

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 Kempfi - 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

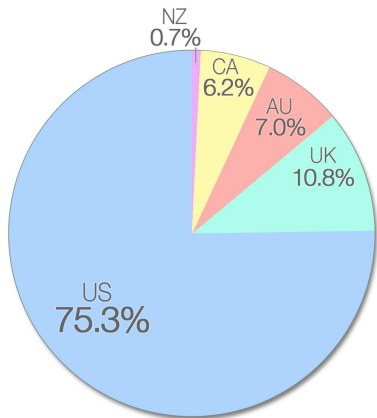
What People Do	What People Think	What People Say
Donations <i>2.5 million donors</i>	Donor Survey <i>270,254 donors</i>	Donor Services <i>24,549 emails tagged</i>
A/B Tests <i>350 banner variations</i>	Reader Surveys <i>2 x 1200 readers; 1 x 2300 readers</i>	Social Media <i>Twitter Sentiment Analysis</i> <i>29,457 mentions</i>
User Testing <i>20 tests</i>	Focus Groups <i>50+ (2010-2015)</i>	Wikimedia-I and Meta <i>165 comments from</i> <i>48 community members</i>






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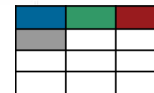
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December Online Campaign Overview

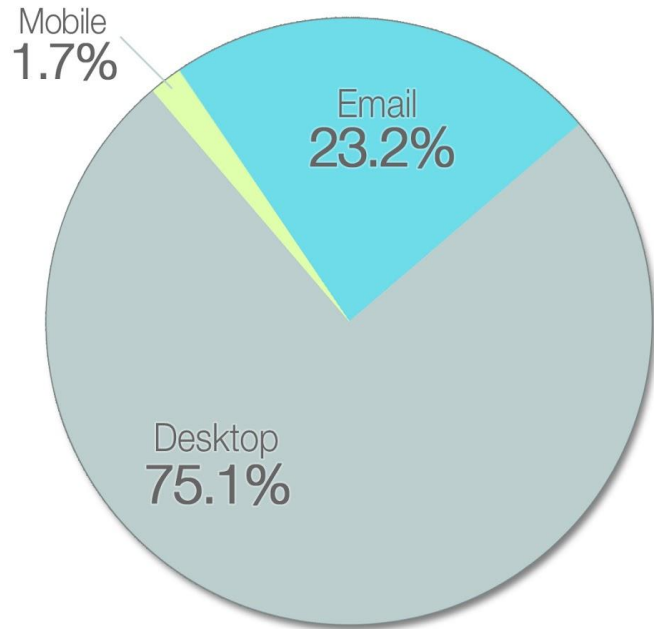
\$33 million raised from 2.5 million donations



United States	United Kingdom	Australia	Canada	New Zealand
\$22,786,261.26	\$3,253,422.15	\$2,122,173.47	\$1,863,338.44	\$201,496.52
				

