

Drive to Succeed

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

PAST WINNERS



 | WOMEN'S RETAIL NETWORK |



2018 WRN Drive to Succeed Scholarship Toolkit

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Dear Dealer:

Thank you for participating in the 2018 GM WRN Drive to Succeed Scholarship program. Now in its eighth year, the WRN Scholarship program has provided 61 individual scholarships totaling \$194,000 to female students in the U.S. and Canada representing our diverse customer base.

GM and its dealers remain the only manufacturing/retail partnership to offer tuition assistance to women pursuing auto-related degrees. Not only does the scholarship program increase the pipeline of talented women entering automotive retail, it provides dealers with a grassroots opportunity to showcase their commitment to education, women and their communities.

The WRN Drive to Succeed Scholarship program is another critical step in creating an inclusive retail culture. Exceptional female employees increase customer loyalty and overall profitability, and attract other women into our industry.

Getting involved in the 2018 campaign takes three simple steps: Donate, Promote and Nominate!

- Donate at www.gmsac.com/donate now. Ask suppliers and community partners to contribute as well.
- The WRN Scholarship promotion takes place January 1 through April 15, 2018. Promotional items to create awareness about the program have been shipped to your store. Use them and the other ideas in this kit to help build awareness of the scholarship as well as opportunities for women in automotive retail.
- The application deadline is April 15, 2018. Partner with teachers and guidance counselors to identify interested young women and encourage female candidates – including employees – to apply.

Everything you need to get started is in this kit or located on the WRN website www.gmwomensretailnetwork.com. Please use these resources, work with GM field representatives and contact other involved dealers for ideas as you develop your own plan to donate, nominate and promote the scholarship program.

Please direct all questions to our Scholarship Headquarters at CMS Foundation, 630.428.2412, or wrnscholarshipinfo@gmsac.com.

With your support, GM and its dealers will continue leading in the industry in providing women a dealership experience where they are respected and well represented.

Warm regards,
WRN Scholarship Subcommittee

DONATE

There are two primary ways for dealerships to contribute to the 2018 Scholarship program.

INDIVIDUAL DONATION: You and your staff can donate any amount to the Scholarship program's general fund. Every penny will go toward the education of women studying auto-related programs. Make your donation online right now at www.gmsac.com.

NAMED DEALERSHIP SCHOLARSHIP: This option specifically gives GM dealers the opportunity to establish scholarships of \$2,500 or more in the dealership's name. Seven of the 10 scholarships awarded in 2018 were Named Dealership Scholarships. Here's some feedback on the 2017 Named Dealership Scholarship:

Holly Martin, Dealer Development Operations Manager: *"GM dealers are already benefiting from the skills scholarship winners bring into the workplace. Exceptional female employees increase customer loyalty and overall profitability, and attract other women into our industry, which is a critical step in creating an inclusive retail culture."*

Marianne Ballas, WDAC Chair and owner, Ballas Buick/GMC in Toledo, Ohio: *"We must have our female dealers actively support women entering retail automotive. By providing a path for women to achieve their goals, the WRN scholarship helps GM grow a qualified and diverse retail network."*

Judy Schumacher, president of Schumacher Chevrolet Auto Group in Little Falls, NJ: *"Women are the drivers of our economy. They deserve a dealership experience that respects their unique needs and an environment where they are well represented."*

IT'S EASY TO START YOUR OWN NAMED DEALERSHIP SCHOLARSHIP:

- First, commit to funding one or more Named Dealership Scholarships, each providing \$2,500 or more in tuition assistance.
- Next, connect with vocational schools, colleges, high schools and local educational foundations. Leverage them for ideas, resources and promotion.
- Promote the Named Dealership Scholarship with media, civic organizations, women's groups and students using your social media and Web site, advertising, dealership signage and direct outreach to academic leaders.
- Make sure to include dealership employees in your communication.
- Ask your GM Women in the Field rep to help with promotion and implementation.
- When winners are named in 2018, you have a second opportunity to highlight your involvement in the program with a check presentation ceremony.

