

# *One of Millions STAR Stories Challenge*

## Challenge Overview

We are excited to invite you to join the “One of Millions” Challenge, a storytelling challenge designed to showcase and celebrate the journeys and achievements of individuals Skilled Through Alternative Routes (STARs).

In celebration of Tear The Paper Ceiling Campaign’s two year anniversary in September 2024, let’s harness the power of our Coalition to engage new audiences in our shared mission. By sharing STAR stories, we aim to further highlight the importance of diverse career pathways and celebrate Coalition achievements. Our ambitious goal: to publicly share one thousand STAR stories throughout the challenge.

The challenge will kick off on social media, but we invite TTPC Coalition members to also share STAR stories on additional public channels, including via website content, thought leadership, public engagements and conferences, and other marketing channels. We also encourage you to engage your communities in the challenge to share their [#OneOfMillions](#) STAR stories.

And what’s a challenge without prizes? To celebrate the second anniversary of Tear The Paper Ceiling Campaign, we will be presenting two prizes:

- The *Second Anniversary Sweepstakes Prize* will feature the winner on a digital billboard in NYC’s Times Square in December
- The *STARs Voices Prize* for Most Creative Storytelling will offer a chance for an organization’s STAR story to be featured in official TTPC campaign advertisements across the country, in partnership with the Ad Council.

*The challenge kicks off on May 8th!* See details below for relevant dates and deadlines.

We look forward to collaborating with you to make this campaign a success. Together, let’s celebrate the incredible stories of STARs and highlight the critical role of diverse career paths in enriching our workforce and society.



“People want to tell me that I’m one in a million, but I know I’m one of millions.”

—LaShana Lewis, 2020

## One of Millions Challenge Goals



**Amplify Visibility, Reach & Engagement:** Reach wider audiences with Tear The Paper Ceiling messaging, enhance visibility for STARs, and motivate more STARs to share their unique career stories.



**Inspire & Celebrate:** Inspire employers, STARs, and the overall public to celebrate the individual and collective achievements of STARs, reinforcing the value of alternative career paths and the diverse skills they bring to the workforce.



**Coalition Building:** Leverage the collective power of the Tear The Paper Ceiling Coalition, sharing achievements and positioning partners as thought leaders and advocates for innovative career pathways.

## How To Participate

- Share STAR stories on your organization's social media channels. STAR stories can take many forms, including videos, testimonials, quotes, images, user generated content, and more. Use the hashtags [#TearThePaperCeiling](#) and [#OneOfMillions](#) and tag [Opportunity@Work](#) to qualify.
- Share STAR stories on additional public channels using STARs language and referencing Tear The Paper Ceiling. See below for more information.
- Invite your organization's network to share STAR stories, including employees, customers, and program graduates. See below for eligibility criteria.
- Amplify and engage with STAR stories from coalition members participating in the challenge.

## The Prizes & Eligibility

### Second Anniversary Sweepstakes Prize

#### *How It Works:*

- The Second Anniversary Sweepstakes winner will be included in a Tear The Paper Ceiling ad that will run for one day in Times Square at the end of December.
- This is a sweepstakes prize. Every STAR story shared on social media with both the [#OneOfMillions](#) and [#TearThePaperCeiling](#) hashtags will count as an organization's entry into the sweepstakes pool that the winner will be drawn from. The more entries an organization has, the greater their chance of winning the sweepstakes!
- The deadline for entry is October 31, 2024.

#### *Eligibility:*

- STAR stories can take any format, but must be shared on eligible social media platforms. Eligible platforms include LinkedIn, X, Facebook, Instagram, and Threads. Only STAR stories shared on social media during the challenge dates will be eligible for the Second Anniversary Sweepstakes.
- Only posts shared on social media are eligible for the sweepstakes prize. Every STAR story associated with your organization will be an entry into the Second Anniversary Sweepstakes. Winner will be chosen at random.

- To be eligible, STAR stories must: (1) Include both the hashtags [#OneOfMillions](#) and [#TearThePaperCeiling](#) (2) Tag [Opportunity@Work](#) (see below for our account handles); and (3) Identify the subject as a STAR.
- If a post includes multiple STARS, each of those stories counts as an entry. For example, a carousel post that features three different STARS' stories will count as three entries.
- If a story is shared across multiple platforms, each platform share is counted as an entry. For instance, if the same story is shared on both LinkedIn and X, that counts as two entries.
- Stories shared by your community members (i.e. not from organization or corporate accounts) qualify as a sweepstakes entry provided the post tags their organization in addition to including the hashtags and [Opportunity@Work](#) tag above.

