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	
Printed Brochures and Printed Communiques	

Community Requestor Name	**Chair**
NCSG	Robin Gross

ICANN Staff Community Liaison	
Glen de St. Gery	

REQUEST DESCRIPTION

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

NCSG would like to print 2 items: 1) Standard NCSG Membership Brochure and
2) "Communiques" for each ICANN Meeting.

The Standard Brochure could be used by all NCSG members to hand out to people interested to join or otherwise participate in NCSG. It would briefly explain what NCSG is, what ICANN is, why someone would want to join, how they can join, etc. The standard brochure would be used for a year or two.

The meeting specific "communiqués" present an opportunity for NCSG to focus on a particular timely issue or two that is of most concern to NCSG at any given ICANN meeting. GAC and Registrar SG publish "communiqués" for each meeting and NCSG would like to take advantage of this as well.

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**

Recurring activity – 3 communiques per year (each ICANN mtg)

One time – standard 1-time NCSG membership brochure

REQUEST OBJECTIVES

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

-- Outreach to new participants in the ICANN process, particularly developing country participants and interests that are not well represented in existing ICANN community.
-- Education about ICANN's multi-stakeholder bottom-up policy development process.
-- Collaboration and increased understanding among cross-community – encourage consensus building through understanding of other points of view more thoroughly.

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

Standard Membership Brochure is targeted at new participants.

Communiques are targeted at ICANN community and IG policy advisors as a means of explaining NCSG's views on a timely issue in detail.

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

Communiques – increased cross-community dialogue on policy issues.

Standard membership brochures - new participants to ICANN's policy development process with a broader range of experience and expertise.

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

-- New NCSG members (membership brochures)
-- Enhanced collaboration with other stake-holders (communiqués)

RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise)

Description	Timeline	Assumptions	Costs	Comments
Staff Assistance with editing and publishing of printed materials.	*Durban & BA Mtg Communiques*			
	Publish std NCSG membership brochure before Durban ICANN mtg			

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 Travel Support

Description	Timeline	Assumptions	Costs	Comments

Potential/planned Sponsorship Contribution

Description	Timeline	Assumptions	Costs	Comments

Finance estimates: $5,000