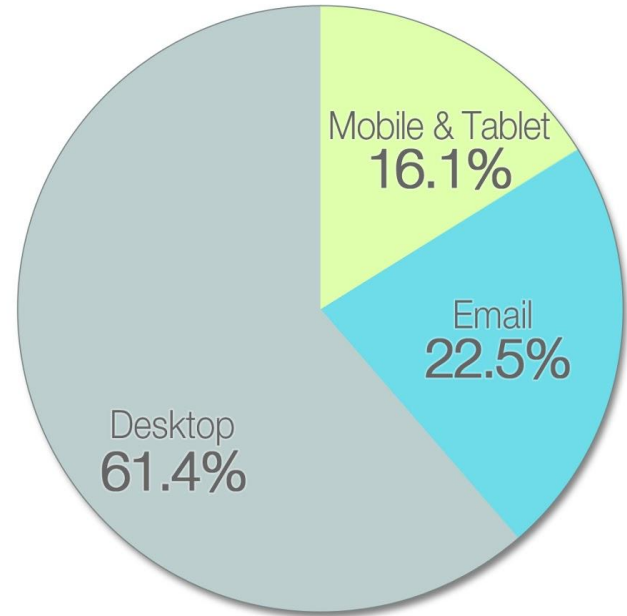


2013 vs 2014 Campaign Breakdown, By Donation Source



2013

Desktop: \$13.3m Email: \$4.1m Mobile: \$300k

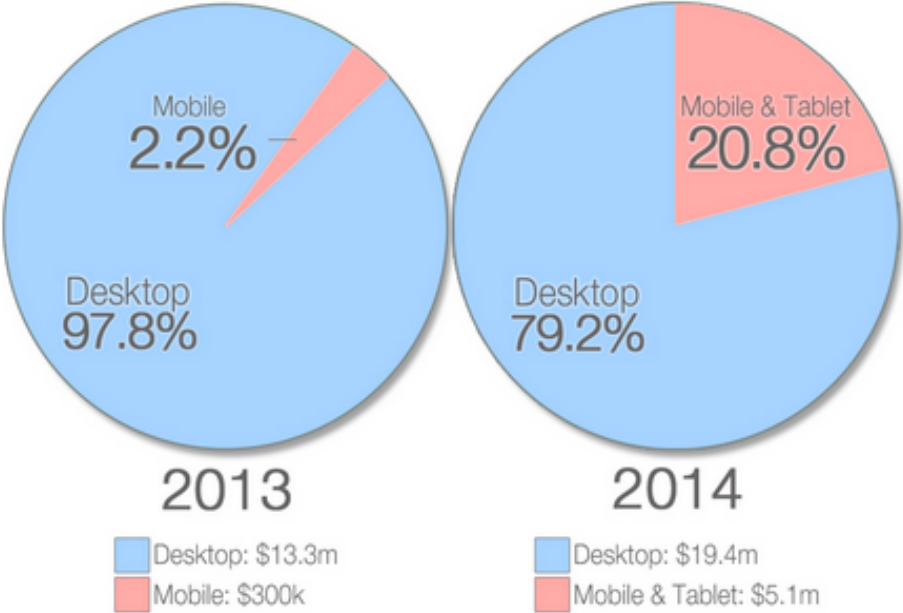


2014

Desktop: \$19.4m Email: \$7.1m Mobile: \$5.1m

Blue	Green	Red
Grey		

2013 vs 2014 Banner Breakdown, By Device



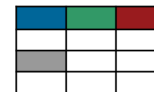
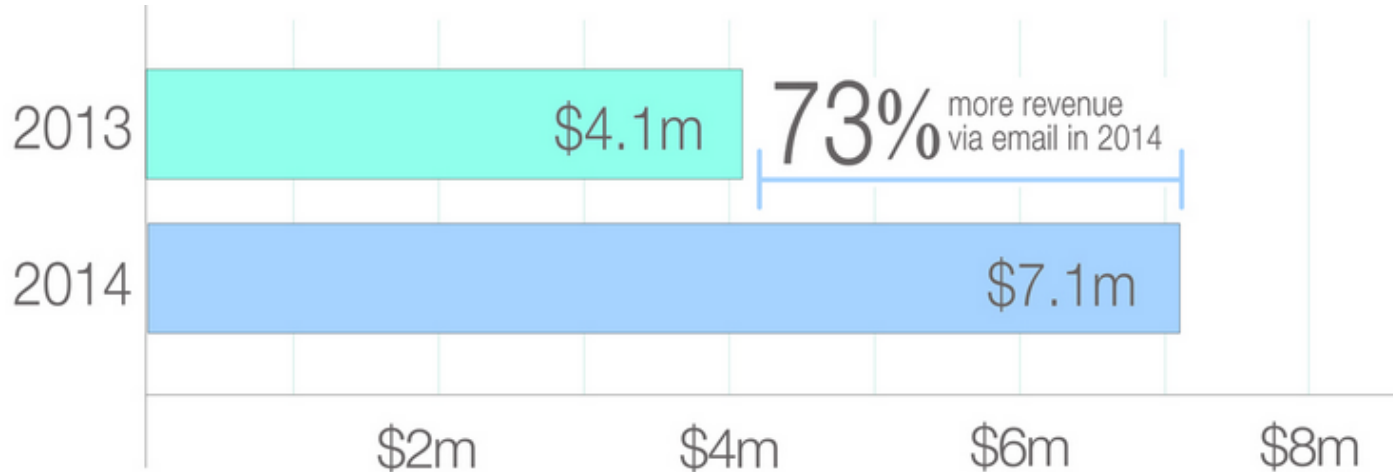
17X more donations on mobile and tablets in 2014 than in 2013.

Blue	Green	Red
Grey		

Email Fundraising Overview



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



Large vs Small Banner Comparison

WIKIPEDIA

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.

