

Advancement

May 2018 quarterly check-in



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May 2018

Partnerships & Global Reach[9.2](#) and [9.3](#)**Annual Goal: Increase reach and awareness of Wikimedia projects in emerging countries**

| Quarterly Goals: | Dependencies: | Status: |
|---|---|---|
| LAST QUARTER | | |
| <ol style="list-style-type: none"> 1. Begin sunsetting Wikipedia Zero Program. 2. Contact Wikipedia Zero partners in Asia to support new Singapore data center IPs. 3. Complete partnership pipeline and strategic plans for Mexico and Nigeria and pursue partnerships to increase reach and awareness. 4. Implement Project Tiger & SMS pilot. 5. Explore content translation & creation pilot with Google. 6. [Cross-functional] - New Readers. | <p>Legal, Comms, Audience, external partners.</p> | <ol style="list-style-type: none"> 1. Done and on-going 2. Done and on-going. 3. Done and on-going 4. Done and on-going. 5. On-going 6. Continuing from Q2. |
| STATUS TOWARD ANNUAL GOAL: IN PROGRESS FOR FY1718 | | |

GLOW Program

Growing Local Language Content on Wikipedia

Encourage Wikipedia communities from underrepresented languages and countries to create articles in local languages that address content gaps.



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A tiger with orange fur and black stripes is standing in shallow water, looking directly at the camera. The background features green, blade-like plants. The text is overlaid on the right side of the image.

To save
tigers, you
need to save
the forests.

Project Tiger



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Public domain

Project Tiger

Pilot project to create locally
relevant, high quality content in
Indian languages



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Partners



Google

Funding for the project, laptops,
internet stipends and list of relevant
topics based on search

Centre for Internet & Society (CIS)

On-the-ground project management

Wikimedia India

Community liaison

Indian language Wikipedia communities

Article creation



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Objectives

- Empower existing active editors
- Upskill high potential communities
- Foster long-term community health
- Document learnings to inform refinement & scaling GLOW Program
- Not designed to attract new editors



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Pilot approach

- Assess needs
- Curate topics list
- Provide resources (laptops & stipends)
- Hold article writing contest
- Upskill the winning community



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Update

- **November 2017 to June 2018**
- 12 Language communities
- **50 laptops** given, including to 11 women
- **44 internet stipends**; 12 women
- **128** active participants
- **2098** articles created
- **87852** page views: for new articles
- Best performing community:
https://meta.wikimedia.org/wiki/Supporting_Indian_Language_Wikipedias_Program/Support/Laptops#Recipients
- Banner campaign with an appeal from Jimmy



[Filpro: Langage region map of India, CC-BY-SA 4.0](#)



Statistics

| DATE | WEEK | PARTICIPANTS | ARTICLES | PARTICIPANT GROWTH % | ARTICLE GROWTH % |
|----------|------|--------------|----------|----------------------|------------------|
| 7 March | 1 | 20 | 46 | - | - |
| 14 March | 2 | 42 | 177 | 110 | 285 |
| 21 March | 3 | 76 | 326 | 81 | 84 |
| 28 March | 4 | 110 | 563 | 45 | 79 |
| 5 April | 5 | 118 | 809 | 7 | 39 |
| 14 April | 6 | 149 | 1057 | 26 | 31 |
| 19 April | 7 | 89 | 1121 | -40 | 6 |
| 26 April | 8 | 104 | 1345 | 17 | 20 |
| 3 May | 9 | 124 | 1799 | 19 | 34 |

Banners

Control banner (launched March 14)



Current banner (launched April 13)



Observations & Learnings

- Delays in project start up
- Effective local chapter / affiliate / implementing partner
- Clear WMF internal project management
- Community outreach before & during project
- Topics list
- Balancing interests of project stakeholders: funding partner, community, WMF.
- Recurring/long-term interventions are better received than one-time interventions



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Scaling the GLOW Program

Proposed Countries*: Mexico, India, Indonesia, & Tunisia

Languages: Spanish, Bahasa Indonesia, Arabic, 10 Indic languages

Approach: phased scaling initially with Mexico, India and/or Indonesia in Q1/Q2 of FY18-19.

New Delhi meeting: WMF, Google, Community meeting on May 16th.

