Organization: The “IMatter” Project
123 Court Street, New Haven, CT, 06511
https://www.imatterproject.org/
Rob Goldman, Founder and President
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Placement dates are flexible between Tuesday, May 26 and Friday, August 7, 2020
We will work our personal schedules around this program.
Full-time, not more than 37.5 hours/week

Proposed work schedule (placements should be equivalent to full-time and not more than 37.5 hours/week):

Organization Description: “IMatter” is a multimedia youth empowerment program that celebrates the sanctity and self-worth of teens and young adults, using public media – print, radio and web – as a catalyst to engage communities in conversations regarding the challenges facing our youth. The program cultivates civic empowerment, uplifting and uniting citizens of all ages while instilling a sense of communal pride and promise.

The program features Rob Goldman’s compelling photographic portraits accompanied by “IMatter” statements, written and spoken by each subject. Irresistible, young faces broadcast self-reflective messages of optimism that drive community engagement through larger-than-life banners, billboards, audio recordings, radio broadcasts and interactive exhibits. Captivating works are designed to provoke intergenerational discourse about critical youth issues that include anxiety, depression, homelessness, substance abuse, mental illness, gang violence and suicide.

The aesthetic uplift of the “IMatter” campaign inspires people to imagine and build a healthy community while promoting empathy, belonging and hope.

Summary of Work: The Yale Fellow will be dedicated to development, researching potential donors, events, grants and streams of revenue. Handling our social media marketing, writing and sending pitch emails, making telephone calls, scheduling and participating in meetings, and potentially, designing and leading fundraising events, would be included in this pivotal role.
**Complete Description:** We are extremely hopeful about the major impact that this student may have on our organization, and therefore, the New Haven community. We don’t want to overwrite this description as we are admittedly neither experienced in this area, nor capable via sheer manpower, of giving the dedicated time right now that development takes. This self-starter will be a respected, fully functional member of our organization from Day One. He/she/they will get whatever support they need to succeed. We are looking for ideas, systems, templates, contacts, sources of funding, etc. that can be implemented and activated.

**Specific skills/experience required for the project:** Social media, basic reading, writing and editing skills. Microsoft Office skills would be extremely helpful.

**Additional requirements:** A car would be helpful but is not required.

**Experience with Yale students:** We are working with a Yale Divinity School student on a limited basis. It is limited as her schedule is quite demanding and not just at school! She has done some social media work, and now, is helping create and execute an audio interview program as part of “IMatter” Voices. In doing this work, she seems to have found her voice. These edited interviews will be posted on our website, made available via YouTube, and eventually, be formatted into a recurring podcast.