Welcome!

New hires in March:
- Joel Aufrecht - Team Practices - SF
- Michael Beattie - Fundraising - MA (conversion)
- Stephane Bisson - Collaboration - Canada
- Terry Gilbey - Chief Operating Officer
- Michael Holloway - Mobile - MI
- Kourosh Karimkhany - VP of Strategic Partnerships - SF
- Jan Moritz Muehlenhoff - Tech Ops - Germany
- Megan Neisler - Admin - SF (conversion)
- Kevin Smith - Team Practices - SF

Contractors, Interns & Volunteers:
- Heta Fell - Fundraising - SF
- Reeta Kemppi - Communications - SF
- Samantha Lien - Communications - WA
Milestones for March 2015

- **VisualEditor**: Reaching release-readiness (all identified Q3 blockers resolved).
  - Launch of new RESTBase API which helped reduce mean client HTML load time by **40%**

- **Inspire campaign** for grant proposals to address the gender gap
  - **267** ideas created (goal: 100)
  - **631** participants (goal: 500)
  - **40** proposals under review

- **Wikimedia v. NSA**: Taking a stand for user privacy and against mass surveillance.
Making Data-Driven Decisions

Wikimedia Foundation Monthly Meeting
April 7, 2015
2015 Call to Action:

“We will make decisions based on data.”
“make decisions”

...daily, hourly
Agenda:
Data-driven decisions in the 2014 English Fundraiser

What People Do
Megan Hernandez — 10 minutes

What People Think
Lisa Gruwell — 10 minutes

What People Say
Pats Pena — 5 minutes

Upcoming Trends
Ellery Wulczyn — 5 minutes

Discussion / Questions
10 minutes
## Data Matrix for the English Fundraiser

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## December Online Campaign Overview

$33 million raised from 2.5 million donations

<table>
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<tr>
<th>Country</th>
<th>donations</th>
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</thead>
<tbody>
<tr>
<td>United States</td>
<td>$22,786,261.26</td>
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<tr>
<td>United Kingdom</td>
<td>$3,253,422.15</td>
</tr>
<tr>
<td>Australia</td>
<td>$2,122,173.47</td>
</tr>
<tr>
<td>Canada</td>
<td>$1,863,338.44</td>
</tr>
<tr>
<td>New Zealand</td>
<td>$201,496.52</td>
</tr>
</tbody>
</table>

[United States map](#) [United Kingdom map](#) [Australia map](#) [Canada map](#) [New Zealand map](#)
2013 vs 2014 Banner Breakdown, By Device

2013
- Desktop: $13.3m
- Mobile: $300k

2014
- Desktop: $19.4m
- Mobile & Tablet: $5.1m

17X more donations on mobile and tablets in 2014 than in 2013.
Email Fundraising Overview

- 4,480,086 emails sent
- $7,171,201 raised
- Doubled number of email A/B tests from 2013

2013: $4.1m
2014: $7.1m

73% more revenue via email in 2014
Large vs Small Banner Comparison

Dear Readers:

We'll get right to it: This week we ask you to help Wikipedia. To protect our independence, we'll never run ads. We survive on donations averaging about $15. Only a tiny portion of our readers give. Now is the time we ask. If everyone reading this right now gave $3, our fundraiser would be done within an hour. That's right, the price of a cup of coffee is all we need. If Wikipedia is useful to you, please take one minute to keep it online and ad-free. We're a small non-profit with costs of a top website: servers, staff and programs. We serve millions of readers, but we run on a fraction of what other top sites spend.

Wikipedia is something special. It is like a public library or a museum where we can all go to learn. Wikipedia is written by a community of volunteers with a passion for sharing the world’s knowledge. Please help us end the fundraiser and get back to improving Wikipedia. Thank you.

DEAR WIKIPEDIA READERS: We'll get right to it: This week we ask our readers to help us. To protect our independence, we'll never run ads. We survive on donations averaging about $15. Only a tiny portion of our readers give. If everyone reading this right now gave $3, our fundraiser would be done within an hour. That's right, the price of a cup of coffee is all we need. We're a small non-profit with costs of a top website: servers, staff and programs. Wikipedia is something special. It is like a library or a public park where we can all go to learn. If Wikipedia is useful to you, take one minute to keep it online and ad-free. Thank you.
Looking at the entire month of December, the donation rate of the large banners was roughly 5 times greater than the donation rate of the small banner.
Mobile donation rate 2-3 times lower than desktop.
A day in the life

<table>
<thead>
<tr>
<th>Time</th>
<th>Activities</th>
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Which test won?
Mobile Message Length
Which test won?
Mobile Message Length

27% increase in donations
Which test won?
Desktop Message

“We’ll get right to it: This week we ask our readers to help us.”

“We’ll get right to it: Only 2 days left in 2014 to help Wikipedia.”
Which test won?
Desktop Message

“We’ll get right to it: This week we ask our readers to help us.”

“We’ll get right to it: Only 2 days left in 2014 to help Wikipedia.”

