

# Quarterly review

## ADVANCEMENT & FR TECH

### Q3 - 2015/16

Approximate team size during this quarter: 27 FTE  
*Partnerships: 6 FTE; Online Fundraising and Operations: 9 FTE;  
Foundations, Major Gifts, and Endowment: 5 FTE;  
FR-Tech: 7 FTE*

Key performance indicator

Funds raised	\$14.2m raised in Q3	\$ 71.1m raised Fiscal Year-to-Date	\$0m needed to reach annual goal; \$2.8m over goal
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# Q3 - Advancement

Objective: \$7.7 million



Objective	Measure of success	Status
<b>Goal 1</b> - Raise \$7.7 million with campaigns in Sweden, Denmark, Norway, Poland, Austria, and the Netherlands. Annual report appeal to major donors	Amount raised	Done
<b>Goal 2</b> - Complete LATAM tests and planning; New Paypal integration started	Able to launch a successful LATAM campaign in Q4	Astropay: At internal test but not campaign ready. For Paypal: In scope
<b>Goal 3</b> - Onboard Community Coordinator and create plan for Central Notice coordination	An actionable plan is completed with community input and buy-in	Done- improvement areas identified and Version 1 of the process to be rolled out in Q4
<b>Goal 4</b> - Onboard Endowment Director; Launch Endowment Campaign; Begin building a board	Created effective messaging around the endowment that resonates with donors (donor feedback)	Done
<b>Goal 5</b> - Complete FY 2016-17 Revenue Projections; Draft FY 2016-17 Plan	TBD	Done

# Q3 - Online Fundraising

Objective: \$5.7 million



Objective	Measure of success	Status
<b>Goal 1</b> - Raise \$5.7 million through banner and email campaigns in Sweden, Denmark, Norway, Poland, Austria, Netherlands*	Amount raised	Quarterly goal surpassed; FY goal surpassed
<b>Goal 2</b> - LATAM pre-tests with new Astropay integration	Payment processing via Astropay ready to go for April campaigns by fr-online	At internal test but not campaign ready
<b>Goal 3</b> - Onboard Community Coordinator and create plan for Central Notice coordination	An actionable plan is completed with community input and buy-in	Improvement areas identified and Version 1 of the process to be rolled out in Q4
<b>Goal 4</b> - Test Adyen	Test Adyen in USD and prep for more countries in Q4	Done

## Q2 - Online fundraising

### Email Test Highlight: Verify past donation

We use personalization in all 3 of our control emails to remind donors what they gave in the past.

#### In Email 1

- **29% more donations, 25% higher revenue**

#### In Emails 2-3



- **12% more donations**

#### In Email 3:

[Please take one minute to renew your \\$10 donation.](#)

- **12% more donations, 7% higher revenue**

Dear Caitlin,

A year ago, you donated €10 to keep Wikipedia online for hundreds of millions of readers. We are deeply grateful for your past support, and we need your help again this year.

A year ago, you donated €10 to keep Wikipedia online for hundreds of millions of readers.



is one of the top about 300 staff but serve millions of users, and have costs like any other top site: servers, power, programs, and people.

**If all our past donors gave again today, our fundraiser would be over within an hour. We're not there yet. Please help us end the fundraiser and improve Wikipedia.**

Wikipedia is something special. It is like a library or a public park. It is like a temple for the mind, a place we can all go to think and learn.

To protect our independence, we'll never run ads. We are sustained by donations from our readers. Now is the time we ask.

[If Wikipedia is useful to you, please take one minute to keep it online, ad-free, and growing another year.](#)

<https://donate.wikimedia.org>

Thanks,  
Jimmy Wales  
Wikipedia Founder

**DONATE NOW »**



### 15 Candles

Wikipedia celebrated its "golden" birthday this year, turning 15 years old on January 15th. What was only an idea 15 years ago is now a paragon of online collaboration, with millions of free and open license articles, media, and more. [Wikipedia belongs to each of us](#), and you have helped give the world 15 years of discovery and joy. Rediscover how the encyclopedia evolved and check out [the most edited Wikipedia articles of all time](#).



