



www.naralo.org

NARALO Outreach and Engagement FY25 Plan



TABLE OF CONTENTS

- TABLE OF CONTENTS..... 2**
- 1.1 - OVERALL NARALO STRATEGY..... 3**
- 1.2 - GUIDING AND SUPPORTING ELEMENTS.....3**
 - 1.2.1 - GUIDING ELEMENTS.....3
 - 1.2.2 - IMPLEMENTATION CHANNELS / TOOLS.....4
- 1.3 - THE PLAN..... 4**
 - 1.3.1 - ALAC-AT LARGE-RALO-ALS PILLAR..... 4
 - 1.3.2 - OUTREACH PILLAR.....5
 - 1.3.3 - MOBILIZATION AND ENGAGEMENT PILLAR..... 7
 - 1.3.4 - CAPACITY DEVELOPMENT PILLAR..... 9
 - 1.3.5 - OPERATIONAL PILLAR..... 10
- 1.4 - IMPLEMENTATION..... 11**
- 1.5 - METRICS..... 14**
- 1.6 - TRANSMISSION..... 14**

1.1 - OVERALL NARALO STRATEGY

The Outreach and Engagement Plan for Fiscal year 2025 (FY) aims to revitalize NARALO's strategies to reach and engage a broader audience. During FY25, our plan is to enhance our engagement with newcomers and current members to ensure that they become active contributors to NARALO and At-Large as a whole. At the same time, we will continue to target specific interested potential NARALO members and member types that have a vested interest in the ICANN policy arena.

The overall NARALO goal is to continue our successful efforts to maintain and increase both our membership and our engagement within At-Large and ICANN. For current members, this includes greater participation in the region's monthly calls, and the At-Large Consolidated Policy Working Group (CPWG) and At-Large Operations, Finance & Budget Working Group (OFB-WG) meetings. We recognize that these Working Groups will benefit from hearing the perspective of end users across the five Regional At-Large Organizations (RALOs). NARALO will seek to implement the [ALAC FY25 Strategic Priority activities](#) to ensure that the entire At-Large community is working in sync. We will continue to plan the monthly NARALO meetings and other programming to keep members informed of the business of NARALO, activities in the greater At-Large community and ICANN as a whole, and substantive topics relating to outreach, engagement, capacity building and policy development.

We also will continue to work to increase our membership base of new At-Large Structures and Unaffiliated Individual Members. We will seek to target and develop members who will be active in the policy arena at ICANN and bring greater diversity to our discussions. NARALO recognizes that ICANN82, scheduled to take place in March 2025 in Seattle, Washington, will provide a key opportunity for outreach and engagement activities.

This plan covers the period 1 July 2024 to 30 June 2025. This plan is developed in collaboration with ICANN staff in the North America Global Stakeholder Engagement (GSE) team and Policy staff in support of At-Large. The GSE team will continue to support the NARALO outreach and engagement activities by aligning resources within ICANN Org to provide support for the plan as appropriate.

1.2 - GUIDING AND SUPPORTING ELEMENTS

The following elements will be used to guide the development and implementation of the plan:

1.2.1 - GUIDING ELEMENTS

- a. ICANN's mission and FY21-25 Strategic Plan
- b. [ALAC FY25 Strategic Priority activities](#)
- c. North American Global Stakeholder Engagement (NAGSE) Plan for FY 21-25
- d. At-Large Consolidated Policy Working Group (CPWG) discussions
- e. At-Large Operations, Finance, and Budget (OFB-WG) discussions
- f. North American Internet end-users' interests
- g. Engaging with North American Fellows and Next Gen
- h. Collaboration with GSE on Academic Outreach

1.2.2 - IMPLEMENTATION CHANNELS / TOOLS

- a. NARALO Membership
- b. NARALO Social Media Channels (SMC)
- c. NARALO ALSes and Individual SMCs (reposting, etc.)
- d. ICANN staff: Policy Staff in support of At-Large and NA GSE teams Staff, other ICANN Org resources as needed to be organized by ICANN staff.
- e. NARALO meetings
- f. ICANN Meetings: NARALO events
- g. Community Regional Outreach Program (CROP)
- h. Discretionary Funds

1.3 - THE PLAN

The NARALO Outreach and Engagement Plan has the following main pillars:

1. ALAC/At-Large/RALO/ALS Pillar
2. Outreach Pillar
3. Mobilization and Engagement Pillar
4. Capacity Development Pillar
5. Operational Pillar

1.3.1 - ALAC-AT LARGE-RALO-ALS PILLAR

This area describes the work NARALO does as part of the larger ALAC/At-Large community.

