How You Can Help 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 California New Car Dealers Association (CNCDA) Foundation.

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) Foundation “CAR CAREERS” Scholarship Program](https://www.cncda.org/foundation/scholarship-information/)
     - The CNCDA Foundation’s CAR CAREERS Scholarship Program for 2022 is now open! There will be 20 scholarships awarded to college students currently studying auto technology in California. The awardees will receive $5,000 each and one statewide winner will be awarded an additional $5,000. Additionally, there are 5 more scholarships at $2,500 each for students in or pursuing Ford ASSET training in Los Angeles County and the San Francisco Bay Area. Apply today! [https://www.cncda.org/foundation/scholarship-information/](https://www.cncda.org/foundation/scholarship-information/)

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

3. **Eblast.** We have prepared language 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. Send it out to your company email list.

4. **Social media.** Share the social media messages we've developed for you. Included in this packet is a table of sample social media posts and images 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 students will receive up to $5,000 and 1 statewide winner will receive an additional $5,000. Apply today! #CNCDAScholars [https://www.cncda.org/foundation/scholarship-information/](https://www.cncda.org/foundation/scholarship-information/)

   - #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 $2,500, $5,000 or $10,000 scholarship. Apply! #CNCDAScholars [https://www.cncda.org/foundation/scholarship-information/](https://www.cncda.org/foundation/scholarship-information/)

   - 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. #CNCDAScholars [https://www.cncda.org/foundation/scholarship-information/](https://www.cncda.org/foundation/scholarship-information/)
Don’t forget to tag the CNCDA Foundation 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
- Instagram: @californiancda

Please help us spread the word! If you know someone that should apply, please forward along this email.

For additional information about the CNCDA Foundation, please visit: https://www.cncda.org/foundation/. If you have any questions, please feel free to email us at scholarship@cncda.org or call 916-441-2599 ext. 0.
CAR CAREERS Scholarship

SHIFT YOUR AUTO TECH CAREER INTO GEAR!

$5,000 award for 20 regional awardees + an additional $5,000 for the statewide awardee.

NEW! Thanks to a partnership with Ford Motor Company, the CNCDA Foundation will be offering 5 more scholarships at $2,500 each for students pursuing Ford ASSET training.

CRITERIA

Eligibility

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

Application Process

Scholarship deadline is May 3, 2022.

CONTACT SCHOLARSHIP@CNCDA.ORG

APPLICATION PROCESS

scan or visit CNCDA.ORG/FOUNDATION/SCHOLARSHIP-INFORMATION/

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).
California New Car Dealers Association Foundation  
“CAR CAREERS” Scholarship Program 2022

Newsletter Content
It's time to apply for the 2022 CAR CAREERS Scholarship Program! Please help us spread the word about by sharing information through newsletters, e-blasts, or any other communications used by your organization. We've provided suggested language below that you can easily copy and paste!

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The California New Car Dealers Association (CNCDA) Foundation “CAR CAREERS” Scholarship Program supports growth of 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.

New! Thanks to Ford Motor Company, this year there will be an additional 5 scholarships at $2,500 each for students in or pursuing Ford ASSET training in Los Angeles County and the San Francisco Bay Area.

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 period is open now, and the deadline is May 3, 2022.

For more information, please send us an email at scholarship@cncda.org or call 916-441-2599 ext. 0.

About the California New Car Dealers Association Foundation
Since 1993, the CNCDA Foundation has awarded scholarships to 1,345 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/.