WMF/Google program scaling discussions



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Wikipedia Zero Sunset



Sunset overview

- Gradual shutdown
- Done in groups 2 months apart
- Wrap up final partners in December
- Exceptions



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"Ships and sunset" by [George Goda](#), under [CC-BY 2.0](#), from Wikimedia Commons

Shutdown process

Current group:

- Notifications sent out in early April
- Offer assistance with notification of Wikipedia users
- Banners updated 2-3 weeks before termination
- Banners removed in early June



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"Ships and sunset" by [George Goda](#), under [CC-BY 2.0](#), from Wikimedia Commons

Partnership initial assessment

Have an initial conversation with the partner to assess the opportunity

- Value and mission compatibility
- How the proposal works with legal, policy, community and PR
- Understand the likely impact and feasibility of the opportunity
- Determine WMF group representatives to add in subsequent discussions

Assessment outcome

Possible directions:

1. Conclusion if we are not aligned on values and purpose
2. Answer basic questions
 - Trademarks
 - Open source licensing
 - API
3. Follow-up meeting with WMF team representatives that can explore proposal further.

Ongoing participation

1. Exploration stage

- a. Partnerships is the primary PoC
- b. Coordinate overall participation among multiple departments
- c. Participate in exploratory conversations

2. If a direction/project is established:

- a. The main department involved becomes the primary PoC
- b. Support internal teams with any partner relationship concerns
- c. Occasionally check in with the primary PoC / partner

May 2018

Partnerships & Global Reach9.1 and 9.3

Annual Goal: Increase reach and awareness of Wikimedia projects in emerging countries

| Quarterly Goals: | Dependencies: | Status: |
|---|---|---|
| NEXT QUARTER | | |
| <ol style="list-style-type: none"> 1. Kick off/continue Wikipedia Zero termination notifications 2. Complete Project Tiger & present high-level results from pilot. 3. Finalize testing of Wikipedia via SMS pilot in Iraq. 4. Finalize partnership opportunities for Mexico & Nigeria to increase reach and awareness. 5. Complete IP Update needed for Singapore data center. 6. Sign MoU with UNICEF & define pilot parameters 7. Explore content translation pilot with Google & disinformation collaboration with YouTube. 8. [Cross-functional] - New Readers. | <p>Legal, Comms, Audience, external partners.</p> | <ol style="list-style-type: none"> 1. In progress. 2. In progress. 3. In progress. 4. In progress. 5. In progress 6. To do 7. To do 8. Continuing from Q3 |

May 2018

Fundraising Tech

| Quarterly Goals: | Dependencies: | Status: |
|--|--|--|
| LAST QUARTER | | |
| <ol style="list-style-type: none"> Support Q3 campaigns in five scheduled countries Restart Ingenico reintegration Assess Civi dedupe work and prepare roadmap for other features | <ol style="list-style-type: none"> Banner and Email teams Ingenico Civi stakeholders in Advancement | <ol style="list-style-type: none"> Done Partially done. Did not get to one hour test Done, now supporting manual dedupe |
| NEXT QUARTER | | |
| <ol style="list-style-type: none"> Make ingenico campaign ready Support Manual Dedupe | <ol style="list-style-type: none"> Ingenico Civi stakeholders in Advancement | <ol style="list-style-type: none"> In progress In progress |

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

- Donor Services team is great at manual dedupe and are now better supported than ever
- Unintended recurring donations from Big English took up a lot of time
- MediaWiki JavaScript issues were found in CentralNotice

What would you do differently if you had to do it again?

- Plan to make recurring refund processes more reusable

Did you struggle with anything?

- We have to be ready for payment partners to introduce delays or their own bugs in refund processes

May 2018

Major Gifts & Foundations**Annual Goal: Raise \$8 million**

| Quarterly Goals: | Dependencies: | Status: |
|--|--|--|
| LAST QUARTER | | |
| <ol style="list-style-type: none"> 1. Wrap annual appeal & analysis 2. Publish & distribute Annual Report 3. Solicit 5 \$500k+ gifts | <ol style="list-style-type: none"> 1. none 2. Comms 3. Executive Office | <ol style="list-style-type: none"> 1. Complete 2. Complete 3. 3 conversations in progress |
| NEXT QUARTER | | |
| <ol style="list-style-type: none"> 1. Support Endowment outreach and asks 2. Warm big 3 markets (SF, CHI, SEA) in advance of Q1 & Q2 events 3. Move grant proposals | <ol style="list-style-type: none"> 1. None 2. None 3. Executive Office & C-levels | <ol style="list-style-type: none"> 1. In progress 2. In progress 3. In progress |
| STATUS : Complete - \$10.6 million raised | | |

Thank You Campaign: Craig Newmark Matching Gift

Blog, Twitter, & Facebook

Outcomes:

- Happy Donor
- Millions of impressions
- 150 pigeon photos were uploaded to Commons



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Upload your pigeon photos to Wikimedia Commons in honor of Craig Newmark

By [Wikimedia Foundation](#)

February 5th, 2018

The founder of Craigslist is an incredibly generous supporter of free and open knowledge and the Wikimedia movement. We want to thank him, and we need your help... along with your pigeon photos.