The primary purposes of NARALO are to promote and assure participation by North American users in the ICANN policy development process and to channel and facilitate recommendations and advice to ICANN and its constituent bodies, in accordance with NARALO's MOU with ICANN, which establishes the following Responsibilities of NARALO:

To work in conjunction with ICANN to support At-Large activities within the North American Region, including:

- a) Helping to inform individual Internet users in the North American Region about ICANN news, meetings, policy development activities, and opportunities for ICANN participation;
- b) Helping to promote outreach activities in the community of individual Internet users in the North American Region to advance understanding of, and participation in, issues addressed by ICANN that affect individual Internet users.
- c) Offering mechanisms that enable discussions among members of At-Large structures in the Region and with those involved in ICANN decision-making, and encouraging interested individuals to share their views on pending ICANN issues.

1.3.2 - OUTREACH PILLAR

NARALO will work to identify outreach opportunities to encourage participation in NARALO and grow membership. The work will identify organizations with similar missions and vision, e.g., academic, technical, etc groups (Inspiration from ISOC NY). This includes: Internet/technology related Civil Society Groups, Digital Equity Groups, Professional groups and Consumer Rights groups.

The following activities will be used to focus on outreach:

- **NARALO Networking and Engagement Event(s) during ICANN82 (Seattle, WA)**
 - Hold NARALO social event(s) during ICANN82 to invite community members to learn about our activities and to join NARALO.
 - Hold NARALO Open Meeting and NARALO Roundtable at ICANN82 - these meetings will take into account the engagement of newcomers by referring to “journeys” of community members who became part of the At-Large community and the path to staying involved and engaged.
 - Work with Fellowship and NextGen to target their fellows and introduce them to NARALO.
 - Ensure we have volunteers to provide information about NARALO at the ICANN booth at the ICANN village.

- **Newsletters and social media**
 - Continue to provide relevant and short NARALO news (150 words) to staff for publication in the ICANN Newsletter for the North America region. These short articles are succinct summaries of important events.

 - Explore the idea of a Blog with photojournalism and storytelling approach which humanizes the NARALO activities and makes NARALO activities relevant and current. Use social media tools to further disseminate the information to wider audiences. Use NARALO representatives on the At-Large Social Media Working Group (SMWG) to create a social media strategy for NARALO. Currently, Denise Hochbaum is the NARALO lead for the SMWG.

 - Suggestions for building Awareness on social media and expanding online presence include:
 - LinkedIn presence posts, articles in Circle-ID, reassess NARALO’s web presence, including the language used on the current NARALO website and in our materials to improve clarity and appeal, updating and revising resources and content, X (formerly Twitter), Instagram and Facebook posting, and including “post-event notes” - summaries of topics or updates and next steps.
 - The overall goal is to improve the flow of information to membership and beyond, using web and social media channels.

- Improve the user experience on the NARALO website – making the site more engaging and appealing, with greater emphasis on communication and promotion, while still maintaining its relevance as a “website of record.”

- **Next Round Communications**

- Comms department will be working with GSE/At-Large during both the Next Round communications community readiness and the Strategic Engagement phases being implemented in FY25

- **Leverage CROP and Discretionary Funds**

- CROP funds are available each year to fund three trips for NARALO members. Requests must be submitted 8 weeks prior to the event date. The following CROP and discretionary funds allocations have been approved for FY25:

CROP Slot Allocation:

Event	Date	Location	NARALO Member	Travel Request by
IETF120	20-26 July 2024	Vancouver, Canada	Waqar Ahmad	31 May 2024
9th Annual Indigenous Connectivity Summit (ICS) 2025	June 2025 (TBC)	TBC		
ICANN82	8-13 March 2025	Seattle, WA		

- **Discretionary Funds**

- Ensure that Discretionary Funds can be used for several strategic outreach activities linked to the FY25 NARALO Outreach and Engagement Plan. A diversity of activities should be supported to allow for broad use of the funds.. Discretionary Funds Should not be allocated to a single event. The importance of NASIG as an O&E tool for NARALO should still be recognized, and made more impactful.

Discretionary Fund Allocation:

Event	Date	Location	Description	Amount	Funds Request by
ICANN82	8-13 March 2025	Seattle, WA	Networking Session - Beer Tasting. NARALO members/Fellows/NextGen. Use this as the social event	\$2500	1 Feb 2024

- **Exploring Alternative Outreach Strategies**

As a key outreach strategy, we will continue to engage in active communications with the large vested interest Internet Community in the US and Canada to encourage them to become active members in NARALO, e.g., IEEE, Internet security associations, and others. This approach has been adopted by ISOC-NY to reach out to their membership and build awareness. This requires identifying existing organizations, listservs, meetings and events where the North American Internet Community is present. We need to implement a staged communication plan to increase awareness and understanding of NARALO and to pitch NARALO as the North American gateway and window into ICANN for this Community.