### Wikipedia mobile apps are best in class

Last December, Wikipedia's mobile pageview count surpassed desktop pageviews for the first time in our 15-year history. Wikimedia Foundation developers have worked hard to redesign our mobile applications, and it's paying off. Wikipedia's Android app was named one of the [best apps of 2015](#), and our [completely redesigned iOS app](#) was just released this March. Explore app-only features like saving articles, improved search, and article suggestions tailored to your reading habits.



# Q2 - Online fundraising

## Email Send Highlight: Q3 Newsletter

In 2015, donors who received 2 newsletters during the year were **14% more likely to donate again** in December.

- **Mar 30 - Apr 1 2016**, sent 2 million newsletters to donors in the US and Great Britain
- Average open rate: 30%
  - **50% higher than industry average**
  - Unsubscribe rate < 1%

Donor response was overwhelmingly positive:

- ***“You are magnificent and it is a joy to contribute to something so full of generosity in so many ways!”***
- ***“OMG finally! Thank you for this update! This is the kind of thing you want as a donor!”***

**13,792 total tickets received in Zendesk** (53.7% increase from Q3 2015)

Avg. response time 14 hours overall (35.39% decrease from Q3 2015)

### **Most common emails:**

- 3,064 (22.21%) Help on payments or donation flow
- 560 (4.06%) Response to nicest compliments (tagged "we\_love\_you\_too")

### **Most common complaint/problem tickets:**

- 2,239 (16.23%) Bank transfer information requests
- 1,745 (12.65%) Bulk email complaints: donors with multiple email addresses, primarily
- 1,627 (11.79%) Recurring donation cancellation requests
- 634 (4.59%) Email address update requests
- 574 (4.16%) Confirmation of donation requests
- 210 (1.52%) Technical errors relating to forms & donating

## Q3 - Major Gifts, Foundations and Endowment

Objective: \$2 million



Objective	Measure of success	Status
Raise \$2 million for the operating fund	Amount raised	Done. FY target of \$8m surpassed.
Recruitment for Endowment Board	Onboard 3 members before end of fiscal year	2 members recruited. Jimmy Wales & Annette Campbell-White (pending WMF Board approval at April Berlin meeting)
Close out holiday giving processes	All gifts in CiviCRM, tax letters sent, benefactor page updated, handwritten notes sent.	~200 handwritten notes remain to be written and sent.
Annual Report release and delivery	Annual report hard copy printed and sent. Soft copy sent.	Hard copy pending. Soft copy released.

# Q3 - FR Tech



Objective	Measure of success	Status
Increase level of PCI compliance for fundraising cluster	PCI SAQ A-EP complete	Not Done
Support fundraising in Spanish speaking LATAM countries	Payment processing via Astropay ready to go for April campaigns by fr-online	At risk At internal test but not campaign ready
Start PayPal re-integration	Start PayPal upgrade (no intermediate goal yet defined)	Done
Donor database cleanup: First Phase	Civi manual dedupe merges are reversible	Done
Reduce SPOF in donation pipeline	Make all necessary code changes to prepare to replace ActiveMQ with Redis. Set target date to do the replacement in production	*Postponed



# Q3 - Strategic Partnerships



Objective	Measure of success	Status
Secure 4 new Zero deals	Completion of 4 successful launches	4 launches (3 WP Zero and 1 new WiFi partnership)
Assess partner usage of our content syndication and data services	Refinement of syndication strategy and products	Submitted data asks to Google. Attempted to re-ignite relations with Apple
Explore one or two innovative partnerships	Assessment of high impact but low probability initiatives (e.g. SMS/USSD service, edu-tainment partnership with YouTube, multi-media content, etc)	SMS assessment still in progress YouTube - low priority for product related development
Draft FY 2016-17 Plan	TBD	Done