Quarterly review
Advancement and Fundraising
Tech
Q2 - 2015/16

Approximate team size during this quarter: 27 FTE
Partnerships: 7 FTE; Online Fundraising and Operations: 8 FTE;
Foundations, Major Gifts, and Endowment: 5 FTE;
FR-Tech: 7 FTE

KPI

| Funds raised | $46.9m raised in Q2 | $54.9m raised Fiscal Year-to-Date | $13.4m needed to reach annual goal |

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## Q2 - Advancement

<table>
<thead>
<tr>
<th>Objective</th>
<th>Measure of success</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FOCUS</strong> - Raise $32 million in Online and Email campaigns in the US, Canada, U.K. Australia, New Zealand, Ireland, Italy, and France</td>
<td>Amount raised</td>
<td>$43 million raised (preliminary number). We exceeded the quarterly goal to put us on target to reach the annual $68.2 million budget goal.</td>
</tr>
<tr>
<td><strong>FOCUS</strong> - Raise $2 million through Foundations and Major Gifts</td>
<td>Amount raised</td>
<td>$4 million raised (preliminary number).</td>
</tr>
<tr>
<td><strong>STRENGTHEN</strong> - Complete the Endowment Plan and messaging; Prepare to launch Endowment Campaign in January</td>
<td>Buy in from the board and key donors</td>
<td>Board approved endowment plan. External announcement in conjunction with Wikipedia 15. Conversations with key donors to begin end of January.</td>
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</table>
# Q2 - Strategic Partnerships

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<tbody>
<tr>
<td>Goal 1 - <strong>FOCUS</strong></td>
<td>Identify and tap potential partners with substantial impact around: reach, revenue, community, content, and/or other benefits</td>
<td>List of key potential partners identified and in various stages of outreach</td>
</tr>
<tr>
<td>Create pipeline of strategic partnerships</td>
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<tr>
<td>Goal 2 - <strong>FOCUS</strong></td>
<td>Successful launches</td>
<td>Launched 14 partners - 10 in Caribbean, and other countries included Serbia, Angola, Tunisia and Algeria. Total reach added in Q2 estimated at 28M subs</td>
</tr>
<tr>
<td>Secure 10 new Zero deals</td>
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<tr>
<td>Goal 3 - <strong>STRENGTHEN</strong></td>
<td>Deliver multiple feature descriptions for mobile web and app planning for Global South</td>
<td>Roadmap features with Reading team established. Features for Q3 include: better preload tracking, App support for new zero features, improved web page performance and more.</td>
</tr>
<tr>
<td>Identify app and mobile web needs for Global South and coordinate with Reading team on feature roadmap</td>
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<tr>
<td>Goal 4 - <strong>EXPERIMENT</strong></td>
<td>Research</td>
<td>Work still in progress.</td>
</tr>
<tr>
<td>Refine syndication strategy, potential customer assessment, and business case</td>
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</tbody>
</table>
“New and Updated” from Google Play

- One week promotion from Nov 5 - 12
- Featured globally
- Resulted in 200,000+ new downloads (1.4% increase of our install base)
“Best of 2015” from Google Play

- Ran from Dec 3 through the new year
- Featured markets included Mexico, Russia, Japan, India and Indonesia
- Resulted in 350k+ new downloads WW (~150k+ from above countries)
## Q2 - Major Gifts, Foundations and Endowment

**Objective: $2 million**

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<tr>
<td><strong>FOCUS:</strong> Raise $2 million</td>
<td>Amount raised</td>
<td>$3.94 million raised (preliminary number as of Jan 12).</td>
</tr>
<tr>
<td><strong>STRENGTHEN:</strong> Hold successful fundraising event</td>
<td>Host 200 people, Raise $200k, Strengthen relationships</td>
<td>Goals achieved, except revenue target - event raised $120k</td>
</tr>
<tr>
<td><strong>STRENGTHEN:</strong> CRM discovery</td>
<td>Decision on best CRM options</td>
<td>Plan to make improvement to Civi in FY16-17.</td>
</tr>
<tr>
<td><strong>FOCUS:</strong> Finalize endowment terms and prepare for launch.</td>
<td>Public launch of endowment. Ready to begin conversations with key donors.</td>
<td>Announcement at Wikipedia 15.</td>
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</table>
## Q2 - FR Tech

