

Community Regional Outreach Pilot Program (FY14)



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Please see [Administrator's Report \(FINAL\)](#) for results and analyses of the FY14 CROPP experience.

Community leaders have outlined several key benefits that could be achieved through a programmed approach to global outreach:

1. Building local/regional awareness and recruitment of new community members;
2. More effectively engaging with current members and/or "reactivating" previously engaged ICANN community members; and
3. Communicating ICANN's mission and objectives to new audiences.



Following are several illustrative quotations from community requests received as part of the FY14 Budget process:

"Retain and support existing community while attracting new and diverse community members." (APRALO Request No. FY14-B09-02).

"Enhanced trust in ICANN stewardship, attracting new & diverse community members, increased public participation in multi stakeholder model, widen international engagements." (BC Request No. FY14-B08-02).

"To increase membership and participation in the IPC and ICANN by organizations and individuals from the targeted geographic regions." (IPC Request No. FY14-B07-03).

"Full-spectrum outreach – including the development of education/training materials, travel support when Global Outreach feels it would be helpful to have Constituency-members at their events, and new-member onboarding." (ISPCPC Request No. FY14-A90-01).

"The desired outcome is to have At-Large Representation in all 33 countries in the LAC region, participating in the ICANN At-Large community, participating in ICANN policy development work of ICANN on behalf on individual Internet users via LACRALO." (LACRALO Request No. FY14-B09-01).

In recognition of the potential that such a regional outreach program could contribute to the ICANN community's continued growth and development, the FY14 Budget allocates resources and Staff has been directed to develop a [Community Regional Outreach Pilot Program \(FY14\)](#) that will include a robust implementation and rigorous evaluation in order to assist in determining whether such resourced outreach merits support in future fiscal cycles.



An [Announcement Letter](#) was emailed to At-Large RALO and GNSO Constituency Leaders on 21 September 2013, including an [Overview](#) document. For those who speak English, the [Program Operations](#) section of this Wiki contains all of the important details concerning the administration of this pilot.

This space is organized into the following major sections:

- [Communications](#)
- [Program Operations](#)
- [Program Tools & Resources](#)
- [Forms](#)
- [Feedback](#)



If you would like to offer any comments about this program, its structure, administration, forms, procedures, or any other related matter, please see [Feedback](#).