

All questions and completed forms should be sent to controller@icann.org.
 Please remember that the deadline for FY15 Budget consideration is **March 7th 2014**.

REQUEST INFORMATION

Title of Proposed Activity	
Revamp of NARALO Outreach Materials	
Community Requestor Name	Chair
Glenn McKnight	Garth Bruen
ICANN Staff Community Liaison	
Heidi Ullrich	

REQUEST DESCRIPTION

1. Activity: Please describe your proposed activity in detail

The current NARALO brochure needs updating. We are suggesting new mailcard and NARALO Recruitment ALS startup folders
 Review, edit and produce new eye appealing mailcards, folders and pull out literature that is clear and direct
 Translation into French and Spanish

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

Design and printing

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

One time activity

REQUEST OBJECTIVES

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

Enhance global engagement in North America

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

Prospective ALSes in North American region.

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

Production of translated new marketing materials

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

Production of new mailcards, folders and inserts
 Launch of new materials at 2015 ICANN meeting
 Distribution of literature to NARALO members in person and E-versions

RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise):

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments
Review of current literature	Jan 2015	The current literature is out of date		
Redesign	March 2015	Need new 4 by 6 mailcard		
Translation into Spanish and French	May			
Printing	June			
Launch and Distribution	Oct 2015			

Subject Matter Expert Support:

Literature in Spanish, French and English

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

None

Language Services Support:

None

Other:

Travel Support:

N/a

Potential/planned Sponsorship Contribution:

None