Donate now: www.gmsac.com/donatenow

PROMOTE: Suggestions

THERE ARE COUNTLESS WAYS TO PROMOTE THE DRIVE TO SUCCEED SCHOLARSHIP PROGRAM.

The intent is to promote dealership involvement, create enthusiasm and awareness, and drive qualified candidates to enroll in the program. Following are just a few ways to get you started:

- Promotional ideas to create awareness in your dealership and community
- Suggested social media content
- Press release templates to create community awareness of the Scholarship program; please use either the “Named Scholarship” dealer or general participating dealer template as applicable.
- A flyer template, customizable for your dealership information. Please print and post throughout your community.

TAP INTO THE EDUCATIONAL COMMUNITY: Don’t re-create the wheel. Reach out to community colleges, vocational schools, educational foundations, school boards 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 – newspaper, radio and 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 (see Women Mean Business toolkit). 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 Web site 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!

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 in appropriate, high-traffic areas.

PROMOTE: Suggestions (continued)

USE FIELD REPS, SUPPLIERS TO GET THE WORD OUT: Enlist your GM Women in the 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 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: The 2018 promotion kit containing posters, flyers and “Careers in Automotive Retail” trifold has been sent to all dealerships. Please use this material and other visual aids to promote the 2018 WRN Drive to Succeed Scholarship program throughout your store, especially in breakrooms, waiting areas, service department and in public-facing areas. Request permission to post in public areas and such as the local library and high school.

DON'T FORGET THE WINNERS: The Named Dealership Scholarship provides a second promotional opportunity for participating dealers. In addition to publicizing the creation of the scholarship and creating awareness throughout your community, you will have another opportunity for visibility when your recipient is announced. “Named” dealers will receive a number of additional resources to publicize their support of the program, including a press release, ceremonial check and event template for hosting a presentation ceremony.

PROMOTE: Digital Content

Your dealership's website and social media channels are effective ways to publicize your active involvement in the 2018 Drive to Succeed Scholarship program. Be seen throughout the digital world as a force for positive change and a proponent of inclusion. Consider some of these suggestions as you start your online campaign.

- Know a woman who could use some help with tuition?
Visit www.gmwomensretailnetwork.com/business-priorities/scholarship/ to learn about a scholarship for women pursuing an auto-related degree.
- Learn more about scholarships for women studying in an auto-related field at www.gmwomensretailnetwork.com/business-priorities/scholarship/.
- High cost of tuition putting college out of reach? Learn about a scholarship for women studying automotive business and technology at www.gmwomensretailnetwork.com/business-priorities/scholarship/.
- Learn about a scholarship for women studying automotive business and technology at www.gmwomensretailnetwork.com/business-priorities/scholarship/.
- Interested in automotive technology? Learn about scholarships for women enrolled in accredited tech programs at www.gmwomensretailnetwork.com/business-priorities/scholarship/.
- Want to work in the world's more dynamic industry? Learn about scholarships for women pursuing auto-related degrees at www.gmwomensretailnetwork.com/business-priorities/scholarship/.
- (Dealer) wants to see more women in the car business.
Visit www.gmwomensretailnetwork.com/business-priorities/scholarship/ 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 at www.gmwomensretailnetwork.com/business-priorities/scholarship/.
- 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 at www.gmwomensretailnetwork.com/business-priorities/scholarship/. There's never been a better time to pursue an automotive career. Stop by to learn about the program or visit us at (dealer Web site).
- GM and its Women's Retail Network are offering scholarships for women studying automotive business and technology. All women enrolled in an accredited automotive program are eligible to apply at www.gmwomensretailnetwork.com/business-priorities/scholarship/.
- 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 at www.gmwomensretailnetwork.com/business-priorities/scholarship/.
- 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
www.gmwomensretailnetwork.com/business-priorities/scholarship/.

