

Press Release



For Release: Immediate

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MNCARS Announces Fundraising Drive

Minnesota Careers in Automotive Repair and Service (MNCARS) was established by AASP-MN in 2015 to help close the workforce gap in Minnesota's automotive service and collision repair industry. Since then, the MNCARS initiative has helped raise awareness of car careers among future students, high school teachers and counselors, and parents. We've encouraged enrollment across the state's 32 technical college automotive education programs. From 2016-2020, our efforts have contributed to more than 3,250 incoming student enrollments in these collision and auto service programs.

Over the past several years, MNCARS has introduced new initiatives and campaigns designed to drive awareness and achieved some amazing results with the industry's support:

- Continually growing our website traffic (over 2,500 unique visitors each month!) and driving new audiences to carcareers.org, with new visitors in 2021 already 55% higher than this time in 2020
- Consistently ranking on the first page of Google results for searches related to car careers in Minnesota, ensuring we're top of mind for someone looking for auto career options
- Increasing our engagement and reach by at least 60% on Facebook and Instagram in 2021
- Generating more than 9,400 clicks to the website through YouTube, Facebook and Instagram video ads in 2021
- Investing nearly \$5,000 in high school automotive programs through Adopt-a-School
- Creating the Motormouth toolbox to provide a variety of resources, tips and materials to help industry members get involved in their local community and start having conversations with customers, community members and students about the career potential in the automotive industry

The MNCARS Board recently announced a new fundraising drive to raise \$200,000 to fund campaign costs over the next 3 years. To date, \$50,000 in pledges have been received. Whether \$50,000 or \$500, every contribution will help build a high-quality workforce for Minnesota's automotive service industry, now and into the future.

Support pledges can be made in a single, lump-sum payment or paid annually over the next three years. Please visit www.aaspmn.org to access a pledge form and return to the AASP-MN office by November 30, 2021.

Thank you for your consideration!