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	<h2>South Atlantic Division</h2> <h3>Relay Online Chair Network (ROCN)</h3> <p><a href="http://www.SouthAtlanticROCN.org">www.SouthAtlanticROCN.org</a></p>
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The Relay Online Chair Network (ROCN) is a support and training resource for volunteers and Staff implementing and managing Relay Online. In 2008, over 380 subscribers to the ROCN benefited from:

- **Training Calls** where product features are explained in one-hour teleconferences;
- **Training Videos** which provide 24x7 playback of the Training Calls and the associated screen interactions;
- **Implementation Guides** which contain topic-specific guidance on product functions and data maintenance;
- **Bulletins**, emailed and posted on the ROCN Forum, which share best practices, timely tips and techniques, and current announcements and alerts; and,
- A **Forum** (or Bulletin Board) where questions are posted and answered by technical leaders and where usage experience is shared.

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### Joining the ROCN

“Joining” the ROCN is simply subscribing to a RelayForLife.org Group so that your profile (volunteer or Staff, Region...) and email address are recorded.

*You must have a username for RelayForLife.org to subscribe to the ROCN. If you don't have a .org username, go to [www.RelayForLife.org](http://www.RelayForLife.org) and click on the **Create an Account** link at the top of any page.*

- Go to [www.SouthAtlanticROCN.org](http://www.SouthAtlanticROCN.org) and click on the **Forum** link on the left nav. You will navigate to the ROCN Group page on RelayForLife.org.
- If not already logged into RelayForLife.org, enter your user name and password at the top right of the page. Once logged into .org, click on the **request subscription** link at the top of the RIGHT nav.

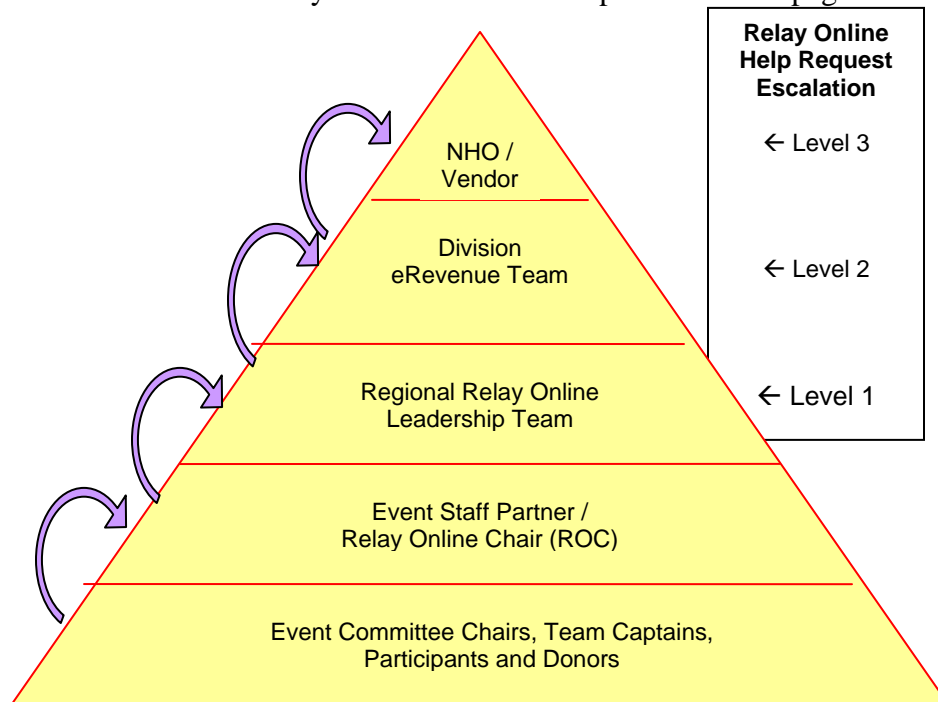
As a subscriber to the ROCN Group on RelayForLife.org, the ROCN Forum content will now be visible to you and you will be on the distribution list for emailed Bulletins.

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## Relay Online Support Plan

The ROCN is integral to the overall support plan for Relay Online.

