilizing Current Networks and Ongoing Community Relationships

Supporting education is a strong tradition with GM and its dealers. Many of our dealers have been offering opportunities — scholarships, tuition reimbursement, ASEP and other technical training — to employees and students for years.

We encourage dealers to continue what works for them, their communities and employees as they transition to a *Named Dealership Scholarship*. That includes partnering with your local educational community for ideas, resources and support.

Here's how Christa Luna, a member of the WRN Dealer Advisory Council, is currently supporting education in South Okeechobee, Fla.

Christa, owner of Gilbert Chevrolet, works very closely with Okeechobee High School's Automotive Vocational Program each year to help a deserving graduate attend the Indian River State College Automotive Tech Program. It's her family's way to support young graduates, and help foster a love, appreciation and respect for the automotive industry. Recipients of the Gilbert scholarship work at her dealership while attending college — combining both academic and hands-on training for two years. It's a tough program with strict work standards as well as rigorous academic requirements. However, following graduation, students are employed full-time as a certified automotive technician in her dealership.

Christa enjoys a great deal of positive publicity in her community stemming from her work with students. She says it's a great way to staff her dealership with highly qualified and vetted employees.

As you can see, Christa is already engaged in all of the elements of the *Named Dealership Scholarship*. By linking to the WRN Drive to Succeed national program, Christa can tap into a variety of resources to help her with promotion and administration, while maintaining her dealership's name front-and-center on the scholarship title.

We're glad to help get you on board. For more information on integrating your program, please contact: celeste.briggs@gm.com

Press Release

<<Dealership Name and Contact Information>>

(Dealership) Announces Scholarship for Women Pursuing Auto Careers

(City, State) dealership offers \$2,500 scholarship to study automotive tech, business

DETROIT — Dec. 2015 — (Dealership) is helping (one/more) very lucky (woman/women) pursue a quality education and a successful career in automotive retail by offering the (Dealer name) Scholarship. It's part of the GM Women's Retail Network Drive to Succeed Scholarship, which has provided \$104,500 in tuition assistance since its start in 2011. The program demonstrates (Dealer's) commitment to women in automotive retail by offering (one/more) \$2,500 scholarship to a deserving woman studying automotive management or technology. Full- and part-time students from all walks of life, including current dealership employees, are welcomed to apply.

"Our new scholarship program directly reflects our priorities," said (Dealer). "We support education and training at every level, and we are committed to increasing the number of women working in the car and truck business. By offering scholarships to female students, we're increasing the pipeline with qualified women ready to start an automotive career."

The (Dealer) scholarship is part of an international program started in 2011 by the WRN, which offers educational opportunities to women pursuing academic degrees in auto-related fields. It is the only program of its kind in the automotive industry.

(Dealer) said the scholarship program demonstrates the value GM and its dealers place on women and their overall importance to the company's success. S/he is glad to be participating in the program at the grassroots level.

"With every scholarship we award, we are investing in our future," (Dealer) said, "as well as helping make a dream come true. Many GM dealers and their customers are already benefitting from the skills scholarship winners are bringing to the workplace."

Women enrolled in undergraduate, graduate or recognized non-traditional institutions offering accredited programs in the automotive sales/service field are eligible. Interested women can learn more about the program and download an application at gmsac.com/apply. Applications will be accepted January 1 through April 15, 2016. The scholarships will be awarded in May.

About the GM Women's Retail Network

The GM Women's Retail Network was launched in 2001 to increase the presence of females in the GM dealer network. Today the WRN is working to fill the dealership pipeline with highly skilled candidates for all dealership positions. That includes offering scholarships to females pursuing an academic degree with aspirations of making a career in any aspect of automotive retail including sales, service and management.

Sample Letter

Dealership Letterhead

<<Date>>

<<Name>>

<<Business Name>>

<<Address>>

<<City, State Zip>>

<<Dear name>>

<<Dealership name>> is helping a very lucky woman pursue a quality education in an auto-related field and we'd like you to join us. Starting this year, we're announcing the <<Dealership name>> Scholarship. It's part of the GM Women's Retail Network Drive to Succeed Scholarship, which has provided \$104,500 in tuition assistance since its start in 2011. The <<Dealership name>> Scholarship demonstrates our grassroots commitment to growing the number of women in retail automotive by offering \$2,500 in financial aid to a deserving woman studying automotive management or technology. We're asking our valued partners like you to make a monetary contribution of \$250 or more to the scholarship fund to help us reach our goal.

By offering financial aid to female automotive students, we're increasing the pipeline with qualified women ready to start a career in our industry. We know that <<business name>> also values education, diversity and creating more career opportunities for women. That's why we're asking you to join our program.

Businesses that participate in our scholarship program will be included in our promotions, and invited to join our staff and a GM representative in the check presentation ceremony at our dealership next year. You're also welcomed to publicize your involvement through your own channels.

Women enrolled in undergraduate, graduate or recognized non-traditional institutions offering accredited programs in the automotive sales/service field are eligible. The program is open to full- and part-time students from all walks of life, including current dealership employees. Interested women can learn more about the program and apply online at gmsac.com. Applications will be accepted January 1 through April 15, 2016.

We believe that with every scholarship we award, we are investing in our future, and helping make dreams come true.

To find out more about the scholarship program and how you can help, please call <<contact and number>>.

Thank you in advance for your generosity. We look forward to your financial contribution and overall participation in the program.

Best regards,

<<Name>>

<<Title>>