BOLDLY FORWARD

IMPACT REPORT

2023 USA LEADERSHIP SUMMIT
OVERVIEW

119 PARTICIPANTS

29 US STATES REPRESENTED

40,000 VIEWS ACROSS DIGITAL PLATFORMS

The 2023 Girl Up USA Leadership Summit brought together youth leaders from across the United States for two jam-packed days of leadership and advocacy skills training for gender justice. Girl Up changemakers learned how to move “Boldly Forward”, and engage on the issues most pressing to American youth.

With 119 participants, and over 40,000 views across digital platforms, Girl Up’s USA Leadership Summit presented by P&G and its brands, Always, Olay, and Secret, was an exciting and collaborative experience from start to finish. From keynote speakers to workshops and INSPIRE sessions, expert-led panel discussions and a wide-range of networking opportunities, Girl Up leaders across the country now have a wide range of resources, tools and knowledge to carry into the next step of their activist journey.

Featured speakers of this year’s event include Brittany Packnett Cunningham, activist, educator, writer, and leader; award-winning journalist; Liz Plank, bestselling author and filmmaker; Monique Coleman, actress, producer, activist, host and Girl Up Champion; Malia Baker, actress, activist, and Girl Up Champion; Mattie Kahn, writer and author, Young and Restless; Shelmina Abji, author, TedX speaker, and former IBM Vice President; and Brenda Toineeta Pipestem, justice for Eastern Band of Cherokee Supreme Court & Mississippi Band of Choctaw Indians Supreme Court.
WORKSHOPS AND INSPIRE SESSIONS

Attendees of the USA Leadership Summit engaged with a diverse lineup of workshops that challenged them to use their voices and scale up their advocacy. These interactive workshops were led by both Girl Up youth leaders and gender justice experts and focused on crucial skills such as confidence building, storytelling, organizing, money management and more.

The fun didn’t end there—participants also attended youth-led INSPIRE sessions, focusing on pressing issues in the United States and beyond such as climate justice, indigenous rights, menstrual equity, gender-based violence, closing the gender gap in sports and intersectionality.

WORKSHOPS

BRAG BETTER: LEARN HOW TO SHOW YOUR AWESOME

YOU ARE THE MISSING PIECE: YOUTH LEADING CLIMATE ACTION

UNTANGLING CONFLICT: FROM CONFUSION AND CHAOS TO PEACE AND POWER WITH CERBERUS

STORYTELLING & SHARING YOUR VOICE THROUGH ZINES

HOW TO START, LEAD AND ORGANIZE YOUR GIRL UP CLUB

MANAGING DEBT WITH JP MORGAN CHASE

BREAKING BARRIERS: TEEN LEADERS SAY NO TO GENDER BASED VIOLENCE
DAY OF ACTION

119 YOUTH LEADERS

The USA Leadership Summit culminated in a Day of Action where 119 youth leaders honed in key leadership skills as gender justice advocates. Participants chose from one of the action areas:

SEXUAL AND REPRODUCTIVE, HEALTH, RIGHTS, AND JUSTICE ADVOCACY

LGBTQIA+ RIGHTS ADVOCACY

CLIMATE JUSTICE ADVOCACY

“SUMMITS LIKE THIS ARE SO IMPORTANT BECAUSE THEY SHOW THE WAY THAT YOUTH LEADERS AROUND THE WORLD CAN CONNECT AND UPLIFT EACH OTHER. THAT’S OUR SUPERPOWER.”

PRIESTLEY JOHNSON, GIRL UP USA DIRECTOR
SOCIAL REACH

>131,000 IMPRESSIONS

40,000+ VIDEO VIEWS ACROSS SOCIAL MEDIA PLATFORMS

9,000+ POST INTERACTIONS

2,606 UNIQUE EMAILS CLICKS

1,325 PRESS HITS AND 130 OUTLET PICKUPS

The official hashtags #GirlsLead23 and #BoldlyForward were used in 109 posts with more than 86,800 likes, comments, saves, and shares—including from speakers, including from Speakers Liz Plank, Maya Penn, Brittany Packnett Cunningham; Girl Up Champions Monique Coleman & Malia Baker; Workshop leads Meredith Fineman; Influencers Laysa Peixoto, Trinity Jagdeo, Miss New York Amelia Collins, Hanna Fitz.

“WHEN I FOUND GIRL UP, I FOUND A HOME.”

MONIQUE COLEMAN, GIRL UP CHAMPION
IMPACT REPORT

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