Problems donating? | Other ways to give | Frequently asked questions | By donating, you are agreeing to our [donor privacy policy](#). The Wikimedia Foundation is a nonprofit, [tax-exempt organization](#). *If you make a recurring donation, you will be debited by the Wikimedia Foundation until you notify us to stop. We'll send you an email receipt for each payment, which will include a link to [easy cancellation instructions](#).

Please help Wikipedia ✕

ONE-TIME MONTHLY*

\$3 \$5 \$10 \$20

\$30 \$50 \$100 OTHER \$

CREDIT CARD PAYPAL AMAZON

[REMIND ME LATER](#)

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One-time Monthly* ✕

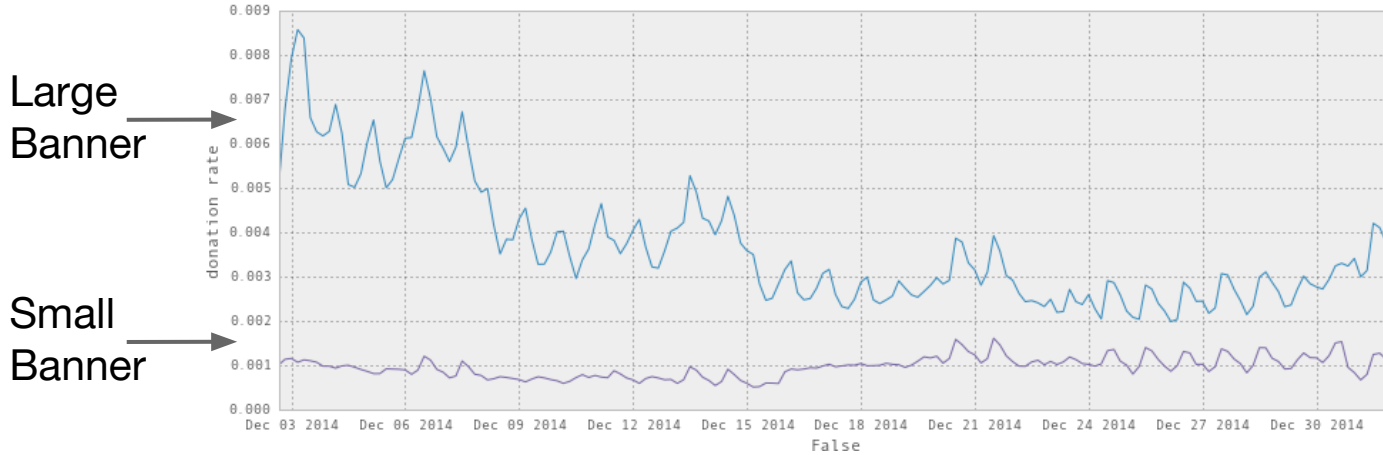