PROMOTE: Press Release Template

NAMED DEALERSHIP SCHOLARSHIP

For Release: **DATE**

Dealership Name and Contact Information

(Name of Dealership), WRN Lead Industry as Champions of Women's Auto Education

In 8th Year, GM Dealers Contribute Tuition Assistance to Women Pursuing Automotive Careers

CITY, State – **(Date)** — After seven years and \$200,000 in contributions, GM and its dealers remain the only manufacturing/retail partnership to offer tuition assistance to women pursuing auto-related degrees. This year, thanks to the generosity of **(Dealer)** and the GM WRN Drive to Succeed scholarship program, even more winners can continue their automotive studies and join GM's growing female dealership ranks.

"GM, its dealers and business partners unite to invest in the future female leaders of automotive retail," said **(Dealership owner)**. "Through the **(Dealership named)** scholarship, I'm so very proud to be part of that. Not only does the scholarship program increase the pipeline of talented women entering automotive retail, it promotes the tremendous career opportunities that exist throughout our dealer network."

Since 2011, the WRN Scholarship program has provided 61 individual scholarships totaling \$194,000 to female students in the U.S. and Canada representing a variety of sales regions, ethnicities and cultural backgrounds. In 2017, a total of \$35,000 was donated to scholarship recipients.

Women enrolled in undergraduate, graduate or recognized non-traditional institutions offering accredited programs in automotive management/service technology fields are eligible. Applicants, which are being accepted through April 15, 2018, are evaluated on the strength of their academic performance, community service, work experience and personal essay.

"The **(Dealership named)** scholarship directly reflects our priorities," said **(Dealer)**. "We support education and training, and are committed to an inclusive dealership environment. With every scholarship we award, we are investing in our future, as well as helping make a woman's dream come true. It's imperative that all female dealers actively support women entering retail automotive."

Now in its eighth year, GM dealers and customers are already benefiting from the scholarship program, as winners transition into the workplace. **(Dealer)** said exceptional female employees increase customer loyalty and overall profitability, and attract other women into our industry, which is a critical step in creating an inclusive retail culture.

"Women deserve a dealership experience that respects their unique needs and an environment where they are well represented," said **(Dealer)**. "By providing a path for women to achieve their automotive career goals, the **(Dealer named)** scholarship helps GM grow a qualified and diverse retail network."

The scholarships will be announced in May. Interested women can learn more about the program and apply online at www.gmsac.com, or email questions to wrscholarshipinfo@gmsac.com. Applicants may also visit **(Dealership)** to learn more about the Scholarship program.

About 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 and fill the dealership pipeline with highly skilled candidates for all dealership positions.

About General Motors: General Motors Co. (NYSE: GM, TSX: GMM), its subsidiaries and joint venture entities produce and sell vehicles under the Chevrolet, Cadillac, Baojun, Buick, GMC, Holden, Jiefang and Wuling brands. GM has leadership positions in several of the world's most significant automotive markets and is committed to lead the future of personal mobility. More information on the company and its subsidiaries, including OnStar, a global leader in vehicle safety, security and information services, can be found at www.gm.com.

PROMOTE: Press Release Template

GENERAL SCHOLARSHIP

For Release: **DATE**

Dealership Name and Contact Information

GM and its Dealers Lead Industry as Champions of Women's Auto Education

In 8th Year, GM Dealers Contribute Tuition Assistance to Women Pursuing Automotive Careers

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

PAST WINNERS



 | WOMEN'S RETAIL NETWORK |



Dealer Name
Address, City, State, ZIP
Phone – Web site

NOMINATE

Dealers have told us of two effective strategies they use to identify female students for the Scholarship program.

1. Utilize existing academic networks. WRN dealers who've worked with local guidance counselors, education foundations, vocational programs and other academic forums have had great success in both promoting the Scholarship program to female students and identifying potential candidates. These are the influencers who help young women make important post-secondary career decisions. Preparing these groups with information about the Scholarship program, as well the tremendous opportunities dealership careers offer, is the key to creating awareness and increasing our ranks. See the promotional letter for use with this audience on the next page.

