



## FY19 COMMUNITY REQUEST FORM

The deadline for FY19 Budget consideration is **31 January 2018**. All questions and completed forms should be sent to [planning@icann.org](mailto:planning@icann.org).

### REQUEST INFORMATION

#### Title of Proposed Activity

Communications and Outreach and Engagement  
Material Support for At-Large

#### Community Requestor Name

ALAC/At-Large

#### Chair

Alan Greenberg, ALAC Chair

#### ICANN Staff Community Liaison

Heidi Ullrich

### REQUEST DESCRIPTION

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

This request is for communications and language services support for the ALAC and the five RALOs to allow for more effective outreach and engagement.

Examples of such support would include:

- Production, translation and printing of ALAC and RALO brochures and mailcards – LACRALO, EURALO and At-Large will likely need development of brochures. NARALO is requesting a translation of its mailcard into Spanish.
- Production of 2 to 3 infographics on end users issues
- Production of an AFRALO short awareness video about ICANN, At-Large, ICANN's mission and policy issues targeting the African Internet users. The produced animated video will have voice over in seven African native languages, Arabic, Swahili, Amharic, Yoruba, Oromo, Hausa and Zulu, those languages are the most spoken languages in the continent.
- Procurement of secondary pop up banners for several RALOs – APRALO, LACRALO and NARALO need pop up banners for use at regional events. While all RALOs have one pop up banner, they are shipped by ICANN from Meeting to Meeting.
- Procurement of lapel buttons for At-Large and the RALOs to be given to all leaders and used for WG members – these would include both logo buttons as well as 'Ask me about At-Large' – the production of good quality lapel pins will increase the brand recognition of At-Large. Approximately 500 will be requested.
- Development and distribution of literature aimed at attracting and supporting individual members within RALOs (a major At-Large focus).

This set of activities would result in increased awareness of the ALAC and At-Large, raised 'brand' recognition of the ALAC and the RALOs, and facilitate outreach activities.

**This request is made to ensure that At-Large has communication materials and support in the event that the funds that have been given to the ICANN Communications Department for such purposes are removed in the FY19 budget.**

Given the scope of work requested, this request is likely in the amount of between \$10,000-\$15,000.



# FY19 COMMUNITY REQUEST FORM

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

This activity includes outreach, education/training as well as engagement. Language services, graphic artists and printing services would also be involved.

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

This request is for FY19. The production of materials would take into account specific ICANN and At-Large meetings.

## REQUEST OBJECTIVES

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

4.3 Enhance the visibility, credibility and trust in the multistakeholder model in general and for ICANN in particular.

- Raise awareness about ICANN At-Large, and networking with potential At-Large members from the Asia-Pacific to encourage them to become members of the ICANN At-Large community
- Help to engage with existing organizations and networks within the five RALOs in order to encourage them to become active within At-Large.

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

Existing ALSes and individual members and the wider community of end users.

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

Outreach and engagement materials for use by the ALAC and At-Large to increase understanding of the ALAC and At-Large by the ICANN community and end users.

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

Identifiable increased involvement from stakeholders in At-Large and other stakeholder groups within ICANN as a result of contact made at global and regional events

Distribution of brochures and other collateral will result in increased interest noted by registered applications as individual or ALS members

Enhanced recognition of the ALAC, the RALOs and At-Large at regional events can be demonstrated by a logbook of participants who interact with us at the At-Large Booth at ICANN meetings and other regional and global meetings.

## RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

**Staff Support Needed (not including subject matter expertise):**



# FY19 COMMUNITY REQUEST FORM

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments
Communication staff	FY19	Part of regular activities		
At-Large/Policy staff	FY19	Part of regular activities		To facilitate requests and design work as well as procurement of banners and lapel pins.
Graphic artists	FY19			
<b>Subject Matter Expert Support:</b>				
<b>Technology Support: (telephone, Adobe Connect, web streaming, etc.)</b>				
<b>Language Services Support:</b>				
Translation of brochures and mailcards as well as infographics.				
<b>Other:</b>				
<b>Travel Support:</b>				
<b>Potential/planned Sponsorship Contribution:</b>				