\$3 \$5 \$10 \$20

\$30 \$50 \$100 \$

Credit Card PayPal Amazon

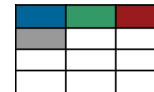
What People Do
Donations

Desktop Banner Donation Rate, By Banner Type

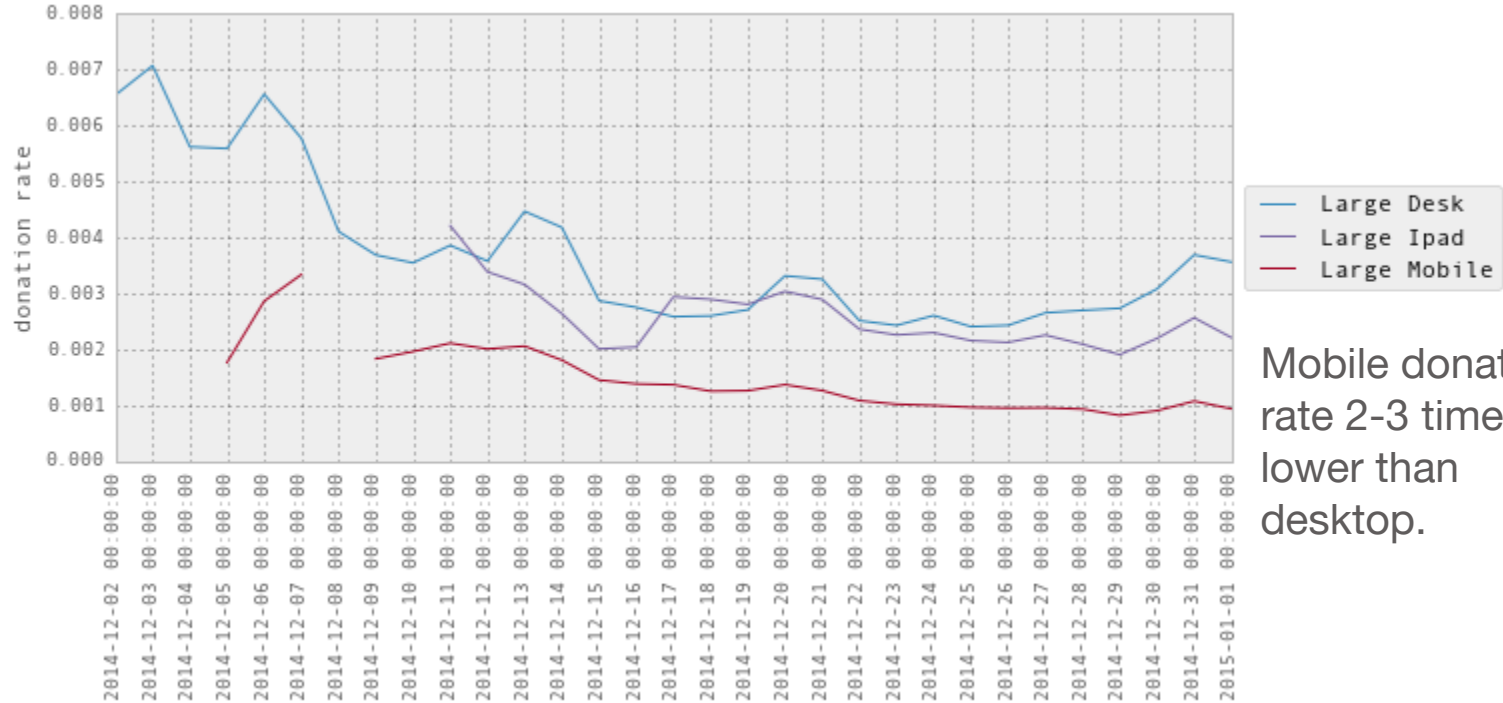


60% of donors gave the first time they saw a banner.

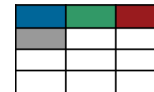
Looking at the entire month of December, the donation rate of the large banners was roughly **5 times** greater than the donation rate of the small banner.



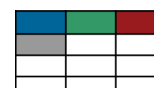
Large Banner Donation Rate, By Device



Mobile donation rate 2-3 times lower than desktop.

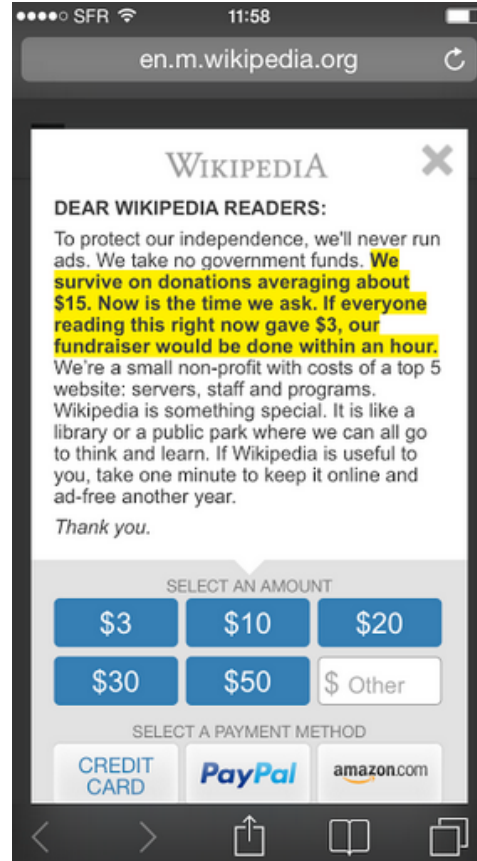
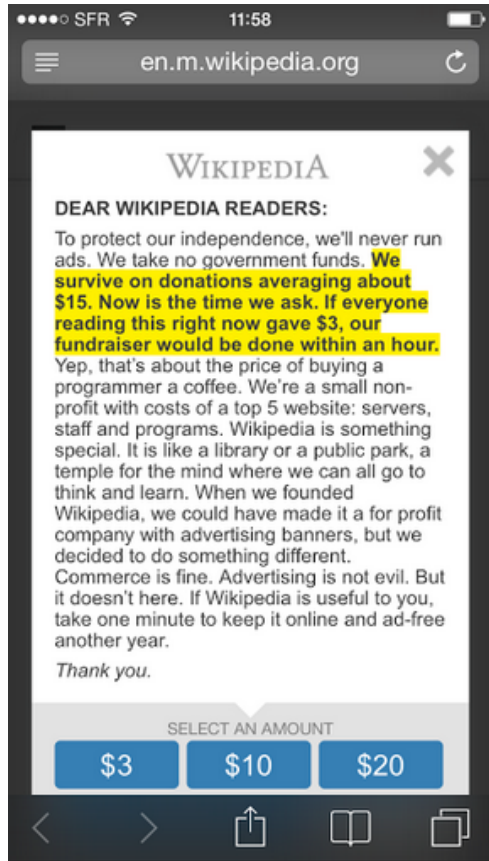


