

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	
Printed Brochures for outreach effort	
Community Requestor Name	Chair
Non-Commercial Stakeholder Group	Rafik Dammak
ICANN Staff Community Liaison	
Glen de Saint Gery	

REQUEST DESCRIPTION

1. Activity: Please describe your proposed activity in detail
NCSG would like to print NCSG Membership Brochure/Flyer: Brochures could be used by all NCSG members and in particular NCSG officers 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 . Such material was suggested by Stakeholder Engagement ICANN Staff to distribute it during their own outreach efforts.
2. Type of Activity: e.g. Outreach - Education/training - Travel support - Research/Study - Meetings - Other
Outreach-Education
3. Proposed Timeline/Schedule: e.g. one time activity, recurring activity
One time – NCSG membership flyer presenting NCSG and its latest activities

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, promote global participation in ICANN.
Outreach to new participants in the ICANN process, in particular developing country participants and non-commercial interests aligned with ICANN efforts toward globalization
Education about ICANN's multi-stakeholder bottom-up policy development process : proof by example and indicating how to be involved in GNSO processes

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

Mostly outside existing ICANN community ti.e. Bringing new organizations and individuals

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

membership brochures/flyers – targeting new participants to ICANN's policy development

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

- New NCSG members and ICANN participants

RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise):

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments
Staff Assistance with editing and publishing of printed materials.	Before London Meeting			
Subject Matter Expert Support:				
N/A				
Technology Support: (telephone, Adobe Connect, web streaming, etc.)				
N/A				
Language Services Support:				
N/A				
Other:				
N/A				
Travel Support:				
N/A				
Potential/planned Sponsorship Contribution:				
N/A				