SUGGESTION: Consider hosting these groups at your dealership for a program highlighting the different career opportunities available for women in your dealership. Take your guests on a dealership tour. Discuss the various academic degrees/certificates necessary to pursue these jobs. Highlight how retail automotive is a rewarding and lucrative career for women. Ask for help to identify candidates for the scholarship. Or take the information on the road. Make brief presentations to educators, civic organizations, women's groups and others. Leave behind information they can share with students.

2. Seek out high-potential female dealership employees. Many of the scholarship recipients are dealership employees who have been nominated by their dealers. Please use all of your resources to connect with potential candidates to ensure our talent pool is qualified and diverse, and includes students pursuing a wide range of auto-related curriculums. If your dealership is already offering educational opportunities – scholarships, tuition reimbursement, ASEP and other technical training – consider transitioning your existing program to a Named Dealership Scholarship.

<<Date>>

<<Name>>

<<School/Organization Name>>

<<Address>>

<<City, State ZIP>>

<<Salutation>>

(Dealership) is partnering with the GM Women's Retail Network to announce the 2018 Drive to Succeed (or Named Dealership) Scholarship program. It's part of an effort by GM and its dealers to encourage women to pursue careers in the exciting and lucrative field of automotive retail. We're asking for your help in publicizing the program and identifying/encouraging qualified women to enroll in the program.

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

Applications will be accepted January 1 through April 15, 2018, and require a GM dealer's recommendation. Scholarships, available in amounts up to \$5,000, will be announced in May. Students can learn more about the program and apply online at www.gmsac.com. Questions may be e-mailed to wrn scholarship info@gmsac.com.

Since the program's start in 2011, 61 individual scholarships totaling \$194,000 have been awarded to women enrolled in accredited auto-based programs. 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, distributed and posted in appropriate locations.

Women represent the largest share of vehicle and service buyers in the U.S. today. This Scholarship program is just one of the many ways GM and its dealers are developing a workforce that is inclusive, diverse and reflects our growing female customer population. It's also a life-changing opportunity for women interested in the auto industry. Thanks for helping promote the WRN Scholarship program and giving women an opportunity to pursue a fulfilling career. I look forward to discussing this opportunity further at your convenience.

Sincerely,

<<Name>>

<<Title>>

FAQs

WHY IS THE PROGRAM BEING OFFERED?

The GM WRN Drive to Succeed Scholarship program has several objectives:

- Position GM and its dealers as industry leaders in the women's market and the OEM/retailer of choice for women seeking a vehicle and a career.
- 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.
- Develop 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.
- Provide dealerships with specific opportunities to visibly demonstrate their support for women as employees and buyers through the Named Dealership Scholarship.

IS THE PROGRAM SUCCESSFUL?

Now in its eighth year, WRN Scholarship program has provided 61 individual scholarships totaling \$194,000 to female students in the U.S. and Canada representing our diverse customer base.

WHO IS ELIGIBLE?

The WRN program awards scholarships to women from all sales regions and walks of life. This includes both traditional and non-traditional students, such as military veterans, working mothers and dealership employees.

- Women enrolled in undergraduate, graduate or recognized non-traditional institutions offering accredited programs in automotive management/service fields are eligible.
- Applicants are evaluated on the strength of their academic performance, community service, work experience and personal essay.
- 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 Scholarship program is also eligible to part-time students.

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 employed at GM dealerships are eligible. The daughters/granddaughters of all GM dealership employees are also eligible.

HOW DOES THE SCHOLARSHIP PROGRAM BENEFIT DEALERS?

- The scholarship helps GM and its retailers fill the pipeline with qualified female employees. Many of the scholarship recipients are now working in GM dealerships in both management and service roles.
- GM and its dealers remain the only manufacturing/retail partnership in the industry to offer scholarships to women pursuing academic degrees in automotive fields. This provides a huge marketing opportunity with female customers, and can increase purchase consideration and intent among female consumers.
- The scholarship is an excellent tool for recruiting female employees. Exceptional female employees attract other women into our industry, which is a critical step in creating an inclusive retail culture.