A day in the life



Which test won?

Mobile Message Length

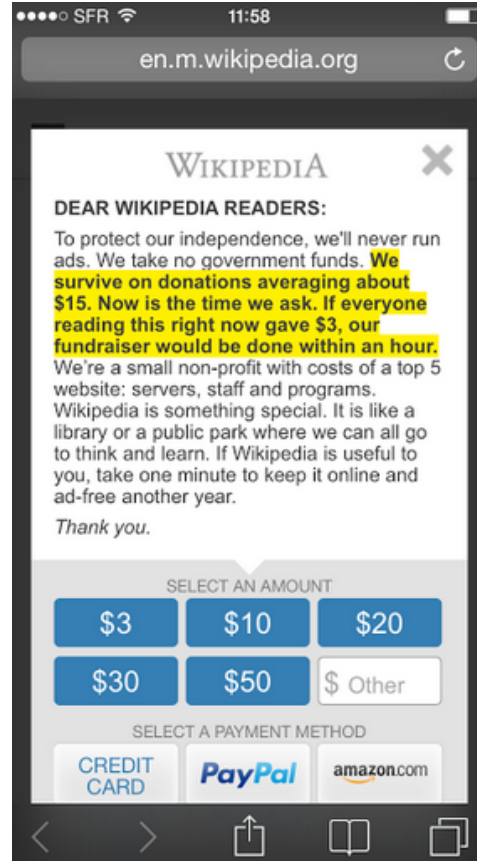
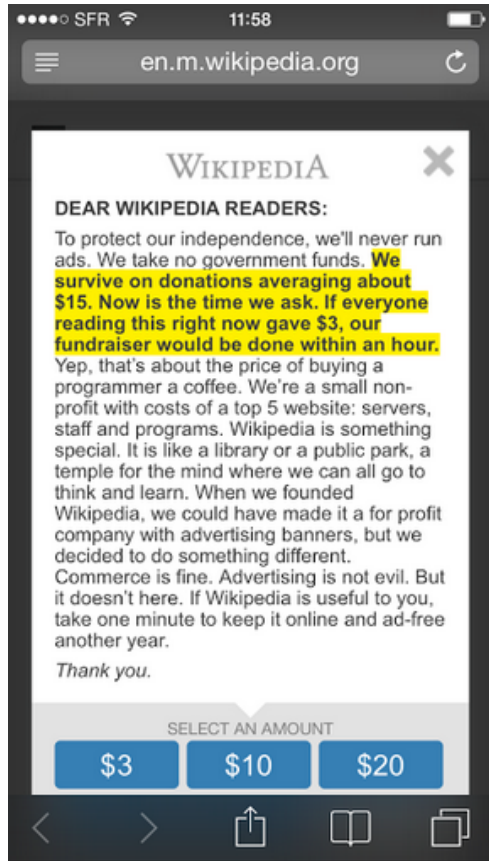


Blue	Green	Red
Grey		

What People Do
Donations

Which test won? Mobile Message Length

27% increase in
donations



What People Do
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.”