- **Targeted Marketing vs Mass Communication**

In concert with comments by ALAC Chair Jonathan Zuck (JZ) encouraging NARALO to target the “serious policy wonks” in North America who exist in the ICANN ecosystem. Anecdotal observation is that current individual members like Jonathan Zuck, Alan Greenberg, Michael Palage and others are steeped in ICANN, came from other communities and are now involved with NARALO. This can be replicated; we must consider targeting such individuals directly in a campaign.

Many of these folks attend ICANN public meetings regularly and we believe they see the value in the balanced approach of At-Large. Examples include Jothan Frakes, Fiona Alexander and Jim Pendergast, among others. As to our approach, according to JZ, “we need clear messaging on the benefits for their involvement....”

1.3.3 - MOBILIZATION AND ENGAGEMENT PILLAR

Engagement will focus on strengthening engagement with NARALO members and providing meaningful engagement opportunities to its members and the community.

Goals of the engagement pillar include rejuvenation of interest among existing members, recruiting new members and utilizing or growing existing members.

The following activities will be used to focus on engagement:

- **ALS Mobilization**

Review existing ALSes and create a plan to engage with under-engaged ALSes, following the recommendations in the ALS mobilization plan.

- **Individual Mobilization**

Under the recommendations of the Working Party on Individual mobilization Implementation, individual members are encouraged to:

- Engage in and/or support the discussions of At-Large positions on policy development process, including participation in working groups or taking up a leadership position in them.
 - Disseminate information about ICANN and At-Large in their networks as applicable.
 - Keep their RALO informed and updated about their activities as well as their experience and expertise, according to procedures that will be decided by the RALOs; provide advice to their RALO, other RALOs and/or to ALAC on topics related to their area(s) of expertise.
- **At-Large Loop and At-Large Campaign Playbook Experiments**

During FY25, NARALO will seek to implement aspects of the At-Large Loop in various issue areas and functional areas. The functional areas may include direct mail, phone campaigns, webinars and facilitated local live seminars. NARALO plans to set aside funding for ALS run local seminars. The issue areas may include phishing, DNSSec, Universal Acceptance and issues related to the next round of gTLD applications.

The At-Large Loop Project is intended to strengthen the At-Large community capacity for consensus building and message amplification. The At-Large Loop is intended to strengthen the outbound communications channels of the At-Large community to establish feedback loops to broaden the base of opinions when forming policy as well as to broaden the reach of the At-Large community through educational or promotional campaigns.

To meet the requirements of the At-Large Campaign Playbook, there are several activities that will need to be implemented. Related to Outreach and Engagement, a series of campaign experiments are being planned. The topic of the experiment, its purpose, model of implementation, and expected timeline are outlined in the table below.

Experiment	Purpose	Model	Timeframe
Phishing	Education	Email Alert	
Phishing	Education	Seminar	
DNSSEC	Advocacy	Webinar	
UA	Advocacy	Seminar	
New gTLD Program	Education	Seminar	

NARALO commits to collaborating closely with the ALAC/At-Large and GSE and Policy teams as needed, in the development and implementation of these experiments. NARALO sees the benefit in an At-Large wide series of campaign experiments intended to increase identification and amplification of end user interests within the ICANN context.

- **ICANN Meeting Readout Sessions**

Continue to organize ICANN readout sessions following each ICANN public meeting to discuss updates and major takeaways. Continue partnering with ISOC-NY. Consider partnering with one or more other ALSes or other organizations to increase reach.

1.3.4 - CAPACITY DEVELOPMENT PILLAR

Capacity development is focused on skill-building and knowledge development. NARALO will use this pillar to focus on **developing skills for NARALO members** to engage in policy advice and achieve NARALO goals for FY'25.

Capacity development will also include focus on **academic engagement** to strengthen the work with academic institutions.

This pillar will also focus on **onboarding and mentoring of new members** and encouraging them to take part in the various NARALO and ALAC positions/responsibilities.

The following activities will be used to focus on engagement:

- **NARALO Monthly Webinars¹**

Ongoing continuation of the NARALO Monthly Webinars focused on improving our knowledge on topics of interest related to the coordination of global systems of unique Internet identifiers, their stable and secure operations; and other subjects related to the Internet ecosystem during the year. Continue to promote discussions during the SWebinar to reach an understanding of how the topic relates to the ICANN Strategic Objectives and/or its influence on the Internet end-user.

- **Raising awareness of Existing ICANN and At Large learning tools**
- **Retention of NARALO members**

Key success tools to recruit and retain volunteers:

- a. Scheduling Orientation and Onboarding sessions for new membership
- b. Sharing the following learning tools:
 - i. ICANN Learn
 - ii. Hot Topic summary notes on current issues (using catchy graphics)
 - iii. Mentorship of new members
- c. Mapping individuals skills to specific interests
- d. Explaining the different listservs and how to learn which ICANN info is important and relevant to them and their expressed interests.
- e. More use of At-Large pictures² to share a story-humanize the experience
- f. Targeted outreach efforts to relevant organizations in the North American region as new ALS organizations with a modest target of one new ALS and more Individual members.

