FY14 COMMUNITY REQUEST FORM

All questions and completed forms should be posted to the Community Ad-Hoc Wiki.
The submission deadline for FY14 Budget consideration is **March 22th 2013** for an early decision by the Beijing meeting and **April 19th 2013** for the regular track and decision by June.

REQUEST INFORMATION

Title of Proposed Activity

Print Materials

Community Requestor Name	Chair
Noncommercial Users Constituency (NCUC)	William Drake

ICANN Staff Community Liaison	
Glen de St. Géry	

REQUEST DESCRIPTION

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

NCUC does not have any printed materials to use in outlining our activities, explaining our positions, and soliciting new members. We would like to rectify this by producing two products: 1) a Brochure with information on our organization, members, and roles; and 2) Issue Briefs to be released prior to each of the 3 annual ICANN meetings that provide concise summaries (1-4 pages) of our stances on key current issues, as well as an About NCUC section with basic information and pointers to recent activities of note. We would like have the Brochure ready in time for the October IGF meeting in Bali, and the Issue Briefs ready for the ICANN meetings thereafter.

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

Outreach and education

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

Producing the Brochure would be a one time activity, producing Issue Briefs would be a periodic/recurring activity.

REQUEST OBJECTIVES

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

A healthy Internet governance eco-system, e.g. demonstrate ICANN multistakeholder model, increase

stakeholder diversity, illuminate the global public interest and accountability/transparency commitments, promote global participation in ICANN.

2. *Demographics.* What audience(s), in which geographies, does your request target?

The Brochure would be geared in particular toward prospective new members in the constituency, e.g. civil society organizations and individuals in developing countries. As needed, the Issue Briefs would be calibrated to reach different types of audiences, e.g. the tech press, the wider mass media, ICANN insiders, Internet governance generalists, etc.

3. *Deliverables.* What are the desired outcomes of your proposed activity?

Increased awareness and understanding of NCUC and its positions, and of the role of civil society in ICANN more generally. More focused dialogue on the issues both within the ICANN community and in the wider Internet governance environment.

4. *Metrics.* What measurements will you use to determine whether your activity achieves its desired outcomes?

Number of new NCUC members, particularly from developing countries. Number and diversity of contacts and relations established.   Press coverage and other references.

RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise)

Description	Timeline	Assumptions	Costs	Comments

Subject Matter Expert Support

Description	Timeline	Assumptions	Costs	Comments

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

Description	Timeline	Assumptions	Costs	Comments

Language Services Support

Description	Timeline	Assumptions	Costs	Comments

Support for ICANN Meetings Participation (Travel, Language Services, Meeting room, etc…)

Description	Timeline	Assumptions	Costs	Comments

Other

Description	Timeline	Assumptions	Costs	Comments
Content provision, formatting, publication of one brochure and three Issue Briefs	*Brochure for Bali, Issue Briefs for Buenos Aires, Singapore, London*		*$2,000 per item x 4 = $8,000*	

Potential/planned Sponsorship Contribution

Description	Timeline	Assumptions	Costs	Comments