Blue	Green	Red
Grey	White	White
White	White	White
White	White	White

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**

Blue	Green	Red
Grey	White	White
White	White	White

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

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SELECT AN AMOUNT

€2	€10
€20	€50
€100	Other

SELECT A PAYMENT METHOD

CREDIT CARD

PayPal

DEAR READERS:
DEAR READERS:

Dear Wikipedia Readers:

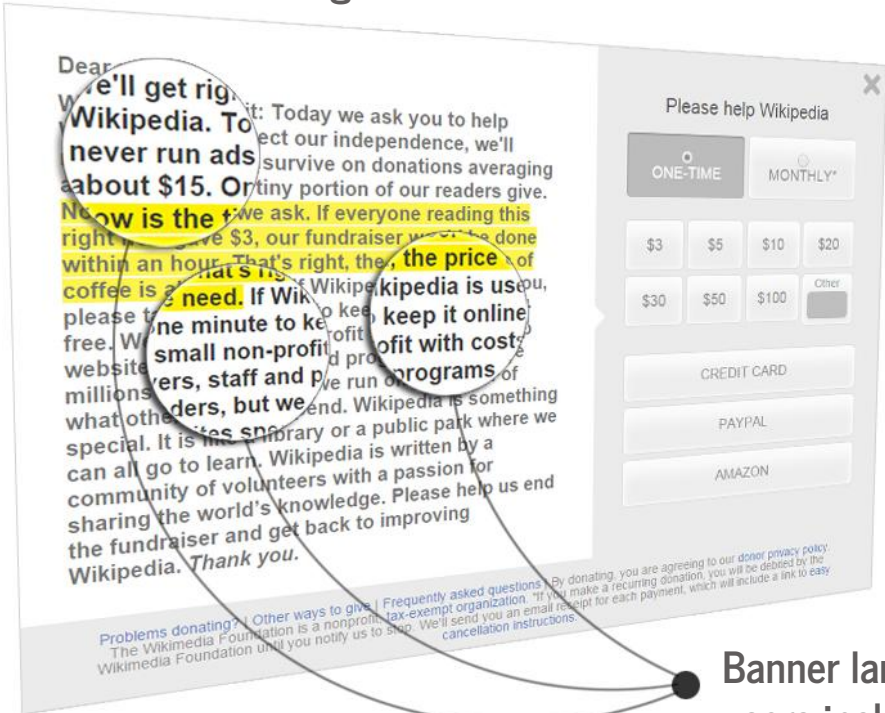
DEAR WIKIPEDIA READERS:

Blue	Green	Red
Grey		

What People Do
Donations

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

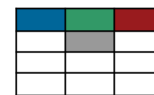
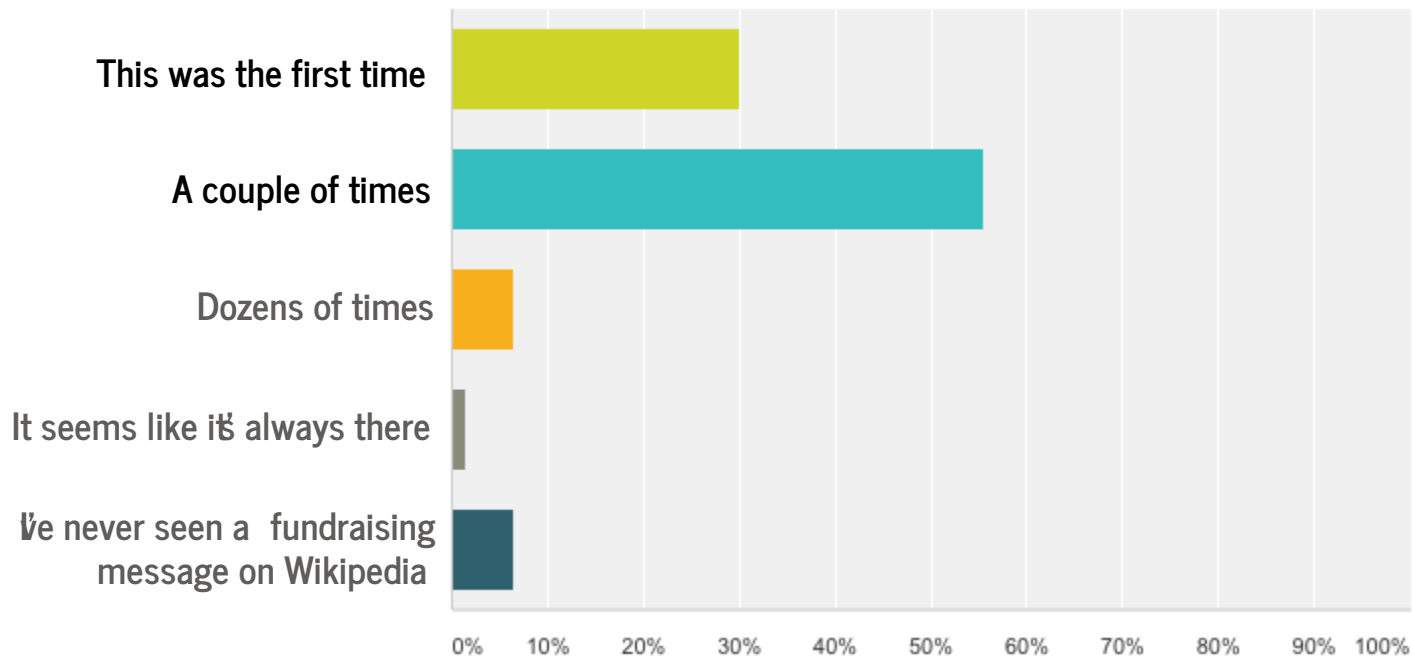
Banner language that elicited the most positive feedback from users includes "never run ads," "non-profit" and "free online."