1.3.5 - OPERATIONAL PILLAR

The operational pillar focuses on NARALO's day to day activities.

¹ These Webinars are single issue topics 30-60 minutes long on average.

² Pictures, videos, and images should employ ALT Text to ensure accessibility for persons with disabilities.

The following activities will be used to focus on the operational pillar:

- **Monthly NARALO meetings**

NARALO Monthly meetings will continue to have an educational focus on issues related to Internet Governance and the coordination of the global Internet's systems of unique identifiers, its stable and secure operations; and other subjects related to the Internet ecosystem based on current events.

We will aim to have 10-15 minutes focused on NARALO and At-Large business and operational updates:

- a. Operational Updates and Announcements
 - b. Spotlight ALS or Individual members and their activities
 - c. Showcase the 'Hot' issue currently discussed by ALAC
 - d. Information capacity building sessions (as before)
 - e. Monthly reports that were usually given during NARALO calls will continue to be published in the NARALO monthly newsletter and/or NARALO email list.
 - f. Bring some of the CPWG/OFBWG discussions into the NARALO Monthly calls to motivate the participation of our membership in those working groups.
- **Annual NARALO elections**

NARALO will conduct its next elections during March-May 2025.

1.4 - IMPLEMENTATION

The following section includes details about specific activities to implement the goals identified in the above plan:

Pillars	July 2024	Status
Capacity Development		
Engagement	ICANN80 Readout	
Outreach	CROP Funds IETF Trip (Waqar)	Approved
Operational	NARALO Monthly meeting	
ALAC	CPWG and OFB-WG weekly calls	
	August 2024	
Capacity Development		
Engagement	NA GSE monthly article	
Outreach		
Operational	NARALO Monthly meeting	
ALAC	CPWG and OFB-WG weekly calls	
	September 2024	
Capacity Development		
Engagement	NA GSE monthly article	
Outreach		
Operational	NARALO Monthly meeting	
ALAC	CPWG and OFB-WG weekly calls	
	October 2024	
Capacity Development		

Engagement	NA GSE monthly article	
Outreach		
Operational	NARALO Monthly meeting	
ALAC	CPWG and OFB-WG weekly calls	
	November 2024	
Capacity Development		
Engagement	ICANN81 Readout	
Outreach		
Operational	NARALO Monthly meeting	
ALAC	CPWG and OFB-WG weekly calls	
	December 2024	
Capacity Development		
Engagement	NA GSE monthly article	
Outreach		
Operational	NARALO Monthly meeting	
ALAC	CPWG and OFB-WG weekly calls	
	January 2025	
Capacity Development		
Engagement	NA GSE monthly article	
Outreach		
Operational	NARALO Monthly meeting	
ALAC	CPWG and OFB-WG weekly calls	
	February 2025	
Capacity Development		

Engagement	NA GSE monthly article	
Outreach		
Operational	NARALO Monthly meeting	
ALAC	CPWG and OFB-WG weekly calls	
	March 2025	
Capacity Development		
Engagement	ICANN82 NARALO Networking Event NA GSE monthly article	
Outreach	ICANN82 NARALO Networking Event and host of ICANN Booth CROP Funds ICANN82 Trip	
Operational	NARALO Monthly meeting at ICANN82 NARALO Roundtable at ICANN82	
ALAC	CPWG and OFB-WG weekly calls	
	April 2025	
Capacity Development		
Engagement	NA GSE monthly article	
Outreach		
Operational	NARALO Monthly meeting	
ALAC	CPWG and OFB-WG weekly calls	
	May 2025	
Capacity Development		
Engagement	NA GSE monthly article	
Outreach	CROP funds trip (name and date TBD)	
Operational	NARALO Monthly meeting	

ALAC	CPWG and OFB-WG weekly calls	
	June 2025	
Capacity Development		
Engagement	NA GSE monthly article	
Outreach		
Operational	NARALO Monthly meeting	
ALAC	CPWG and OFB-WG weekly calls	

1.5 - METRICS

Participation by NARALO members in the CPWG, OFB-WG, and NARALO meetings will be used to measure the Engagement strategy presented in this plan.

Total NARALO membership (ALSes plus Individual members) on 1 September 2025 will be compared to 1 September 2024 ³ numbers.

A goal of expanding the ALS membership by 5% and the Individual membership by 10%. Identify particular skill sets and organization types to engage.

1.6 - TRANSMISSION

- Draft revised: June 7, 2024
- Draft Ver 1.0 sent to region for approval:
- Final document approved: July 8, 2024

³ As of this date, the total membership was 23 ALSes and 46 individual members. As of July 8, 2024, there are 23 ALSes and 50 individual members.