A Case for Feasibility

Providing a mobile application based software solution package to enhance the coordination and communication of Roc Solid Foundation’s philanthropic efforts.

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Who is Roc Solid Foundation?

Roc Solid Foundation (RSF) builds hope for children fighting cancer by providing ways for them to temporarily escape the burdens of doctors’ appointments and treatments through opportunities to do what they do best—PLAY.

Roc Solid provides continuous support for a child and their family beginning at the point of diagnosis.
Play It Forward includes the 100+ custom playsets RSF has constructed in the backyards of children fighting cancer throughout the Southeastern US, as well as room remodels and iPad projects.\footnote{Play it Forward}
Solid Support builds hope for families dealing with the unimaginable circumstance of their child being diagnosed with cancer. Roc Solid provides these families with Ready Bags filled with essential personal items when they learn their child has cancer for an immediate stay in a hospital.\(^2\)
Ryan Dean is the former COO and the Director of External Affairs of Roc Solid. He is the Founder & CEO of DreamerMade and long time supporter of the Roc Solid Foundation. Ryan’s WHY is to help the dreamers of the world bring their ideas to life, and use their unique skills and passions to do the same for others.
How Can We Help?

The Roc Solid Foundation needs an effective communication system to coordinate efforts provided by volunteers and as they reach out to families whose children are suffering from cancer through build projects and other support.
The Customer

Image source[3]
RSF’s Planned Expansion

So far the Roc Solid Foundation has incorporated their services to hospitals in seven states. RSF’s goal is to be in as many hospitals as possible to aid these families in need.\[4\]
Process Flow before RocStar

1. Manually Completed application sent from hospital to RSF via fax or email
2. RSF manually enters the application into their CRM system
3. Contact family/family receives a ready bag
4. Family interested?
   - YES: RSF interviews family; family signs a waiver
   - NO: Decide on a type of project
5. Document and close process
6. Set fundraising goal
7. Assign volunteer
8. Prepare event
9. Carry out planned event
Areas Identified For Improvement

Need for better communication

1. Manually Completed application sent from hospital to RSF via fax of email
2. RSF manually enters the application into their CRM system
3. Contact family/Family receives a ready bag

Family interested?

RSF interviews family; family signs a waiver

Yes

Discuss child/recipient interests

No

Document and close process

Set fundraising goal

Need for timely communication and coordination

Carry out planned event

Prepare event

Assign volunteer

Decide on a type of project
Family Contact with RocStar

RSF’s current process of communication with families is unnecessarily complicated and in need of a software solution to replace the current manual processes.
Steps taken by RSF

From the first point-of-contact with a family, nineteen steps are required to manage RSF’s involvement. Implementing an integrated software solution will more efficiently coordinate the RSF team’s workflow.

<table>
<thead>
<tr>
<th>Steps</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Application from Hospital</td>
</tr>
<tr>
<td>2</td>
<td>Contact Family</td>
</tr>
<tr>
<td>3</td>
<td>Meet/Skype Family</td>
</tr>
<tr>
<td>4</td>
<td>Family Waiver</td>
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<tr>
<td>5</td>
<td>Child Photo</td>
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<tr>
<td>6</td>
<td>Family Interview Questions</td>
</tr>
<tr>
<td>7</td>
<td>Pre-Build Report</td>
</tr>
<tr>
<td>8</td>
<td>Send Sponsor Packet</td>
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<td>9</td>
<td>Send Volunteer Packet</td>
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<tr>
<td>10</td>
<td>Sponsor Agreement</td>
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<tr>
<td>11</td>
<td>Food Sponsor Agreement</td>
</tr>
<tr>
<td>12</td>
<td>Project Info Report</td>
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<tr>
<td>13</td>
<td>Order Lowes Material</td>
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<td>14</td>
<td>Order Porto John</td>
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<tr>
<td>15</td>
<td>Order Limo</td>
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<tr>
<td>16</td>
<td>Confirm Hotel</td>
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<tr>
<td>17</td>
<td>Confirm Transportation</td>
</tr>
<tr>
<td>18</td>
<td>Order Table/Chairs</td>
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<tr>
<td>19</td>
<td>Confirm with Family on Activity</td>
</tr>
</tbody>
</table>
Characteristics of the Problem

