NARALO Outreach Strategic Plan

1.0 Overview

NARALO’s Outreach and Engagement Plan takes a two part approach. First we need to take stock of the gaps and opportunities of the existing ALS population. Once this is done we can use the results of the analysis to help shape the Outreach/Engagement plan moving to close the gaps and recruit potential volunteers and also engage the current ALS volunteers we do have.

1.1 Clarity of Plan

To identify the opportunities to enable some of the NARALO members to outreach to a specific audiences to educate them on the value of ICANN, ALAC and specifically NARALO. In addition in underserved sectors we will deliberately do outreach for recruitment to become new ALS's.

1.2 Attributes of Participants

- Positive attitude to proactive marketing
- Confident and supported by RALO
- Focused and purposeful
- Proven track record
- Preparation of the target market to educate
- Awareness of the ICANN ecosystem

1.3 Environmental Factors

- Research completed on existing ALS participation, absence and issues
- Event has opportunities to promote, speaking engagement and networking opportunities
- Match of NARALO goals and event's mission
- Endorsement of NARALO of event schedule

1.4 Skills of Participants

- Assumption that the sponsored NARALO member is willing and able to present to an audience, conduct interviews, do radio interviews and more
- Understand importance of social media reporting
- Prompt reporting of event and followup
1.5 Plan Implementation Timelines

July      Draft plan prepared
August    Revised plan Passed at August 10th Meeting
September Adoption of plan and beginning of submission of trips
Oct. to June Three to Five CROP trips

1.6 Proposed Trips

This trips listed below are suggestions based upon interest expressed in the past by NARALO Members

**Trip ONE**
Pending

**Trip TWO:**Submitted and Approved

**Travellers** Glenn McKnight
March 23-25, 2016
2016 Nonprofit Technology Conference (16NTC)
http://www.nten.org
San Jose, California

Submitted Nov 15

**Trip Three**
Leah Symekher
ARIN Meeting
Montega Bay, Jamaica
April 17-20
www.arin.net
(Replaces the South by South West Trip

**Trip Four**
Traveller Le Marie Thompson
Globe 2016
http://www.globeseries.com/

Date   March 2-4
Location Vancouver, BC

**Trip FIVE  Pending**
IGF USA -Washington DC
Date   July, 2016
Submitted on Nov 25th

**Trip SIX**
Pending

| Date Submitted: | 05-Jul-2015 |
### Community Confirmation Section

**Note:** To be completed by a Pilot Program Coordinator (PPC) designated by this organization/structure.

<table>
<thead>
<tr>
<th>Acknowledgements</th>
<th>Confirmed?</th>
<th>Name</th>
<th>Date</th>
<th>Notes</th>
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</thead>
<tbody>
<tr>
<td>The detailed Outreach Strategic Plan has been properly completed per CROPP requirements.</td>
<td>Yes</td>
<td>Glenn McKnight</td>
<td>04-Aug-2015</td>
<td>Passed by the NARALO membership on August 10, 2015 Passed to VP Chris Modini</td>
</tr>
<tr>
<td>The ICANN Organization / Structure's leadership has authorized this Outreach Strategic Plan.</td>
<td>Yes</td>
<td>Dev Anand Teelucksingh</td>
<td>11-Aug-2015</td>
<td>As per notes above</td>
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<tr>
<td>The Outreach Strategic Plan has been concurred by the Stakeholder Engagement V.P.</td>
<td>Yes</td>
<td>Glenn McKnight</td>
<td>31-Aug-2015</td>
<td>As per notes above</td>
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CROPP RALO Outreach Strategic Plan Template v2 (Jun 2015)