Advancement Tuning Session

WIKIMEDIA
FOUNDATION

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.

Brand Awareness: (B-BAW), **Worldwide Readership** (W-AIC)
- **South & SouthEast Asia:** To grow brand awareness in emerging markets, and identify new readership funnels, we continue to study the impact of onboarding third-party reusers of Wikipedia content to [Wikipedia Preview](). This quarter we launched WP with [SWA Magazine]() in **Indonesia** and with [GCPN]() in **India**, reaching ~500K/mo.

Thriving Movement: Grow in Underserved Communities (T-GUC)
- **Global:** Secured a partnership with [Wiley Publishing](), granting eligible Wikipedia editors free access to Wiley's online library through The Wikipedia Library program. This huge partnership deal offers open access to >4 million articles from 1,600 journals, >22,000 books, and hundreds of reference works, laboratory protocols, and databases.
- **LatAm:** Partnered with the **Inter-American Development Bank** and Wikimedia **Argentina** to develop a 4-week training course for 100 students from 18 countries. 80% of students completed the Wikimedia training project and are being considered for placement in fellowships / internships with Wikimedia chapters in LatAm and at the Foundation!
- **LatAm**: Partnered with **Colombia**'s **Ministry of Education** and WM Colombia to deploy a series of webinars & editathons for >250 educators. This project will be scaled next year as part the "Reading Wikipedia in the Classroom" program.
- **Sub-Saharan Africa:** Secured support from the **African Union** to recognize WikiIndaba as part of the annual Africa Youth Month in November, announced publicly at the annual WikiIndaba meeting. With Wikimedia **Uganda**, we funded and launched an annual campaign, WikiVibrance, to engage and mentor African youth in 6 African communities.

Target quarter for completion: Q4 FY21-22

Partnerships

Key Results	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. **Baseline:** N/A	Ongoing	Amazon: $1M Google: Enterp. TikTok African Union IBB	Wiley African Union IDB		
Deliver best-in-class partnerships support to WMF departments, as measured by a **Net Promoter Score >90** **Baseline:** 91 Net Promoter Score	>90	Measured Semi-Annually (Q2 and Q4)	95		

Department: Advancement

Revenue

Objective:

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

Some high priority work includes:

- Reached the Q2 target of $82M through English campaign
- Reached the $12M annual Major Gifts target and $10M Endowment annual target
- The Endowment was incorporated as an independent legal entity and an application for 501c3 status was filed
- Development of educational resources for movement fundraising are in progress
- Ran a brief pilot experiment with the Product Department to send an email invitation to edit Wikipedia to a small group of US donors

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 **Baseline:** $0	$147.8million	$ 39.8million	$134.9 million		
Raise $123.8M FY in Online Fundraising **Baseline:** $0	$123.8 million	$ 34.5million	$108 million		
Raise $12 million in Major Gifts 2020-21 FY **Baseline:** $0	$12 million	$5.4 million	$16 million		
Raise $10 million for the Endowment in 2021-22 FY **Baseline:** $0	$10 million	$1.4 million	$12 million		
Raise $12 million from chapters in 2020-21 FY **Baseline:** $0	$12 million	$935K	$10.5 million		
700 planned giving commitments **Baseline:** 0 planned giving commitments	700	57	426		

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.

Q2 highlights include:

- Successful product launch to the public on 10/25/21 at https://enterprise.wikimedia.com/
- Rewrote our user authentication system to improve security in advance of initial customer use
- Successful launch of our customer support function in January 2022
- Completed a security review and response plan in January 2022
- Developed a first version of a pricing model to use for sales to interested potential customers

Target quarter for completion: Q4 FY21-22

Department: Advancement

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. **Baseline:** $0	$10m	$0m	$0m		
Deliver a commercial version of the Enterprise product that additionally supports medium and small enterprise customers by June 30, 2022. **Baseline:** 0%	100%	50%	50%		
Launch and scale a customer support and success program by June 30, 2022. **Baseline:** 0%	100%	50%	80%		

Department: Advancement

Appendix