FY21 COMMUNITY REQUEST FORM

The deadline for FY21 Budget consideration is **31 January 2020**. All questions and completed forms should be sent to **planning@icann.org**.

REQUEST INFORMATION

Title of Proposed Activity	
Support for 1st Year RrSG Membership Fees	
Community Requestor Name	**Chair**
Registrar Stakeholder Group	Graeme Bunton
ICANN Staff Community Liaison	
Cyrus Namazi	

REQUEST DESCRIPTION

1. Activity: **Please describe your proposed activity in detail**

The registrar industry continues to change, with mergers and acquisitions becoming the norm. The RrSG charter, like other ICANN Stakeholder groups, requires any member affiliated with a voting member of the RrSG be given non-voting membership status. As such, with the growth in registrar families, the RrSG have and will unavoidably lose those Members who choose not to stay on as non-voting. To illustrate, in just the last 18 months, the RrSG has lost 5 members due to their takeover by other Member registrars and more are expected to follow. The RrSG are therefore focusing outreach efforts on registrars who have historically not participated in ICANN, for business, linguisticor, importantly, economic reasons.

The RrSG has made a concerted effort in recent years to increase and improve it's engagement within ICANN, through PDP/Review participation and public comments, as well as the formation of numerous topic focused sub-groups (TechOps, Compliance, Policy, Finance and DNS Abuse) and better communication and information sharing within the SG. The employment of a Secretariat, to whom much of the operational and communication work can be delegated, has enabled the RrSG Executive Committee and Members to focus on actual policy and contractual related activities and has therefore been instrumental in these improvements. The RrSG voted to increase its membership fee from FY19/20 in order to be able to pay for full time secretariat support. For the RrSG to maintain and further advance this engagement within ICANN and with the ICANN accredited registrars it represents, it cannot afford to decrease membership fees to make them more attractive or affordable. We are confident that we provide a substantial amount of value to all our Registrar members, but we also cannot provide that value for free.

Although membership of the RrSG does include a significant number of the larger registrars, there are many smaller registrars who, without experience of the benefits that membership brings, struggle to with the cost of

joining. Furthermore, whilst the RrSG can share information and problem solve with its membership and proactive engagement with ICANN (notably ICANN Compliance), it does not have the same influence and impact on the many other non-member registrars. At a time when changing laws and DNS abuse are of increasing concern to both registrars and ICANN, it is more important than ever to ensure as many registrars as possible are at the table when compliance and best practise discussions are being had and agreements are being decided.

The RrSG therefore respectfully requests that ICANN support the funding of the 1st year's membership fee for any new Member (excluding any re-joining Members). RrSG membership fees are very reasonable by industry standards, but are still enough of a barrier to stop some registrars from joining. We are, however, confident that once they experience the benefits of membership first hand, they will appreciate its value and want to continue paying for membership out of their own pockets.

2. Type of Activity: **e.g. Outreach - Education/training - Travel support - Research/Study - Meetings - Other**

Funding of the 1st year's membership fee for any new Member (excluding any re-joining Members).

3. Proposed Timeline/Schedule: **e.g. one time activity, recurring activity**

This would be a recurring activity.

REQUEST OBJECTIVES

1. *Strategic Alignment.* Which area of ICANN's Strategic Plan does this request support?

This request strategically aligns with:

Competition, Consumer Trust and Consumer Choice: expand stakeholders; engage with staff on performance; expand inclusion and orientation of new stakeholders; enhance global outreach. The exposure of new Registrars to industry best practices will increase consumer trust.

Core Operations Including IANA: Internationalization; strengthen regional presence.

A Healthy Internet Governance Eco-System: increase stakeholder diversity and cross-stakeholder work; ease of global participation; retain and support existing community while attracting new and diverse community members; increase contributions to international forums; increase technical community communication and collaboration; widen international engagement; enhance communications, accessibility and participation via enhanced tools.

Support the evolution of domain name marketplace to be robust, stable and trusted: Credible and respected industry that is compliant with its responsibilities as demonstrated by open, transparent, and accountable systems, policies, and procedures implemented using best practices

Empower current and new stakeholders to fully participate in ICANN activities: Increased accessibility,

knowledge and capability of participants in the ICANN community.

2. *Demographics*. What audience(s), in which geographies, does your request target?
This request could benefit members from any/all regions.

3. *Deliverables*. What are the desired outcomes of your proposed activity?
1. Increased membership of the RrSG 2. Increased registrar participation and engagement with ICANN 3. Greater diversity of RrSG membership, regarding registrar size and geographic location 4. Increase in new Registrars adopting industry best practices 5. Decrease in compliance and DNS Abuse issues with new Registrars

4. *Metrics*. What measurements will you use to determine whether your activity achieves its desired outcomes?
1. Number of new Members joined 2. Increased email list discussion and meeting participation 3. Review of membership by region, primary business focus and size

RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise):

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments
None				

Subject Matter Expert Support:

None

Technology Support: (telephone, Adobe Connect, web streaming, etc.)

None

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Language Services Support:
None

Other:
None

Travel Support:
None

Potential/planned Sponsorship Contribution:
None