



## **Interview of the Month – October 2013**

### **Lindsay Morris, Campaign Strategist for Girl Rising**

***GenderHopes: What is your role on the Girl Rising team? What are your key responsibilities?***

Lindsay Morris: My official title is ever changing, but the blanket term is "Campaign Strategist". I work very closely with our Executive Director Holly Gordon, and our Managing Director Christina Lowery. I organise speakers for events all over the world. During the month of October, we held over 2000 Girl Rising events around the world for International Day of the Girl, so I was talking with all kinds of passionate people from around the globe, and making sure their events were successful.

***- What does a typical day look like for you?***

It changes all the time. At the moment, it's about holding discussions internally and externally about the future direction of the campaign, goals we want to set. And there is also a whole lot of research taking place about different policies and the ongoing needs to girls everywhere.

***- What led you to become a part of the Girl Rising movement?***

I was working on several smaller campaigns and really wanted to sink my teeth into something global. I heard about Girl Rising from a friend who works with Nike's 'Girl Effect', and even before the film was released, it was obvious that this was a very carefully planned, worldwide campaign promoting a message that is so easy to be passionate about.

***- What kind of response has the Girl Rising movement received around the world? Has the response been what you expected?***

Before the release of the film, we really had no idea what to expect, but from the beginning, the response has been overwhelmingly positive. Initially, we relied on people here in the US to spread the message themselves by hosting screenings in their local communities. That strategy worked so well that we ended up running in Regal cinemas and then on CNN and CNN International! Just this month the film was shown in over 150 countries, and we have global Girl Rising champions around the world!

***- What is the greatest thing about being part of the Girl Rising team?***

Working with such a committed and creative team, who are constantly finding new ways to push the campaign further.

***- Have you or the team had to overcome any major challenges to achieve the current success?***

We have had some interesting logistical challenges, figuring out how to get the film to audiences around the world, exactly when and where they need it (and in the correct format!). Of course there have been huge long term obstacles, but it's the little things that could stop everything in its tracks if they aren't done properly.

***- You must have heard many inspiring stories through your work on Girl Rising. Can you share some with us?***

I always love hearing from men who identify with the campaign. Fathers who originally took their daughters to see the film that are now taking their sons. We also have dedicated event organisers around the world who volunteer their time, and put on wonderful Girl Rising events, because they believe in the cause and the work our Impact Partners are doing.

***- What do you feel are the biggest challenges facing girls education across the world?***

I don't think there is one general answer, and you can see in the film each girl has a reason for not receiving her education. Sometimes theres a natural disaster and not enough money to rebuild, sometimes it's just not safe to go to school, sometimes girls really are needed at home to transport water and raise siblings. That's why we have several NGOs that all work very differently, with different goals and in different regions.

***- What is in the pipeline for the Girl Rising team in 2014 and beyond? How will the momentum of the movement continue?***

I actually can't speak too much about that right now, but stay tuned. It's going to be HUGE.

***- How can our readers get involved with the movement and make a difference?***

You can go to [Girlrising.com](http://Girlrising.com) to host a screening, you can also donate online or via check, or simply spread the word. Do some research on how you can help the girls, find an NGO you identify with and offer your support!