Photo by Alan D. Wilson, CC BY-SA 2.5.

May 2018

Major Gifts & Foundations

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

- Thank you campaign on social following Craig Newmark's \$650,000 gift exceeded expectations (see previous slide) due to excellent work from Comms team.

What would you do differently if you had to do it again?

- **Annual Report:** Increased emphasis on impact and metrics would help to improve future annual reports. We need to better define and evaluate impact of the annual report on the audience. This will allow us to take a more data-driven approach to future reports to determine key messaging.

Did you struggle with anything?

- There's still a lack of basic understanding of how Wikipedia works and it's impeding our ability to connect with potential donors and thought leaders at a high level.
- There is growing appetite to fund efforts to fight misinformation, curb harassment, and open science/open data, but we struggle to explain what projects we're taking on and to tell our story in a compelling, accessible way.

May 2018

Endowment**Annual Goal: Raise \$5 million; Secure 5 planned gifts**

| Quarterly Goals: | Who are you working with: | Status: |
|--|---|--|
| LAST QUARTER | | |
| <ol style="list-style-type: none"> 1. Close \$2M in gifts. 2. Fill 1 Advisory Board seat. 3. Hold cultivation dinners in SF and NYC. | <ol style="list-style-type: none"> 1. Advancement, Wikimedia Endowment Board 2. Advancement, Wikimedia Endowment Board 3. Advancement, Wikimedia Endowment Board | <ol style="list-style-type: none"> 1. Completed 2. In progress 3. Have held 1 dinner in SF, 2 in NYC, 1 in DC |
| NEXT QUARTER | | |
| <ol style="list-style-type: none"> 1. Close \$1.6 million in gifts. 2. Fill 1 Advisory Board seat. 3. Hold cultivation events in 5 additional cities. | <ol style="list-style-type: none"> 1. Executive Office & C-levels, Wikimedia Endowment Board 2. Wikimedia Endowment Board 3. Major Gifts, Executive Office, Wikimedia Endowment Board, HXMXN | <ol style="list-style-type: none"> 1. In progress 2. In progress 3. In progress |

STATUS TOWARD ANNUAL GOAL: \$3.4 million raised; 5 planned gifts secured

May 2018

Fundraising Operations

Annual Goal: Support for FR, Donors, Store & Community

Quarterly Goals:

Dependencies:

Status:

LAST QUARTER

- | | | |
|---|-----------------------|---|
| 1. Donor Services - Q3 Campaigns: Sweden, Italy | 1. Fr-tech, Fr-online | 1. Successful campaigns in Sweden & Italy |
| 2. Payments- Ingenico Connect | 2. Fr-tech, Ingenico | 2. Started, but didn't get to 1 hr test |
| 3. Community- Local Tax Campaigns IT, HU and PO. Project Tiger. | 3. Chapters, email | 3. Ongoing as planned into Q4 |

NEXT QUARTER

- | | | |
|--|--|---|
| 1. CiviCRM Dedupe expansion | 1. DS, Fr-tech | 1. Created guidelines, hired Q4 contractor, trained DS team, 15k records merged so far. Next step: building queries to segment list to manageable sets. |
| 2. New BTC processor - processing bitcoins | 2. Fr, tech, Finance, Legal, New BTC processor | 2. Coinbase (our former processor) sunsetted their merchant services. New BTC processor will provide the same kind of support. Integration to be roadmapped after Ingenico 1 hr test. |
| 3. Community - Wikivoyage, Project Tiger, Editor Recruitment, Advocacy campaigns | 3. Community, Chapters | 3. All In progress. |

STATUS TOWARD ANNUAL GOAL: On Schedule

May 2018

Online Fundraising

Annual Goal: Reached annual goal, \$73 million Q1-Q3

| Quarterly Goals: | Dependencies: | Status: |
|---|---|--|
| LAST QUARTER | | |
| <ul style="list-style-type: none"> • Raised \$9 million in online campaigns | <ul style="list-style-type: none"> • Fr-tech, Communications, Reading, Legal | <ul style="list-style-type: none"> • Exceeded annual goal |
| NEXT QUARTER | | |
| <ul style="list-style-type: none"> • Raise \$6M through online campaigns • Run editor engagement experiment in Sweden • Collaborate with Global Reach team on the Project Tiger campaign • Run an experiment with facebook ads • Run survey on English campaign donors | Fr-tech, Communications, Reading, Legal | In progress |

STATUS TOWARD ANNUAL GOAL: Achieved the Annual Goal! Beginning work toward FY2017-18 goal.

Thank you.



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