



THAT'S MY DAD PROJECT
INTERNSHIP PROGRAM

To: Students Needing High School/College Internship Credits,
Students Who Have a Passion for NonProfit + Marketing and Want to Gain Experience,
Students Who Want To Be a Part of a Life-Changing Movement

From: That's My Dad Project

Regarding: Internship Opportunity

Time Frame: September 3, 2023 - December 17, 2023 (15 weeks)

Focus Areas: Non-profit development and management, Marketing & Content Creation, Administrative and Financial Oversight

The That's My Dad Project is a grassroots initiative based in Rainbow City, Alabama and Sylacauga, Alabama. Through its podcast, books, films, and seminars, its mission is to break cycles of generational fatherlessness and inspire fathers to be great dads. This non-profit organization has written and published two books, has completed one season of a fatherhood podcast which received over three million views, has produced a fatherhood documentary, and has created other online resources to inspire fathers. *TMD* is in the process of publishing two more books, and is in the middle stages of developing the structure and visual aids for fatherhood presentations that will be effective in a variety of settings.

thatsmydadproject.com

TikTok: @thatsmydad.podcast

YouTube: That's My Dad Project

Facebook: That's My Dad Project

Instagram: @thatsmydad.podcast

While the intern(s) will add value and efficiency to the mission of the TMD Project, it is the aim of the team at the TMD Project to also add value to the intern(s) by instilling skillsets and exposing the intern(s) to real-life experiences they wouldn't otherwise receive. Students in the TMD Internship Program will gain knowledge and experience in each of the following areas:

Non-profit development & management

- Intern will be taught how to start a nonprofit organization.

- Intern will learn basic non-profit financial management techniques.

- Intern will gain experience in constituency communications.

- Intern will learn the essentials of nonprofit reporting and record keeping.

- Intern will gain experience in developing presentations (about fatherhood).

- Intern will learn how to communicate effectively with donors and partners

*The non-profit portion of the internship will be less involved than the marketing and creative aspects but will give students basic insights into the nonprofit world. Scott Hilton will lead the nonprofit portions of the internship. Scott has over 35 years experience in the nonprofit world and has founded four successful non-profits.

Marketing

- Strategizing & creating content for multiple social media platforms

- Web Design & Web Development

- Project Development Strategy

- Campaign & Initiative Strategy

Content Creation

- Short-Form & Long-Form Video Editing

- Setting up & Operating a Production Studio

- Professional Sound Equipment & Design

- Professional Lighting Equipment & Design

- Operating High-End Cinema Cameras

Communication

- Email Communication

- Handling necessary phone calls w/ guests, donors, and local officials

- Communicating with School Administrators

- Communicating with Coaches and other leaders

Strategy

- Developing strategy for far-reaching initiatives
- Developing strategy for hosting events
- Developing strategy for book marketing
- Developing strategy for video marketing
- Developing strategy for website marketing

Book Publishing

- Interior Formatting and Formatting Strategy
- ISBN Assignment & Copyright Registration
- Insights into Graphic Design & Cover Design
- Insights into Leveraging Film for Book Marketing
- Email Communication with those connected to publishing process

Internship Structure & Time Commitment

The TMD Internship Program will require 12 hours per week for 15 weeks. It will span from September 3-December 17, 2023. The internship program will log a total of 180 hours, which can be used as part of your college internship process where internship credits are required. The majority of these hours will be remote, while there will also be some requirement for in-person hours.

In-person hours will consist of assisting on podcast film dates where possible, attending meetings to form execution plans and allocate responsibilities, and to meet with Scott and/or Colin as needed. They will each work with the intern's personal schedule to form a meeting plan. Several meetings may be able to take place over Zoom or conference call, but some will have to be in-person.

Also, there will be restrictions on in-person meetings with just one male and one female. This protects all parties involved.

While there will be no set "office hours," it will be expected that the intern will be responsible and manage their time well to execute their responsibilities promptly and with excellence.

Remote responsibilities will vary week-to-week. The TMD Project Team and the intern(s) will meet to discuss the areas the intern(s) would like to develop and will balance that with the most urgent needs in the TMD Project queue. Responsibilities will vary from video editing, to developing strategy for how to release content, to advancing the book publishing process, to communicating with upcoming podcasts guests, to cataloging previous podcast episodes, to posting on TMD social media platforms. On other occasions, intern(s) may be responsible for doing research to determine the best ways to promote the TMD Project's resources. The responsibilities are not limited to the items mentioned above. After the 15 weeks, the hope of the TMD Project team is that the intern(s) will have gained substantial experience in the marketing and nonprofit space - and that they had a GREAT time doing it.

