**FY19 RALO DISCRETIONARY FUNDING REQUEST FORM**

**TO SUPPORT AN OUTREACH ACTIVITY**

**Submission Date: February 25, 2019**

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

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

**From: Designated RALO Coordinator: (name): Glenn McKnight**

**Individual Requesting the funds: Judith Hellerstein**

**Amount Requested USD:** $ 50

**Date / Timeframe/Deadline for Request:** February 25, 2019

**Description of Request:** Requesting$50 USD to cover the costs of local printing of a promotional mailcard advertising my Presentation at NTEN. My session is competing with 20 other sessions happening at the same time so promotion is essential. This needs to be completed before I leave on March 12, 2019 for NTEN

**Category of Request:**

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

[ ] services [ ] travel (including flight, accommodation and stipend, [X ] other (specify) \_Printing of promotional mail cards for panel

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

Judith Hellerstein

3001 Veazey Terrace NW, #1308

Washington DC, 20008

**Reporting Requirement:**

A brief report on the impact and outcomes of the outreach activity is required to process payment. This report will be posted on a public wiki.

**Qualifying Questions:**

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

I will be speaking about Internet Governance at NTEN. The goals of attending this conference are to outreach and engage with a new set of potential contributors to the ICANN. The attendees hail from a diverse spectrum across the sustainability and innovation. This event is one of the top non-profit technology conferences in the US. It offers numerous outreach opportunities to introduce people to NARALO and to ICANN. We see a great opportunity to meet US-based nonprofits from various parts of the underrepresented parts of the US at the conference. One of the main focus of NARALO is to reach out to areas of the country where we have no current ALSes and also to reach out and engage with groups who have historically been overlooked by ICANN, such as people with disabilities and specific needs, indigenous groups, and other non-engaged groups. I hope to try and engage with them and encourage them to learn about ICANN, AT LARGE and NARALO. Our goal here is to increase their understanding and encourage them to get involved and advocate for their interests within ICANN. We also plan on educating them on how their organization can become an ALS, how we can help them amplify their voice and advocate for their members.

The funding to produce mail cards promoting my speaking engagement and encouraging attendees to attend my panel. This will encourage more people to attend the panel and have a better understanding of ICANN. My session is competing against 20 other sessions so promotion of my session would be greatly appreciated.

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

This application for funding support for local printing of the promotional mailcard to encourage other attendee to come to my session is tied to my other funding request for extra hotel nights and to my crop application. It would allow me to participate in the full NTEN conference. My crop applications speaks about the tangible outreach and engagement activities and specific planned for results from this trip.

The use of these funds is in alignment with the RALO Strategic Outreach Plans filed for the relevant Fiscal year. While this conference was not listed in the original plan it was listed as an alternative and is listed as one of the approved trips.

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

I am a featured speaker at a session and also will be attending the sessions, speaking at some of the bird of the feather sessions and also will seek to display some At Large materials on a table they have available for organizations to out material.

If we can engage these fellows who are based in 10 cities throughout the US, it will help us expand the outreach of NARALO and also bring in new individuals and ALSes into NARALO.  As data security and data breaches are so common, engaging with more folks on technology issues and explaining how ICANN can help with this key domain and Internet security will be good for all. From attending the Digital Inclusions and other non-profit conferences we have found that many people are not aware of ICANN. The purpose of the trip is to engage with the NTEN community and staff in building awareness of NARALO, ICANN and in general Internet governance and domain security and engagement issues.

During these conference sessions, I will be able to engage and interact with attendees on trends and issues pertinent to ICANN and its mission. I will look to distribute ICANN materials, recruit ALS's, and discuss ICANN resources for this community.

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

The purpose of the trip is to engage with the NTEN community and staff in building awareness of NARALO, ICANN and in general Internet governance and domain security and engagement issues. This supports the regional engagement strategy as ICANN is working to enhance the engagement with other technology focused non-profits, think tanks, and other tech and Internet Governance focused civil society and individual end-user groups.

During these conference sessions, I will be able to engage and interact with attendees on trends and issues pertinent to ICANN and its mission. I will look to distribute ICANN materials, recruit ALS's, and discuss ICANN resources for this community.

**Staff Notes:**

[ X] 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.