CAMPAIGN PACK
FOR SUPPORTERS

SUPPORTED BY

wisecampaign.org.uk/1ofthemillion
JOIN US
as we celebrate 1 million women working in core STEM roles across the UK and inspire more women.

#1ofTheMillion
2020 IS A BIG YEAR FOR WISE

WISE has been working towards the goal of 1 million women in STEM for the past five years. Thanks to the focused efforts of role models, organisations and champions of gender balance in STEM, this number has finally been achieved. We think it’s time to celebrate.

As a forward-thinking business, we invite you to take part in our newly launched 1 of the Million Campaign, an inclusive, digital campaign that aims to inspire and celebrate the real faces behind the million women in STEM.

Help us celebrate.
Help us share.
HELP PUT A FACE TO THE MILLION.

1,000,000
Government data shows that in 2019, the UK reached 1 million women in core-STEM occupations.

20 YEARS
of WISE patronage of Her Royal Highness, The Princess Royal
ABOUT THE CAMPAIGN

The 1 of the Million Campaign encourages women working in STEM to share their story - and those of their friends, mentors or colleagues - in order to celebrate the brilliant contributions women make through science, technology, engineering and maths.

By putting a face to the million, the campaign aims to inspire more women to pursue, return to, or retrain in STEM.

This is a celebration for everyone and we encourage everyone to take part. If you’re a woman in STEM, in any company, sector or part of the UK, we want to hear from you.
HOW YOU CAN GET INVOLVED

HELP US PUT A FACE TO THE MILLION
2 MINUTES
Encourage women who work in STEM at your business to take part in the campaign – ask them share their photo and story to our webpage so that they can be included in our interactive photo collage.

HELP US SPREAD THE WORD!
5 MINUTES
Show that your company supports more women in STEM by sharing 1 of the Million campaign material on your website and social media channels throughout the year - a logo, supporter sign and social media frames are included in our pack.

TAKE PART IN #1ofTheMillion DAY
10 MINUTES
Motivate your colleagues and take part in our #1ofTheMillion day on Twitter. Snap a selfie with our #1ofTheMillion sign, tell us why you are passionate about gender balance in STEM and post your image to Twitter using #1ofTheMillion and tagging @thewisecampaign.

If you are not a woman in STEM, you can still take part!
Post a picture with our Proud to Support #1ofTheMillion Sign and tell us why you and / or your company support gender balance in STEM.
HOW YOU CAN GET INVOLVED

DOWNLOAD THE 1 OF THE MILLION MATERIALS PACK

Includes:

☑️ 1 OF THE MILLION LOGO
☑️ 1 OF THE MILLION SUPPORTER SIGN
☑️ 1 OF THE MILLION FRAMES

DOWNLOAD
EXAMPLES OF SOCIAL MEDIA POSTS

TWITTER

“As a [job title] at [company], I’m proud to be #1ofTheMillion. Take part at wisecampaign.org.uk/1ofthemillion @thewisecampaign

“So proud of [@friend / colleague / role model] for the brilliant work she does as a [job title] at [company]. #1ofTheMillion @thewisecampaign

“As #1ofTheMillion, I nominate [name of friends / colleagues / role models] to join the celebration. Learn more at wisecampaign.org.uk/1ofthemillion. @thewisecampaign

Sarah Jayne @sarahscientist 29 Apr 2020

As a scientist at (company), I’m proud to be #1ofthemillion. Take part at wisecampaign.org.uk/1ofthemillion @thewisecampaign

wisecampaign.org.uk/1ofthemillion
EXAMPLES OF SOCIAL MEDIA POSTS

FACEBOOK / INSTAGRAM / LINKEDIN

“We understand that representation is important. As a business that supports gender balance in STEM, we also know the value and passion that women bring to their professions.

That’s why we’re excited to help put a face to the 1 million women working in STEM across the UK. Take part at wisecampaign.org.uk/1ofthemillion.

#1ofTheMillion

wisecampaign.org.uk/1ofthemillion
EXAMPLES OF SOCIAL MEDIA POSTS

FACEBOOK / INSTAGRAM / LINKEDIN

We encourage the talented women at [company name] to take part in WISE’s #1ofTheMillion Campaign. Share your photo on Twitter using #1ofTheMillion to help us celebrate and inspire more girls and women to pursue their place in STEM. Encourage your friends, colleagues and mentors to do the same.

You can’t be what you can’t see. Let’s help put a face to the million. wisecampaign.org.uk/1ofthemillion.

Variation 2

We encourage the talented women at [company name] to take part in WISE’s #1ofTheMillion Campaign. Share your photo on the WISE website so that it can be included in a digital collage that will help celebrate the brilliant contributions women make to and through STEM. Encourage your friends, colleagues and mentors to do the same.

Take part at wisecampaign.org.uk/1ofthemillion.

Variation 1
Our WISE Award winners since 2001 include amazing and inspiring women, men and organisations who are great role models in STEM, and who have done amazing work to progress the number of women in STEM.

This year, we will catch up with previous WISE Award winners, discover where their journey taken them since winning the award, and what they plan and hope for the future.

We will share a prestigious list – the WISE 20 - that represents our award winners and shares their stories.

VIEW PAST AWARD WINNERS
Q: WHY IS THIS CAMPAIGN NEEDED?
A: You can’t be what you can’t see. In addition to celebrating the brilliant contributions women make to and through STEM, the 1 of the Million Campaign aims to show that STEM is for everyone. By sharing stories and encouragement, it hopes to encourage more girls and women to pursue their place in STEM.

Q: WHO CAN PARTICIPATE IN THE 1 OF THE MILLION CAMPAIGN?
A: All women! We especially invite “minorities within minorities” to take part, including women from black and Asian communities, those of different faiths and cultures, lesbian, gay, bisexual and trans women, women with disabilities and those from working class backgrounds.

By taking part or by encouraging others to do so, you can help inspire others who may not see themselves often represented within STEM. You can help show that STEM is for everyone.

Q: WHO CAN TAKE PART IN THE #1ofTheMillion TWITTER DAY?
A: Everyone! We also encourage our members and those who champion gender balance in STEM to tweet on this day. Celebrate your friends, colleagues, role models or those who promote gender balance in your workplace.

Share what your business is doing/has done to help level the gender balance in your workplace. This will be a day for celebration and positive representation in the Twittersphere, so please do take part!
Q: WHERE CAN I/A FRIEND/COLLEAGUE UPLOAD MY PHOTO? HOW LONG DO I HAVE TO DO SO?
A: Photos can be uploaded through our campaign page throughout 2020. We ask that you agree to our terms and conditions here as well.

Q: WHAT SORT OF PHOTO SHOULD I UPLOAD?
A: A photo of you on the job is ideal. A photo of you on the job holding our #1ofTheMillion sign is even better. A professional looking headshot will also do the trick.
These resources may be used to help support the stats and messaging used in this campaign. Feel free to share them with company colleagues or anyone else who may find them useful.

1 OF THE MILLION CAMPAIGN
https://www.wisecampaign.org.uk/1ofthemillion

2019 WORKFORCE STATISTICS
– ONE MILLION WOMEN IN STEM IN THE UK

WISE SAYS UK NEEDS 30% OF WOMEN IN CORE STEM
AS IT PUBLISHES ITS ANNUAL ANALYSIS OF ONS DATA