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<tbody>
<tr>
<td><strong>FOCUS: Support the Big English fundraiser</strong></td>
<td>Fundraising creative reaches their donation goals in December</td>
<td><strong>Done</strong> - <em>3.46 Million separate online donations in Q2 2015</em></td>
</tr>
<tr>
<td><strong>STRENGTHEN: Get France campaign tech-ready</strong></td>
<td>Fundraising creative reaches donation goals in October (in France)</td>
<td><strong>Done</strong></td>
</tr>
<tr>
<td><strong>EXPERIMENT: Support Banner History rollout</strong></td>
<td>Fundraising creative is able to see patterns and problems with banner consumption, before December</td>
<td><strong>Done</strong></td>
</tr>
<tr>
<td><strong>EXPERIMENT: Start investigating SmashPig as its own code project</strong></td>
<td>Rough estimate of the work involved to create the open source project -OR- a decision not to move forward with independent payment libraries</td>
<td><strong>Didn’t Start.</strong> This evaluation was only going to proceed in Q2 if it didn’t interfere with mission-critical goals, and the preliminary conversations turned out to be extremely disruptive for all parties. Decision to halt progress on this goal until a less complicated time, was made early in the quarter (mid-October).</td>
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## Q2 - Online Fundraising

**Objective:** $32 million

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<tr>
<td><strong>FOCUS:</strong> Run and publicly post a reader survey on best banners of 2015</td>
<td>Survey posted in November with launch announcement for English campaign</td>
<td>Survey is posted: <a href="https://upload.wikimedia.org/wikipedia/commons/2/25/Wikimedia_Reader_Survey_November_2015.pdf">https://upload.wikimedia.org/wikipedia/commons/2/25/Wikimedia_Reader_Survey_November_2015.pdf</a></td>
</tr>
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</table>
| **STRENGTHEN:** Test & run campaigns with new World Pay and Amazon integrations | - France campaign completed  
- Have Amazon tested and included as payment option for US during Big EN | Done |
| **STRENGTHEN:** Add a backup credit card processor | Have backup tested during Big EN | Done |
| **EXPERIMENT:** Increase sales at the Wikistore | Increase sales by adding the store link to the Thank You page | Done. More info in the slides to follow |
Q2 - Online fundraising

Banner and Email Breakdown

Nov. - Dec. 2014

- Banners: $28M (81.9%)
- Email: $6M (18.1%)

Nov. - Dec. 2015

- Banners: $22M (64.6%)
- Email: $12M (35.4%)

Note: Preliminary data, totals may change after final reconciliation
Q2 - Online fundraising

Dec. 2014

$5M

- Desktop: 79.2%
- Mobile & Tablet: 20.8%

$19M

Dec. 2015

$4M

- Desktop: 80%
- Mobile & Tablet: 20%

$16M

Note: Preliminary data, totals may change after final reconciliation.
Q2 - Online fundraising

- **21,927** donations
- **$212,018**

Mobile Test Highlight: “Remind me later”

- **22,912** donations
- **$223,648**

PLUS:

- **21,339** additional email addresses collected
- **$12,253** raised directly from reminder emails
Thank you for your gift. Your generosity helps protect the world’s biggest free encyclopedia.

Contributions from readers like you are the foundation of Wikipedia. We appreciate your support.

We believe in a world in which every single human being can freely share in the sum of all knowledge. Your donation will help us get there.

**FY 15/16**

Gross Sales: $74,383.34  
Net Sales: $29,933.74

**December Top Selling Products**

#1 Free knowledge t-shirt (men)  
#2 Globe hoodie (Unisex)  
#3 "I edit Wikipedia" box t-shirt (men)

Link added to the *Thank You* page during big EN campaigns.
Free knowledge t-shirt (men)

Free knowledge t-shirt by Catherine Dimalia. Express your enthusiasm for the colorful collection of free public domain (CC-0) media on Wikipedia with this blackletter font zero t-shirt. A typographic illustration that draws visual parallels between the first mass printed texts—the Gutenberg Bible, for example—and Wikimedia Foundation’s mission to make all knowledge accessible to all people at zero cost.

- 100% Cotton
- Machine wash warm, inside out (do not bleach)
- Sizing guide for Alternative Apparel 1070

$25.00 USD

Size: Small
Qty: 1

Add to cart

Gross Sales breakdown

- July: $1,797.00
- August: $1,728.00
- September: $1,357.00
- October: $1,768.00
- November: $18,127.34
- December: $49,606.00

Free Knowledge Shirt - our top selling product in December
### Q2 - Fundraising Operations

#### Donor Services and Feedback

<table>
<thead>
<tr>
<th>Description</th>
<th>Count</th>
<th>Percentage</th>
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<tr>
<td><strong>45,201 total tickets received in Zendesk</strong> (16.8% increase from Q2 2014)</td>
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<tr>
<td>28,824 (63.7%) tickets from December/Big English campaign</td>
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<tr>
<td>Avg. response time 86 hours overall (Oct/Nov Avg 13 hrs)</td>
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**Most common emails:**
- 17,126 (37%) Help on payments or donation flow
- 4,282 (9.4%) Response to nicest compliments (tagged "we_love_you_too")

**Most common complaint/problem tickets:**
- 10,510 (23.2%) Bulk email: donors with multiple email addresses, primarily
- 1,412 (3.12%) Info_Requests: followups with donors to troubleshoot errors
- 1,249 (2.76%) Geolocation errors
- 855 (1.89%) Credit card issues
- 706 (1.56%) Banner complaints