



## Relay For Life Online Chair Responsibilities

### What kind of experience do I need?

- Comfortable navigating and using the Internet
- Access to computer with internet connection and personal email account
- Comfortable speaking to groups
- Familiarity with database programs

### What will I be doing as an Online Chair?

You will partner with the Event Chair (and the Online Promotion Chair if you have one), to ensure that your Relay Committee and your participants use this tool for fundraising development. You will also educate participants about the benefits of online fundraising, as well as implement and monitor promotion plans to get the word out about Relay Online!

### What are my Responsibilities?

#### Training

- Attend the hands on training
- Provide informal training to team captains, participants
- Use the tool so you can help promote it based on first-hand experience

#### Customize Website

- Update event calendar
- Update sponsor logos

#### Manage the email campaigns

- Collect email addresses for new and potential event participants\*
- Send at least 6 emails (5 before the event and 1 after) to motivate participants and others to use this tool

#### Promote online fundraising and registration

- Work with your Publicity committee to ensure web address is included on all printed materials
- Attend the Relay Kickoff, Team Captain Meetings, and any other meetings to promote use of online tool

#### Motivate

- Committee members, team captains and participants to use the online tool!
- All participants to collect and use friends/family email addresses
- Develop, promote and present incentives and awards for use of online tool

#### Produce and share reports regularly w/staff and committee, including:

- Email activity
- Registration
- Luminaria
- Survivor
- Financial/Fundraising

*\* email addresses collected last year will be automatically uploaded onto the website*

## **What are the responsibilities of my Staff Partner?**

### Training

- Attend the hands on training
- Use the tool so you can help promote it based on first-hand experience

### Manage the email campaigns

- Promote the collection of new email addresses by making sure all collateral materials have a space to capture a person's email address
- Work with Online Chair to ensure email blasts are being sent to new and returning participants

### Promote online fundraising and registration

- Ensure that online promotional materials are included in each Team Captain's Packets and contain your site's Web address
- Make sure that the Online Chair promotes online fundraising at all meetings, including the Kick Off and Team Captains Meetings
- Help recruit online subcommittee members to assist, as needed

### Motivate

- Coordinate with Online Chair to provide incentives for teams to register and fundraise online
- Work with Online Chair to develop a plan to acknowledge top teams, top participants and top donors

### Meet with the Online Chair

- To discuss fundraising progress and promotional activities
- Ensure that the Online Chair is pulling reports to see how many people and teams have signed up, how many people have sent out emails, etc.

## **Who will I be working with in my role?**

- Your Relay For Life Event Chair – to help educate everyone and strategize a campaign
- Your Staff Partner – to help build and implement an Online plan and for general support.
- Team Captains/Event Participants – to provide them with training, motivation and promotional materials.
- Your Sponsorship Chair – to collect presenting sponsor logos and share online messages with sponsors.
- Your Publicity Chair –to ensure that the web address is on all printed materials.
- Your Team Recruitment Chair – to coordinate and exchange online/offline team captain information.