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	
Outreach Material	

Community Requestor Name	Chair
Business Constituency	Elisa Cooper

ICANN Staff Community Liaison	
TBD by ICANN	

REQUEST DESCRIPTION

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

Outreach Material

Production of BC Outreach material, primarily Newsletter and Factsheet for distribution at the ICANN meeting and other member events and for download from the BC website.

- Graphic Design by professional for print and web.
- Translation by ICANN language services if time permits, otherwise outsource.
- Printing local to BC officer responsible for production
- Transport to meeting by hold luggage.

Production carried out by either a BC officer and member or by "BR Executive Administration" (if latter there will be a cost)

Content written by BC members or ICANN staffer at no cost.
Photographs from member at no cost for credit line.

Following the pilot this was funded in FY13 and has been successful. Print run is about 400 copies. Previous editions can be downloaded from 'quick links' on www.bizconst..org website.

Translation of Buenos Aires edition in Spanish.

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

Outreach

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

Published in time to distribute at each ICANN meeting. Otherwise, available online for download.

REQUEST OBJECTIVES

1. *Strategic Alignment.* **Which area of ICANN's Strategic Plan does this request support?**
Continuing role in Internet Governance, Stakeholder Diversity, attracting new & diverse community members, increased public participation in multi stakeholder model, widen international engagements
2. *Demographics.* **What audience(s), in which geographies, does your request target?**
Specifically potential members and other attendees of ICANN meetings. All regions.
3. *Deliverables.* **What are the desired outcomes of your proposed activity?**
Outreach for the BC and ICANN. Retention of members, information and news for members who are on the fringe of BC stakeholder activity but wish to be kept informed of internet governance and ICANN issues affecting them.
4. *Metrics.* **What measurements will you use to determine whether your activity achieves its desired outcomes?**
Number of copies distributed and number downloaded from website. Reception and feedback on content of newsletter.   In FY13 each of three editions had print run of 300 or 400 and all were distributed at meetings. Factsheet is distributed at Newcomers lounge.

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
BC Newsletter and Factsheet	*Meeting #47 July13*			*Will fund from FY13 budget*
	Meeting #48 Nov13	*Based on FY13 actuals.*	*2,500 $*	
	Meeting #49 Mar13	*.*	*3,000 $*	
	Meeting #50 Jun14		*2,500 $*	

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 Travel Support

Description	Timeline	Assumptions	Costs	Comments

Potential/planned Sponsorship Contribution

Description	Timeline	Assumptions	Costs	Comments