

# Advancement Q1 Tuning Session FY 21-22



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# OKR slides



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# Partnerships



**Objective: Grow WMF's relationships with external entities in support of the annual plan in order to strengthen Wikimedia's role as the infrastructure of free knowledge.**

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**Brand Awareness: (B-BAW), Worldwide Readership (W-AIC)**

- **Global:** Partnered with TikTok to launch Wikipedia Jumps, which allow TikTok creators to link videos to a small number of featured sites (including Wikipedia). Currently in beta, the feature has received **~22 billion impressions**, with a CTR of ~0.3%. Viewership is **expected to total 100 billion monthly impressions**.

**Thriving Movement: Growth Pilots (T-GUC)**

- **SouthEast Asia:** We supported the soft-launch of Wikistories, working with Inuka and GLAM teams to i) build the first prototype for an Indonesian audience, ii) scope potential GLAM partners for Commons content, and iii) liaise with WMID to test and provide feedback to incorporate into product development.
- **Africa:** We are launching a new partnership with the African Union (AU) to build the capacity of new contributors to Wikimedia projects. The collaboration will span all 55 member countries and result in 30 new movement organizers trained in at least 10 African countries that do not currently have Wikimedia communities.
- **MENA:** The first semester of the IBB pilot with 4 Iraqi universities came to a close, with 125 students enrolled (55% women!), and 533 new or improved articles on Arabic Wikipedia. Program will scale to 4 new countries next FY.

**Target quarter for completion:** Q4 FY21-22

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# Partnerships



## Key Results

Maintain WMF's relationships with large-scale external entities, while testing and seeding new partnership models in support of the product pilots.

**Baseline:** N/A

Deliver best-in-class partnerships support to WMF departments, as measured by a **Net Promoter Score >90**

**Baseline:** 91 Net Promoter Score

	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
Maintain WMF's relationships with large-scale external entities, while testing and seeding new partnership models in support of the product pilots. <b>Baseline:</b> N/A	Ongoing	Amazon Google: Enterp. TikTok African Union IBB			
Deliver best-in-class partnerships support to WMF departments, as measured by a <b>Net Promoter Score &gt;90</b> <b>Baseline:</b> 91 Net Promoter Score	>90	Measured Semi-Annually (Q2 and Q4)			



# Enterprise



**Objective: In support of continued revenue growth and diversification, WMF will expand the customer base for the Enterprise API product to support small to medium-sized businesses across a wide range of industries.**

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- **Hiring:** We have been actively hiring team members to support product growth — two Senior Engineers, an Engineering Manager, and a Product Marketing Manager. We have also begun the hiring process for a Senior Product Manager.
- **Marketing:** We have been building out content and technology to support a launch of the Wikimedia Enterprise marketing website, with a go-live date of October 25, 2021.
- **Sales:** We have developed an initial pricing and packaging matrix for small-to-medium-sized enterprises (SMEs) to go to market with upon website launch.
- **Product:** We have completed development of a product roadmap for the remainder of calendar year 2021, including adding credibility data that companies can use to detect vandalism and misinformation and exploring integrating data from Wikidata into our existing APIs, including preliminary discussions with Wikimedia Deutschland (WMDE) about the most effective way to do so.
- **Support:** We developed a support implementation roadmap, as well as an escalation path to use for support inquiries that are submitted. Additionally, we have identified a vendor to extend our support capacity and are working with them to recruit our initial customer support team.
- **Legal and Security:** We have begun actively developing processes for working with legal and security to ensure compliance mechanisms are in place to support both selling to and supporting Wikimedia Enterprise customers.

**Target quarter for completion:** Q4 FY21-22

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# Enterprise



## Key Results

	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
Close \$10m in combined new and returning customer gross sales by June 30, 2022. <b>Baseline: \$0</b>	\$10m	\$0m			
Deliver a commercial version of the Enterprise product that additionally supports medium and small enterprise customers by June 30, 2022. <b>Baseline: 0%</b>	100%	50%			
Launch and scale a customer support and success program by June 30, 2022. <b>Baseline: 0%</b>	100%	50%			



Department:  
Advancement

# Revenue



## Objective:

**Engage readers to become donors and deepen our relationship with existing donors to support a vibrant and sustainable Wikimedia Foundation**

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Some high priority work includes:

- Exceeded the Q1 target of \$33M through campaigns in Japan, France, English email, and Major Gift events
- Announced reaching the [\\$100M Endowment target](#)
- Work began toward incorporating the Endowment as an independent legal entity and filing for 501c3 status
- Prepared for the Q2 English fundraising campaign
- Development of educational resources for movement fundraising are in progress
- Ran a pilot experiment with the Product Department to send an email invitation to edit Wikipedia to LATAM donors who previously expressed interest in editing

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**Target quarter for completion:** Q4 FY21-22



Department: Advancement

# Revenue



## Key Results

	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
Raise \$147.8 million for the Foundation (Q1 target \$33M) <b>Baseline:</b> \$0	\$147.8million	\$ 39.8million			
Raise \$123.8M FY in Online Fundraising (Q1 target \$29M) <b>Baseline:</b> \$0	\$123.8 million	\$ 34.5million			
Raise \$12 million in Major Gifts 2020-21 FY (Q1 target \$3.3M) <b>Baseline:</b> \$0	\$12 million	\$5.4 million			
Raise \$10 million for the Endowment in 2021-22 FY (Q1 target \$320K) <b>Baseline:</b> \$0	\$10 million	\$1.4 million			
Raise \$12 million from chapters in 2020-21 FY (Q1 target \$900K) <b>Baseline:</b> \$0	\$12 million	\$935K			
700 planned giving commitments <b>Baseline:</b> 0 planned giving commitments	700	57			



# Appendix



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# Questions

**Partnerships:** Yael Weissburg

**Enterprise:** Lane Becker

**Revenue:** Megan Hernandez