FAQs (continued)

- The Scholarship program helps create a retail environment that is attractive to female employees and consumers. Women purchase the majority of new cars and aftercare. They want a dealership experience that reflects their purchase power. This includes a retail workforce with women employed in all critical roles – management, sales, service and ownership.
- Community involvement/goodwill is an important element of a dealership's brand. The Scholarship program provides a vehicle for dealers to interact with a variety of local civic and academic organizations for the betterment of the community. This is further promoted through dealer advertising, Web site, social media, dealership signage, and local newspaper and television coverage.

HOW WILL MY DONATION BE USED?

The Scholarship program has a 501(c)(3) status, making all contributions 100 percent tax-deductible for your dealership. Every penny raised goes toward the education of women studying automotive retail. Administration and marketing for the program is secured from other budget sources.

HOW MANY SCHOLARSHIPS WILL BE AWARDED?

The total number of scholarships awarded is decided in large part on the total contributions raised in a one-year period. Award amounts vary between \$2,500 and \$5,000. There is no limit to the number of Named Dealership Scholarships or Business Partner Scholarships (i.e., GM Financial) awarded.

HOW CAN I DONATE?

There are several ways to make a financial contribution to the Scholarship program:

- You can make an individual contribution. This can come from you personally, or in honor of an important person. In 2017, a group of dealers created the \$2,500 "Yes I Can" Scholarship, to honor Karen Miskimins, WRN's first scholarship chair. Dealers can also raise money through employee and vendor fundraising.
- In 2017, WRN began the Named Dealership Scholarship, which allows dealers to offer scholarships directly in the dealership's name. This option provides a grassroots way to showcase a dealership's overall commitment to women, education and service excellence. Nine of the 14 scholarships awarded in 2017 were presented by dealers/dealer groups.

IN WHAT OTHER WAYS CAN DEALERS SUPPORT THE SCHOLARSHIP PROGRAM?

Everyone, not just dealers, is invited to support the 2018 WRN Drive to Succeed Scholarship program. In addition to financial contributions, the program depends on nominating qualified candidates and promotion. GM Women in the Field and dealers are encouraged to coordinate efforts to:

- Promote: Create awareness of the Scholarship program throughout your community, with female students, civic organizations, media, academia, employees and customers.
- Nominate: Work with educators, career counselors, vocational programs and academia to identify qualified candidates for the Scholarship program. Encourage talented female employees in your dealership to apply. Be willing to provide the required signature and/or letter of recommendation for interested 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.

FAQs (continued)

ARE THE SCHOLARSHIPS RENEWABLE?

Scholarships are not renewable. However, prior scholarship recipients may re-apply annually for future scholarship consideration. The program has had several multi-year scholarship winners.

HOW CAN DEALERS DONATE TO THE SCHOLARSHIP PROGRAM?

Scholarship donations, via credit card and check, are accepted at any time. For details, go to: www.gmsac.com/donatenow.

WHAT HAPPENS AFTER WINNERS ARE ANNOUNCED?

The Named Dealership Scholarship provides a second promotional opportunity for participating dealers. In addition to publicizing the creation of the scholarship and creating awareness throughout your community, you will have another opportunity for visibility when your recipient is announced. "Named" dealers will receive a number of additional resources, including a press release, ceremonial check and event template.

I HAVE ADDITIONAL QUESTIONS. WHOM DO I CONTACT?

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., P.O. Box 648, Naperville, IL 60566.

WHAT IS THE GM WRN?

The GM Women's Retail Network was launched in 2001 to increase the presence of females in the GM dealer network and fill the dealership pipeline with highly skilled candidates for all dealership positions. WRN now includes the U.S. and Canada.

www.gmwomensretailnetwork.com