

Additional Budget Request Form

The deadline for consideration as part of the Fiscal Year 2023 ABR process is **Monday, 24 January 2022**. Please send completed request forms to planning@icann.org. Every question is required. Incomplete requests will not be considered.

Title of Proposed Activity

Please provide the title for the proposed activity.

NARALO Web Presence Overhaul

Priority

Please rank the priority of this proposed activity if submitting multiple request forms. (For example: 1 of 3, 2 of 3, 3 of 3, where 1 = top priority and 3 = lowest priority.)

1 Top priority

ICANN Community Group

NARALO .

ICANN org Request Liaison

**Glenn McKnight,
NARALO Secretariat
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Description

Purpose

Please describe the purpose, including the intended scope, of the proposed activity and indicate if it is a single activity or a recurring set of activities within the next fiscal year.

The current NARALO website is in dire need to have a redesign for the sake of functionality, end user friendly, easy of navigation, currency and relevance. It needs to be AUDIENCE focused, especially to those potential new organizations and unaffiliated members.

This is a single activity

Alignment

Please describe how the proposed activity directly aligns with the ICANN mission and the current strategic plan. Please also describe how the proposed activity demonstrably relates to ongoing policy, advisory, or technical work.

The mission of the Internet Corporation for Assigned Names and Numbers (“ICANN”) is to ensure the stable and secure operation of the Internet’s unique identifier systems

Rationale

- Enhance the communication to the end users in North America on the effectiveness of ICANN's operation
- Provide clear direction to interested parties to participate in the ICANN policy process by accessing accurate and clear messaging

Category

Please select the category for the proposed activity:

- **Outreach- New and existing members of NARALO**

Objectives

Audience

Please describe the target audience for the proposed activity including any relevant demographic data (e.g., age, gender, region, sector, and skills, etc.).

- **Open to anyone in the North American region with an onus on the end user community**

Outcomes

Please describe the expected impact of the proposed activity.

- **Well organized materials**
- **Easy navigation**
- **Proper filing system for archival material**
- **Access to meeting recordings**
- **Increase in membership**

Evaluation

Metrics

Please describe what metrics will be used to measure the impact of the proposed activity.

- **Increased viewership of NARALO monthly meetings and past recordings**
- **Increase number of NARALO membership applications**

Sustainability

Please describe how the proposed activity will sustain its impact beyond the specific ABR allocation.

- **Incorporate a yearly assessment of the Web presence achievements into the O and E annual plans**

Submission

By submitting this complete request form, you confirm that you have reviewed and understand the **ABR Principles** and **FY23 ABR Process**. You also confirm that you are submitting this completed request form with the consent and approval of your ICANN community group.

By submitting your personal data, you agree that your personal data will be processed in accordance with [ICANN Privacy Policy](#) and agree to abide by the website [Terms of Service](#).

Planning

Please describe the types of support needed to implement the proposed activity, including any assumptions, estimated costs (in USD), and timeframe. Please also indicate any planned external support (sponsorships or other in-kind contributions).

| Type | Description | Assumptions | Estimated Costs | Timeframe |
|---------------------------|---|-------------|-----------------|-----------|
| Administrative support | Assessment of the site Organizing meeting of redesign team | | | |
| Communications support | Web design, graphics and more | | | |
| Language services support | | | | |
| Subject matter support | | | | |
| Technology support | Web hosting | | | |
| Travel support | | | | |
| External support | | | | |
| Other support | | | | |

Total Estimated Costs USD 5,000

Total Requested Support USD 5,000