Data Matrix for the English Fundraiser

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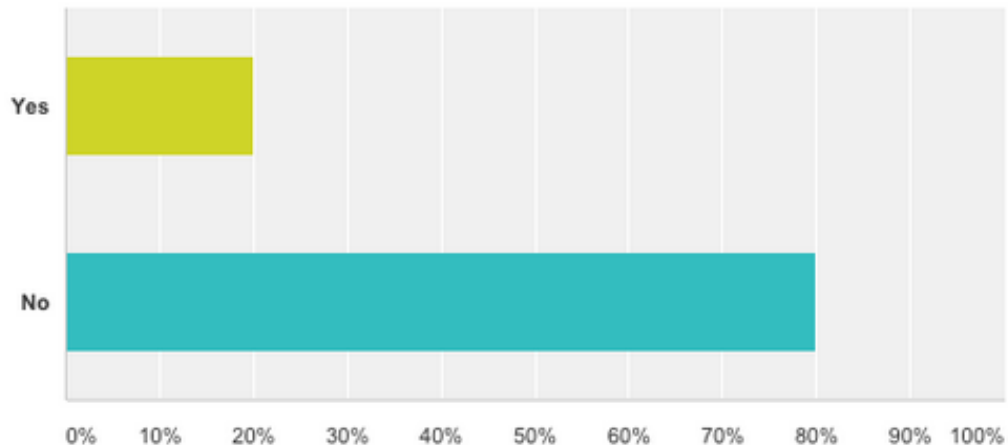
Feedback from the December Donor Survey

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

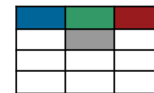


Feedback from the December Donor Survey

Would you like to receive information on how to edit Wikipedia?



49,123 online donors indicated that they would like to receive information about how to edit Wikipedia in December alone.



Wikimedia Survey: Findings on Fundraising Questions



By Celinda Lake, David Mermin, and
Liesl Newton

Washington, DC | Berkeley, CA | New York, NY
LakeResearch.com

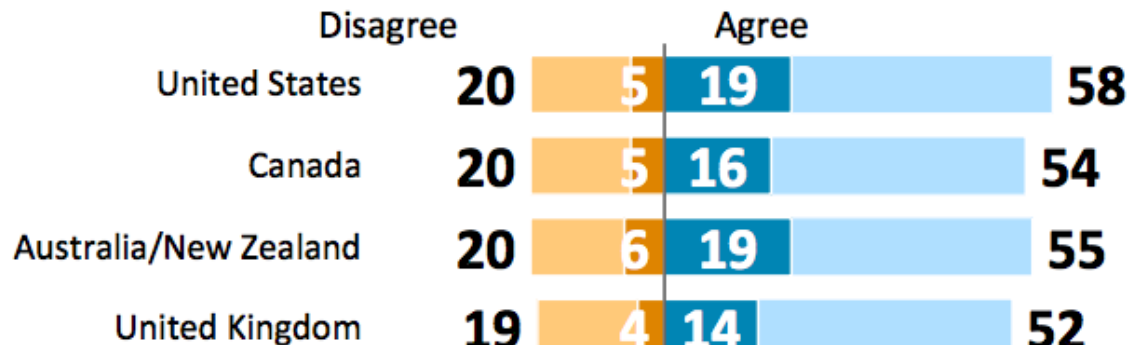


https://commons.wikimedia.org/wiki/File:Wikimedia_2014_English_Fundraiser_Survey.pdf

