

ATTRACT AND RETAIN NEW VOLUNTEERS FOR WIKIMEDIA PROJECTS



The number of active editors in Wikimedia projects has been steadily shrinking for years. But Wikipedia is a living encyclopedia and needs constant care and maintenance to be an up-to-date and widely trusted source of free knowledge. Our goal is to raise the number of users in an efficient and consistent way. We want to guarantee openness, diversity and a continued high quality. By synthesising our findings from analyses conducted in 2016 on new editors retention, we plan to create a sustainable growth of our community and encourage to engage further in 2017. We want to utilise the wide reach of Wikipedia to motivate its thousands of thousands readers to become active editors.

Our goal for 2017

Increase the number of volunteers active in Wikipedia through an online campaign which motivates the highest possible number of Wikipedia readers to engage as active editors. **Performance Indicator:** In the course of 2017, the monthly increase of new editors with ten+ edits (and thus passing the 'new editor threshold') reaches or surpasses the monthly increase of the respective 2016 months.

We aim to reach that with online banner campaigns on Wikipedia addressing readers that are already interested in Wikipedia. There will be five campaigns running in 2017:

Thank-You-Campaign January 2017

Following our yearly fundraising campaign we thanked our donors and asked them to actively contribute to Wikipedia as editors. The "Get Involved!" landing page showed helpful links but also videos and tutorials created in collaboration with the community to ease getting started in Wikipedia. At the end of the campaign we asked the readers to register on Wikipedia. **Result: 375 Clicks on "register now"**



Summer Campaign 2017

Similar to the previous campaigns, this campaign showed banners to readers not logged into Wikipedia. This time, two different banners were shown: Half of the readers saw a playful, animated banner. The other half saw a rather factual, static banner. The playful banner led to an external landingpage (not on Wikipedia) where the playful style was continued. The factual banner led to an on-wiki page. As in the previous campaigns, videos and guided tours were reused on both pages and its impact was tested. The aim of the campaign was not only to gain new editors, but to test if a playful or a more matter-of-fact approach is more appealing to potential new editors. Also for the first time, we tried live-monitoring and adjusted the draw of the banners throughout the campaign and conducted a social media campaign. **Result: tbd.**



Thank-You-Campaign January 2018

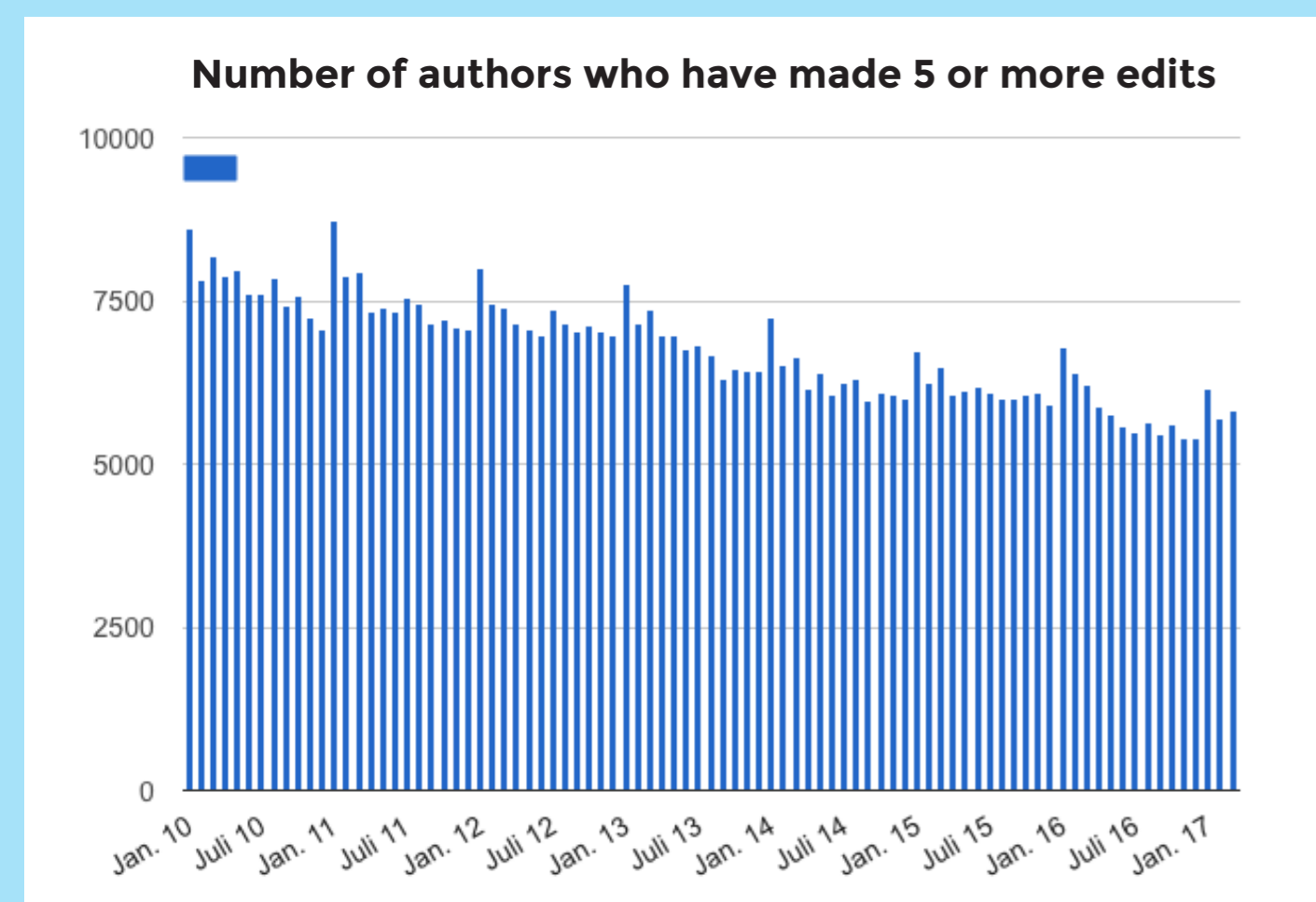


Spring Campaign April 2017

A banner was shown to readers not logged into a Wikipedia account. After clicking on the banner, they were directed to a Wikipedia page (landing page) inviting them to get involved. On that page we described how everyone can correct mistakes while reading an article, how to do that, and that a registration can be the first step to do so. The call to action was to create a user account. Additionally, a guided tour was randomly offered to half of the newly registered users. The guided tour showed how to navigate the initial Wikipedia screen and displayed further ways of getting started. **Result: 319 newly registered users**



Fall campaign October 2017



YOUR IDEAS

What do you think we could do to attract new volunteers for Wikipedia?
How could our next campaign look like?
Please leave your ideas here:

GET IN TOUCH WITH US!

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CREDITS

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