What the Intern(s) Can Expect

They can expect to have a great time in a very relaxed work environment. From podcast film dates, to meetings, to going out to lunch, to grabbing coffee, to 2-hour planning sessions and everything in between... this is a thriving, life-giving place to be.

This is a place where innovation is strongly encouraged. We rely heavily on fresh ideas and always remain open to better ways of doing things.

At the TMD Project, we are dreamers. We believe that many things that seem impossible are, indeed, possible by the grace of God. We tend to dream really big and throw out "outlandish" ideas. We hope that being apart of this environment encourages you to do the same.

Lastly, intern(s) can expect to be inspired! They will have a front-row seat to some of the most inspiring true stories and moments, many of which have the potential to shift your perspective on many of life's circumstances.

Minimum Qualifications.

The intern must:

- Be age 18 or older
- Be driving distance from the Gadsden area
- Have their own computer
- Have some experience in photography and handling cameras
- Have a desire to learn more about the creative world including photography, videography, podcasts, editing, and so on.
- Have a desire to learn a lot in the world of marketing
- Be a good communicator who can handle emails and phone calls with those connected to the TMD Project (Podcast Guests, School Administrators, Potential Donors, etc.)

Who makes the best fit?

- One who believes in our mission - to break cycles of generational fatherlessness and inspire fathers to become great dads
- One who has a desire to be a part of something bigger than themselves
- One who has some experience in the creative space and has a passion to learn more
- One who is courageous enough to share ideas and ways the ministry can further its mission
- One who is an innovator
- One who has a positive attitude
- One who is focused and eager to make a difference
- One who dreams big!

Who Intern(s) Will Be Working With

- - - - - **Scott Hilton**

Age 57 | Rainbow City, Alabama | Scott is married to his wife, Diana, for 30 years, who is an ESL Teacher. They have 2 children - Aly (27) and Danny (25).

Higher Education

B.A. in Human Resources from Samford, 1988.

M.A. in Agency Counseling from UAB, 1991.

Work Experience

Gadsden Christian Counseling Center, 1988-1994 | Counselor
Child and Adolescent Specialist, 13th Place Youth Shelter

NonProfit Experience

Project Safe Place, 1989 | Founder
Gadsden, Alabama

Eagle Rock Boys Ranch, 1994-2019 | Founder & Director
Founded and directed until retirement in 2019

Eagle Rock Thrift Stores, LLC, 2010 | Founder
Operated until retirement in 2019

Eagle Rock International Kids, 2018 | Founder
Still leading today

That's My Dad Project, 2021 | Founder & President
Still leading today

Author (Raising My Brother's Child), 2022 | Author
Published through TMD Publishing

Alabama Rescue Services Association | Former Board Member
Amazon Hope | Current Board Member

- - - - - Colin Edwards

Age 27 | Sylacauga, Alabama | Married to his wife, Lauren.

They have been married almost 6 years and, together, they lead the Youth and Young Adult Ministries at Valley View Church in Sylacauga, Alabama.

Education

Graduated 3rd in Class from Westbrook Christian School, 2014

Higher Education

B.S. in Communications from Troy University, 2017

Minor in Leadership Development, 2017

Creative/Marketing Work Experience

Sports Photographer, 2011-2017 | WCS, Troy University

Photographed SEC Football, ACC Basketball, and many other sports

Wedding + Portrait Photographer & Videographer, 2014-Present

Directed, Shot, and Edited Photos + Films for over 30 weddings

Valley View Church, 2018-Present | Creative Director

Photo, Video, Web Design, Social Media Management, Graphic Design, Strategy

Vapor Ministries, 2019-2021 | Creative Director

Photo, Video, Video Editing, Strategy, Documentary

Author (Victory), 2019 | Author

Published through Lucid Books. Has also published 3 other books.

Eagle Rock Boys Home, 2021-Present | Director of Marketing

Photo, Video, Web Design, Social Media Management, Graphic Design, Strategy

That's My Dad Project, 2021-Present | Director of Marketing

Photo, Video, Web Design, Social Media Management, Graphic Design, Strategy, Book Publishing, Project Advancement. Wrote & Published "Dad Stories."

Zion Media, LLC, 2023-Present | Founder & CEO

Social Media Management, Book Publishing, Video, Graphic Design

“Alright, I’m Interested! What’s Next?”

1. Submit your filled-out application (attach your resumè).
2. A member of our team will be in touch with you within 48 hours.
If you’re selected, we will schedule a brief, in-person meeting with Scott and Colin and they’ll get to ask you a few questions to further understand your experience and your desire to be a part of the TMD Project.
3. Relaxed In-Person Interview/Meeting
4. If selected, the TMD Internship Program will begin September 3, 2023.

The **TMD Internship Program** will span from September 3-December 17.

We are grateful for your interest in being a
part of the That’s My Dad Project!