- Tedious manual processes
- Difficulty with coordination of family-specific communication
- Difficulty with coordination of volunteers pertaining to an event
- Lack of mobile communication
- Lack of integration with NeonCRM
- Lack of electronic, fillable documentation
- Lack of unified document transmission
Process Flow with RocStar: Overview

- Preprocessing
- Family Page
- Project Page
Process Flow: Preprocessing

1. Receive ready bag
2. Hospital referral
3. Complete form
4. Follow up
5. Approved
   - Yes: Invited to join on-line community
   - No: Why?
      - Age issue
      - other reason
6. End process

FAMILY PAGE

PROJECT PAGE
Process Flow: **Family Page**

1. **Preprocessing**
2. **Family Page**
   - Playset
   - Room Remodel
   - Others
3. **Family Group Discussion**
   - Decide on project type
   - Grant access
   - Discuss child/recipient interests
4. **Project Page**
   - Join their family page
   - Sign waiver
Process Flow: Project Page

- Project Page Created
- Set Fundraising Goal (if needed)
- Add Appropriate volunteers (core, sponsor, etc.)
- Follow checklists to prepare for event
- Carry out everything as planned
Goal of RocStar

Provide a mobile application-based software package to enhance the coordination and communication of Roc Solid Foundation’s philanthropic efforts.
Objectives of RocStar

❖ Automate current manual processes
  ● Hospital application
  ● Family waiver

❖ Communication
  ● Network of hospitals
  ● Network of volunteers
  ● Network of sponsors
  ● Interaction with families
  ● Notification of new projects

❖ Coordination
  ● Calendar of events
  ● Notifications of current and upcoming projects
  ● Reporting of family status
  ● Profile-based
  ● Help Coordinate Funds
Features of RocStar

❖ Users
  ● Volunteers
  ● Administrators
  ● Parents
  ● Hospital Staff

❖ Mobile App/Website
  ● Users interface with front end

❖ Server
  ● Hosts the website
  ● Hosts the algorithms to coordinate volunteers
  ● NeonCRM Interface
  ● Stores profiles, schedules, databases, etc...
Characteristics of the Solution

❖ Implement user profiles
❖ Support iOS and Android platforms
❖ Facilitate real-time communication
❖ Implement an interface with NeonCRM
❖ Facilitate coordination with patients’ families and hospitals
❖ Provide fillable forms for families
❖ Coordinate volunteers for current or future projects
❖ Provide push notifications for families and volunteers
❖ Maintain a calendar of current and upcoming events
Functional Components

User
- RSF employees
- Families of children with cancer
- Hospital employees
- Volunteers

Cloud
Accessible anywhere

Server

Database
Easy-access storage for all pertinent information

RocStar App
Automated solution featuring fillable forms, notifications, and easy communication

Mobile Device
Device capable of running the RocStar App
# RocStar’s Competition

<table>
<thead>
<tr>
<th>Features</th>
<th>VolunteerMark</th>
<th>GiveGab</th>
<th>YourVolunteers</th>
<th>RocStar</th>
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<tr>
<td><strong>Automation:</strong></td>
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<td></td>
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<tr>
<td>Profile Creation/Customization</td>
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<tr>
<td>Complete Patient Application</td>
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<td>Sign Waiver Form</td>
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<td><strong>Communication:</strong></td>
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<tr>
<td>Event Calendar</td>
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<td>Automatic Event Updates</td>
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Building Hope

- Approximately 12,500 children diagnosed with cancer annually.
- The Roc Solid Foundation has been able to assist an average of 20 pediatric cancer patients per year.
- Through the use of the RocStar application we will greatly increase the number of pediatric patients helped by Roc Solid annually through increased communication and coordination of Roc Solid’s efforts.
Questions?
References