

Communication EXTERNAL PLAN

In blue the expected output and outcome out of the funding period

SCOPE	STRATEGIC GOALS	ACTIONS	KPI	EXPECTED OUTPUT / OUTCOME 2015	REAL ACTIONS / TARGET ACHIEVED Q2	EXPECTED OUTPUT / OUTCOME 2016	REAL ACTIONS (JUNE 2016)
COMMUNICATION/FUN DAISING	Celebration of decennial	a) Layout of the decennial brochure (printed and digital)	<ol style="list-style-type: none"> 1. Realization of the brochure 2. Number of people who receive the pdf file via e-mail 3. Number of openings of the emails 	<ol style="list-style-type: none"> 1. Realization of the brochure by May 2015 2. At least 15.000 people receiving the e-mail/At least 3.700 people opening the .pdf file 3. 15 new members 	Decennial Communication: - Decennial brochure realized and printed by December 2015 - Massive sending out of e-mails to around 24.000 people to invite them to the concert and to inform them about the decennial. - Opening of the emails: 5130 ACHIEVED		
		b) Making of a video for the decennial	<ol style="list-style-type: none"> 1. Realization of the video 2. Number of visualizations 	<ol style="list-style-type: none"> 1. Realization of the video by October 2015 2. At least 4.000 visualizations 	- Video recording of the concert in December, 2015 ACHIEVED - 1 video released in January, 2016 on Wikimedia Commons visualized by 300 people in a few days PARTIALLY ACHIEVED		
		c) Concert	<ol style="list-style-type: none"> 1. Organization of the event 2. Number of participants 	<ol style="list-style-type: none"> 1. Realization of the event by October 2015 2. At least half of WMI members participating 	- Event realized on December, 11 2015 ACHIEVED - Total participants: around 100. WMI members participating: around 15 PARTIALLY ACHIEVED		
	Building and engaging community	1) Donations from gadgets at Festival of Digital Freedoms	Donations vs gadgets	750 € for 100 gadgets from June 2015			

		within Festambiente (June 2015)					
		2) Recruiting new members at Festival of Digital Freedoms within Festambiente (June 2015)	Number of new members	10 new members			
	Increasing 5 x 1000 revenue for 2018	1) ADwords 5X1000	Number of donations		- Distribution of about 20,000 postcards in Monza (April, 2015) ACHIEVED	15% more than 2015	
		2) Postcards (creation, printing and distribution)					
	Increasing awareness of WMI and Wikimedia projects	Press office	Number of press clippings	20% more than 2014	Press clippings: 631 (from July,1st to December. 31st). Annual contract with L'Eco della Stampa (media monitoring service) ACHIEVED	25% more than 2015	Press clippings: 360 (from Jan,1st to June,30th 2016) Arrangement of a photographic exhibition of WLM pictures across Italy 1 press conference (with a joined press release) for the collaboration with Micheletti Foundation in Brescia in March 2016
NEW EVENTS (not in the proposal)					October, 21st, Varese, Iolanda Pensa, Ilario Valdelli and Dario Crespi (Wikimedia Italia members) gave a presentation at Festival del Racconto about "Wikipedia: l'enciclopedia online con 500 milioni di lettori, 70 mila redattori volontari" (10 participants) ADDED		
					October, 24th: Wikimedia Italia annual assembly in Rome. Before the meeting the conference "Far(e) Open took place. (30 participants) ADDED		

				<p>October, 30th. Montalcino (SI): Alberto Scaravaggi (Wikimedia Italia member) gives a speech on freedom of panorama in "45 minuti con...", an event organized by Officina Creativa dell'Abitare. (10 participants)</p> <p>ADDED</p>		
				<p>October, 31st, Bologna: Ginevra Sanvitale (Responsabile Progetti di Wikimedia Italia) participate to the two days event "Hack or Di(y)e)", with a presentation entitled: "Chi ha paura di Wikipedia?" (Who's afraid of Wikipedia?) (30 participants)</p> <p>ADDED</p>		
				<p>November, 25th: Interview to Andrea Zanni on the tv show "Stato dell'arte" about Wikipedia. Title: "Wikipedia vs Treccani". (27135 viewers)</p> <p>ADDED</p>		