



November, 2015

*From the AASP-MN Board of Directors*

Dear AASP-MN Member:

Time and time again, members have told us that their number one problem is finding qualified help – be it technicians, service advisors and/or estimators. Well now there's a significant initiative in the works that is designed to help fill the pipeline of employees into Minnesota's automotive industry and we need your support to make it happen.

For the past several months, AASP-MN has taken a leadership role in a local task group, Minnesota Careers in Automotive Repair and Service – aka MNCARS. MNCARS is made up of a cross-section of industry representatives, including: independent repair shops, multiple shop operators (MSOs), suppliers, technical college administrators and other industry organizations. Its goal is to ensure a future workforce for Minnesota's automotive service industry by raising awareness and recruiting young people into technical college automotive education programs (collision and mechanical) and industry careers.

To accomplish this, MNCARS has partnered with Risdall, a leading marketing and communications agency, to execute a comprehensive, two-year campaign to attract young people and future employees to our industry. Important aspects of our recruitment efforts will include:

- Connecting with potential students, their parents, and high school influencers, including counselors, to provide a better picture of the pathways to success and opportunity available in the automotive industry;
- Developing an online site to serve as a centerpiece in educating our target audiences and the broader community on the opportunities available within the automotive industry. This hub, and accompanying printed materials, will share the exciting careers, success stories, and advantages that a two-year automotive program offers in getting started in the workforce;
- Hosting live events at schools and community locations to engage students in both fun and informative activities to allow them to begin to think of automotive repair as more than a hobby;
- Creating an "influencer kit" to provide professionals that work with students a simple-to-use toolkit that presents positive information on the industry and career options;
- Media stories and outreach to address misperceptions and inform individuals throughout Minnesota of opportunities within the automotive service industry.

We're seeking to raise at least \$250,000 to cover these activities throughout the state for the next two years. We're pleased to report that, to date, targeted fundraising efforts have resulted in \$210,000 in pledges towards this goal, including \$50,000 from AASP-MN. Now we need your help to raise the rest.

Support opportunities range from one time or annual pledges to corporate sponsorships which will include prominent placement and recognition on the MNCARS campaign website. Please choose a level that is right for you, complete the pledge form and return to the AASP-MN office at your earliest convenience.

Whether \$50,000 or \$500, every contribution will help move us closer to building a high-quality workforce for Minnesota's automotive service industry, now and into the future.

Thank you for your consideration.

## MNCARS Campaign Financial Pledge

### ***Sponsorship levels and benefits***

#### Platinum Sponsorship

One-time contribution of \$50,000 or two-year commitment of \$25,000 annually

- ▶ Opportunity for company spokesperson to participate in campaign activities
- ▶ Name and testimonial in promotional videos and communications pieces
- ▶ Company logo on all campaign materials
- ▶ Inclusion in select news releases and media interviews
- ▶ Listing in boiler plate of all public relations materials
- ▶ Customized company video message on campaign website
- ▶ Company logo and link from campaign website

#### Gold Sponsorship

One-time contribution of \$25,000 or two-year commitment of \$12,500 annually

- ▶ Sponsor of at least one school event
- ▶ Sponsorship recognition on guidance counselor influencer kit
- ▶ Listing in boilerplate of all public relations materials
- ▶ Profile/case study of featured employee to highlight as a successful automotive career
- ▶ Company logo and link from campaign website

#### Silver Sponsorship

One-time contribution \$10,000 or two-year commitment of \$5,000

- ▶ Sponsorship recognition on kit to automotive and technical teachers
- ▶ Company logo and link from campaign website

#### Bronze Sponsorship

One-time donation of \$5,000

- ▶ Company logo and link on MNCARS campaign website
- ▶ Right to use MNCARS campaign designation on your website and marketing materials

**Yes**, I want to support this very important work to ensure a future workforce for Minnesota's automotive service industry. I will participate at the following level:

Platinum     Gold     Silver     Bronze     Other \_\_\_\_\_

\_\_\_\_\_  
Name and title

\_\_\_\_\_  
Company

\_\_\_\_\_  
Signature and Date

**Return to:** AASP-MN  
1970 Oakcrest Ave., Suite 102, Roseville, MN 55113  
or email to: [aasp@aaspmn.org](mailto:aasp@aaspmn.org)

## MNCARS Volunteer Sign-Up

Minnesota Careers in Automotive Repair and Service (MNCARS) is a statewide initiative to encourage high school students to pursue a career in the automotive industry. As part of our efforts to attract young people and future employees to our industry, one of the initiatives includes highlighting the stories of those already working in various aspects of the automotive industry. Students and parents might have pre-conceived beliefs on the opportunities in auto service but others may not have any concept of the variety of options available to them. We want to clear up misperceptions by telling the stories of successful professionals in this industry, like yourself.

The goal of this element of our programming is to connect speakers with classes to share their experience and develop success stories that can be shared online and in print. Our hope is that we can create a database of Minnesota automotive professionals willing to share their stories so that others understand the bright outlook that automotive industry careers offer in our state.

We are seeking volunteers from all segments of the automotive service and collision repair industry. In addition to technicians, painters, service advisors, estimators, managers and shop owners, we'd like to include insurance personnel and positions up and down the supply chain, from parts professionals to sales and support in distribution and manufacturing.

We hope you will consider participating in this effort, by volunteering yourself and/or recommending others in your business – or with whom you do business – who you think would be interested. Please review the types of activities listed below and select those that you are willing to support with your time and talent.

- \_\_\_\_\_ Speaking to a class of students on your experience and career
- \_\_\_\_\_ Meeting with our marketing partner and allowing them to interview you and write your story
- \_\_\_\_\_ Participating in media efforts (newspaper, local magazines) by discussing your career/experience
- \_\_\_\_\_ Participating in media efforts (television/radio) by discussing your career/experience
- \_\_\_\_\_ Other options: list your suggestions \_\_\_\_\_

Name \_\_\_\_\_

Title & business \_\_\_\_\_

Contact Information (phone & email) \_\_\_\_\_

This program will raise the visibility of our industry and offer the opportunity for us to collectively connect with prospective future employees in a meaningful way. Thank you for your continued support of MNCARS and for your consideration to participate.

Please complete and return to: MNCARS, via [aasp@aaspmn.org](mailto:aasp@aaspmn.org).