25% increase in donations
Example Banner Variations

350 fundraising banners tested in 2014
40% more banner tests than in 2013
60% of donors gave the first time they saw a banner

WIKIPEDIA

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DEAR READERS:

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DEAR WIKIPEDIA READERS:
Fundraising Banner User Testing

User feedback inspired many banner improvements that increased fundraising, including:

- **13%** increase with a larger font on desktop
- **12%** increase with bigger buttons on mobile

Banner language that elicited the most positive feedback from users includes “never run ads,” “non-profit” and “free online.”
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Feedback from the December Donor Survey

In the past year, about how many times have you seen a fundraising message on Wikipedia? (268,903 respondents)

- This was the first time
- A couple of times
- Dozens of times
- It seems like it's always there
- We never seen a fundraising message on Wikipedia

What People Think Donor Survey
Feedback from the December Donor Survey

Check any of the following that represent how you feel

(265,399 respondents)

- The more Wikipedia runs fundraising messages, the less I notice them
- I have learned how to ignore ads on the internet
- I always pay attention to Wikipedia's fundraising messages when they're running
- I am annoyed when I see fundraising messages on Wikipedia
- It seems like Wikipedia is always running fundraising messages
- Wikipedia usually is not running fundraising messages
- I've never noticed fundraising messages on Wikipedia
- I am not annoyed when I see fundraising messages on Wikipedia
Feedback from the December Donor Survey

49,123 online donors indicated that they would like to receive information about how to edit Wikipedia in December alone.
<table>
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Darker colors indicate intensity.

For each statement, please choose whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with that statement, or have no opinion.
Large vs Small Banner Comparison

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On a scale of 0-5, where 0 means very subtle and 5 means very intrusive, how would you rate this fundraising appeal?
Focus Group Sentiment Towards Wikipedia

50+ focus groups were organized around the world between 2010 and 2015.

#1 reason focus group participants donate: because Wikipedia is useful, all the time, and they want to pay back the value they get from its resources.

"Right now it’s a knowledge tool. As soon as you have ads, then there’s something else that’s being marketing to me. It’s a different company."

- Los Angeles Focus Group Participant

"For me, it didn’t feel like charity. It felt more like user fees. I pay for every different thing, and this site is available to me for free. Yes, I should pay for it."

- New York Focus Group Participant
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- **Donor Services**: 24,549 emails tagged
- **Social Media**: 29,457 mentions
- **Wikimedia-l and Meta**: 165 comments from 48 community members
Donor Services Overview *

76% increase in tickets in Q2 2014

32% of total tickets tagged "we_love_you_too"

14% of total tickets tagged "complaints"

37,570 Total tickets

- 32,279 Other Tickets
- 2,101 Bulk Email
- 1,475 Geolocation
- 980 Tax Deductibility
- 734 Banner Issues

* (October - December 2014)
Sample of Most Common Comments Received by Donor Services

- “Thank you for the amazing gift and resource you and your organization provide to the world!”

- “Thank you, I enjoy Wikipedia nearly everyday. It’s my everything go to.”

- “I use it constantly, constantly. It is my primary opening in every stream of inquiry, and internal linking provides layered backup which is invaluable.”

- “Thank you. We take Wikipedia/ Media Foundation for granted, because you’re always there for our inquiries and information.”
Sample of Most Common Full-screen Banner Comments Received by Donor Services

- “I think that you should use this popup more often. I have seen fundraising ads on Wikipedia many times, but today was the first time that I actually gave money to the organization.”

- “There have probably been lots of fundraising messages that I just didn't really read. This one was big and I saw it. This isn't the first time I've donated to wikipedia. I use wikipedia all the time and I like it just the way it is.”

- “It was more prominent than earlier ones, I sympathised before, but acted now.”

- “Seen them before and successfully ignored them. My bad.”
Twitter Sentiment Analysis

Wikipedia Fundraising Campaign Mentions, 11/01/14 - 01/02/15

All English Language Fundraising Campaign Mentions
Total Mentions: 29,457
Avg Sentiment Score: 87
Total Positive Mentions: 13,068 (44%)
Total Neutral Mentions: 14,364 (49%)
Total Negative Mentions: 2,025 (7%)

#KeepItFree Hashtag Mentions
Mentions, All Languages: 15,189
Mentions, English Only: 13,510
Avg Sentiment Score: 94
Avg Sentiment Score, English Only: 95

93% of Wikipedia fundraising mentions on Twitter were positive or neutral.

Data Source: Topsy Social Media Analytics
Wikimedia-I and Meta Overview

Activity on Wikimedia-I in December

- **165** comments
- **48** total contributors
- **50%** of comments made by 10 people

Topics Related to the Wikipedia Fundraising Campaign

- *Obnoxious Fundraising banners damaging the Brand*
  - 78 comments, 75% from the same 7 people
  - **47%**

- *FR emails, terrible and unbecoming*
  - 30 comments
  - **18%**

- *FR tech and policy questions (Russia, UK, Netherlands)*
  - 47 comments
  - **28%**

- *Fundraising Banners interfere with Google results*
  - 10 comments
  - **6%**

*excluding comments and responses by Board members and staff.*
Upcoming Trends

- New payment methods
- New campaigns (Latin America & Asia)
- Building our email list
- Increased focus on mobile & email
- Improvements to recurring donations
Discussion