- Support begins with the one-hour topic-specific training calls (which are recorded for future use) and the Implementation Guides that provide product and usage guidance.
- The ROCN Bulletins and Forum are information sharing resources for best practices and tips and techniques. The Forum is also a resource for Q&A on product usage.
- When additional support is needed, a tiered support protocol comes into play. A Relay Online user is initially supported by the Event's ROC or Staff partner. They in turn are supported by the Regional Relay Online Leadership Team, "power users" who provide additional training and technical expertise.
- When product issues or problems are encountered, a Relay Online Help Request ticket can be opened. Issues can be escalated to Division and National support teams as warranted. The Help Request form is reached through a link on the ROCN home page and is available on every Event Website's Help / Contact Us page.



**Relay Online Support Model**

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### Staff and ROC path to getting an answer or to logging a product problem

- Research the issue in the Implementation Guides (found on the ROCN site).
- Review the ROCN Forum for similar issues; or, post a question on the ROCN Forum.
- Solicit support from your Regional Leadership Team.
- Go to the Relay Online Help Request Form and open a support ticket.

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## The Relay Online Chair – Position Description

**Position Summary:** A *Relay For Life* Online Chair is responsible for the oversight and use of the event website as a fundraising, data capture, promotional, and event management mechanism. The position is held by a volunteer for a minimum of two years.

### Responsibilities:

- Recruit a co-chair and subcommittee members to assist with all tasks.
- Activate website and appropriate registration options as discussed with your Event Chair and staff partner
- Ensure that event website is customized with event specific information and updated on a regular basis with new information, upcoming meetings, sponsors, community fundraisers, etc.
- Attend committee meetings and determine ways in which the online tool can help achieve committee goals (team retention, fundraising, marketing, sponsorship recognition, team, survivor, and caregiver recognition, communication of logistical and on-site updates, etc.)
- Promote online registration and fundraising via the online tool at all committee and team captain meetings, as well as in the community, offering individual help in utilizing the tool if necessary
- Work with Event Chair and staff partner to determine and implement schedule of coaching emails
- If applicable, work with data entry chair to make sure all team, individual and event offline donations are logged into the website
- Pull reports as necessary and communicate totals to the event committee
- Help participants using the online tool with troubleshooting
- Assist with identifying the appropriate person for your succession.
- Register for the South Atlantic Relay Online Chair Network to receive training and support.

### Qualifications:

- Motivated and enthusiastic
- Knowledgeable of and committed to the American Cancer Society Mission
- Understands the core programs and policies of the Society
- Interest in participating
- Communication and listening skills
- Organizational and leadership skills
- Basic knowledge of online functionality
- Receptive to guidance and functions cooperatively with the volunteers and staff of the American Cancer Society

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## Relay For Life Online Chair Timeline

### Nine Months Prior to Event

- Receive training and partnership agreement from chair and/or staff on ACS, RFL volunteer-staff partnership, and job description
- Register for the South Atlantic Relay Online Chair Network
- Receive online specific training from staff partner or Regional Online Leadership Team Member

### Eight Months Prior

- Recruit and train co-chair and subcommittee members
- Populate event website with date, venue and contact information
- Populate event website with fall meeting information if applicable
- Activate event website and appropriate registration options

### Seven Months Prior

- Send fall meeting reminder to past teams and participants
- Send coaching emails as appropriate (suggested message: encouraging early registration)

### Five Months Prior

- Populate event website with January meeting/Kickoff information
- Send coaching emails as appropriate (suggested message: online fundraising over the holidays)

### Four Months Prior

- Populate event website with logos from committed event sponsors
- Send January meeting/Kickoff reminder to past teams and participants, current registrants and potential participants
- Send coaching emails as appropriate (suggested message: using the online tool and sending emails)

### Two to Three Months Prior

- Populate event website with team meeting and other information as appropriate
- Send meeting reminders to past teams and participants, current registrants and potential participants prior to every team meeting
- Pull online reports prior to each team meeting as necessary
- Ensure that all offline donations received to-date have been entered online if applicable
- Send coaching emails as appropriate (suggested message: survivor recruitment)