**Employee Post Example:** A STAR story shared on LinkedIn by a Fantasy Inc. employee would include [#TearThePaperCeiling](#) and [#OneofMillions](#) and tag both [@opportunityatwork](#) and [@fantasyinc](#).

## STARS Voices Prize for Most Creative Storytelling

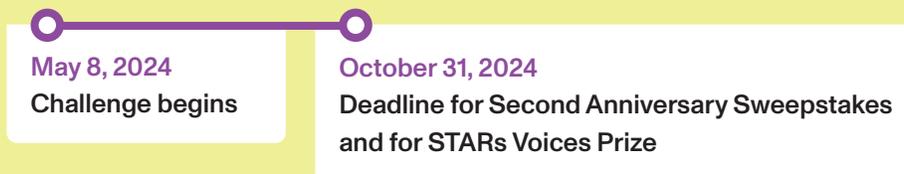
### *How It Works:*

- The winning organization will be included in an official TTPC campaign PSA developed and distributed by the Ad Council and supported in donated media.
- The winning organization will be selected by Opportunity@Work's STARS Advisory Council. The winner will be honored for most creative storytelling of STAR stories across all public channels.
- The PSA will feature a STAR story from the winning organization, and creative will be developed by the Ad Council in our next round of PSA production.
- Deadline for entry is October 31, 2024.

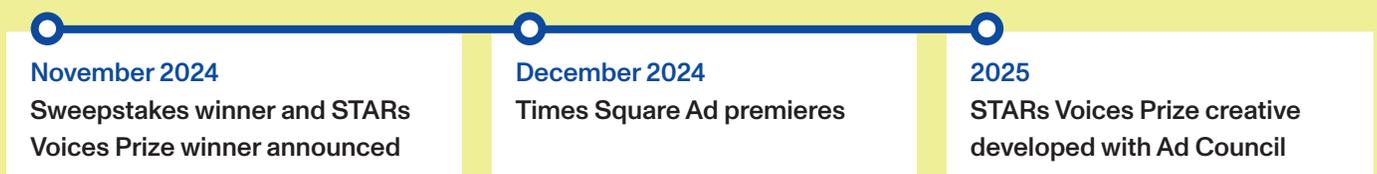
### *Eligibility:*

- Entries for this prize include all STAR stories shared across all public marketing channels, including social media posts, website content, ads, public engagements, and thought leadership. Entries made for the sweepstakes will also be considered eligible for this prize.
- For posts not on social media, stories must identify subjects as STARS and mention Tear the Paper Ceiling to be eligible.
- We request that you report eligible stories shared on non-social media channels via [this form](#).

## Challenge Deadlines



## Award Timeline

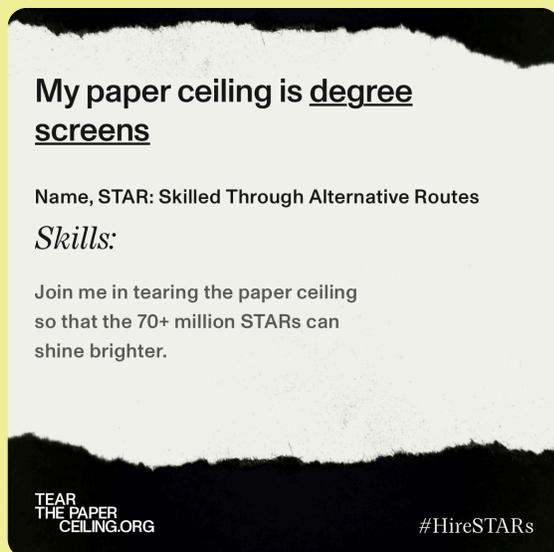


## Key Information and Resources

- 1 Use the paper ceiling augmented reality filter on Instagram (Scan the QR code here or search “paper ceiling” in the effects feature)



- 2 Create and share the easy-to-use social story card on the TTPC website ([tearthepaperceiling.org/share-your-story](https://tearthepaperceiling.org/share-your-story))



### Opportunity@Work Social Media Tags

Facebook: @opportunityatwork

Instagram: @TearThePaperCeiling

Linkedin: Opportunity@Work

Threads: @OpptyatWork

X: @OpptyatWork

### Storytelling Resources

[Tear The Paper Ceiling Partner Activation Guide](#)

[Tear The Paper Ceiling STAR Storytelling Tips](#)

[Customizable Employee One-Pager](#)

[Customizable Program Participant One-Pager](#)

### Questions?

Please contact [tari@opportunityatwork.org](mailto:tari@opportunityatwork.org) and [felissa@opportunityatwork.org](mailto:felissa@opportunityatwork.org).

Make sure to use:  
**#TearThePaperCeiling**  
and **#OneofMillions** and tag  
**Opportunity@Work** so your story  
is counted for the sweepstakes!