**FY18 RALO DISCRETIONARY FUNDING REQUEST FORM**

**TO SUPPORT AN OUTREACH ACTIVITY**

**Submission Date:**

(recommended at least three weeks before the date funding is required)

**To:** Heidi Ullrich, VP for Policy and At-Large Relations, and Silvia Vivanco, Manager, At-Large Regional Affairs:

**From: Designated RALO Coordinator: (name):** Olivier Crépin-Leblond (EURALO Chair)

**Amount Requested USD:** $649.50

**Date / Timeframe/Deadline for Request:** 30 June 2018

**Description of Request:** Creation of promotional material (stickers or pins) for ongoing outreach RALO activity

**Category of Request:**

[ ] sponsorship [ ] catering/meeting space [ X] equipment/materials

[ ] services [ ] other (specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Payment, upon receipt of invoice, should be made to: supplier

**Reporting Requirement:**

Community members wearing At-Large promotional material (pins, stickers, button pins, labels etc.) are photographed at various events.

**Qualifying Questions:**

1. How does the Request align with the local RALO Outreach Plan?

Promotional material including pins and/or stickers have a proven impact with prospective members that are met at events throughout the region.

1. How it meets the [RALO Discretionary Funding Criteria](https://community.icann.org/display/CRALO/Criteria+for+RALO+Discretionary+Funding+Requests)?

This request meets all criteria, specifically: To provide opportunities for members of all RALOs to do local outreach and engagement about ICANN and ICANN policy related issues within the region. Such promotional material can be used by any EURALO representative at any meeting.

1. How does the Request align with: ICANN’s Mission, Core Values and Commitments?

Outreach is a key element in order to ensure the health of the multi-stakeholder model. It falls in line with the ALAC’s bylaws to reach out to end users.

1. How, in your view, does this support ICANN’s regional engagement strategy?

ICANN’s regional engagement strategy has placed a particular focus for engagement in parts of the world that currently contribute less to ICANN’s processes. Promotional visual paraphernalia contributes to a significant amount when it comes to branding and recognition of the Regional At-Large Organisation, At-Large, the ALAC and ICANN.

**Staff Notes:**

[ ] Approved OR [ ] Not Approved.

**Decision Date:**

Please note:

* Not to include travel, lodging, creation of content, graphic design, printing of materials and paid social media campaigns [for which other support programs exist].
* Funding cannot be used to reimburse a community group or individual member for work they perform themselves.