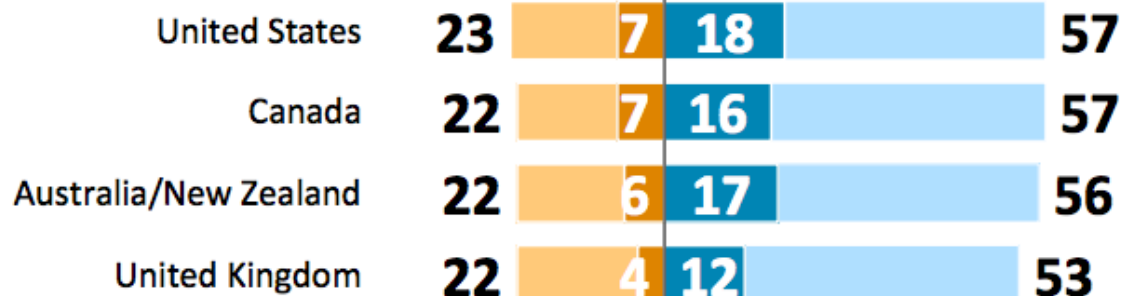
What People Think
Reader Survey

Frequency of Fundraising Messages

“It seems like Wikipedia asks for donations less often than other nonprofit organizations.”



“Wikipedia does not run fundraising messages very often.”



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.

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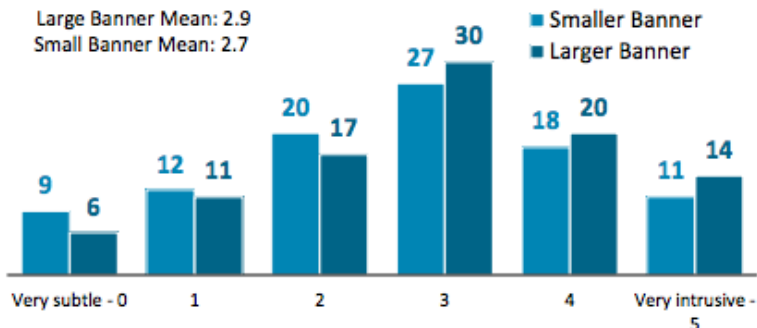
Blue	Green	Red
Grey		

What People Think
Reader Survey

Intrusiveness of Fundraising Message

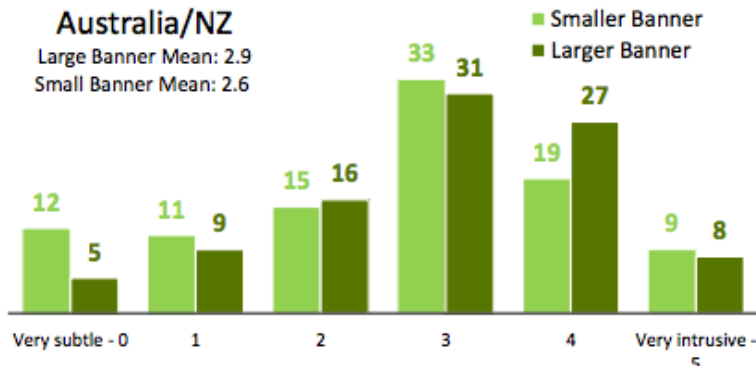
United States

Large Banner Mean: 2.9
Small Banner Mean: 2.7



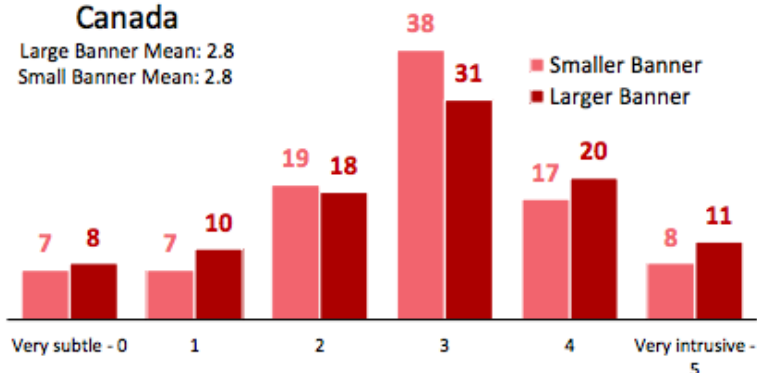
Australia/NZ

Large Banner Mean: 2.9
Small Banner Mean: 2.6



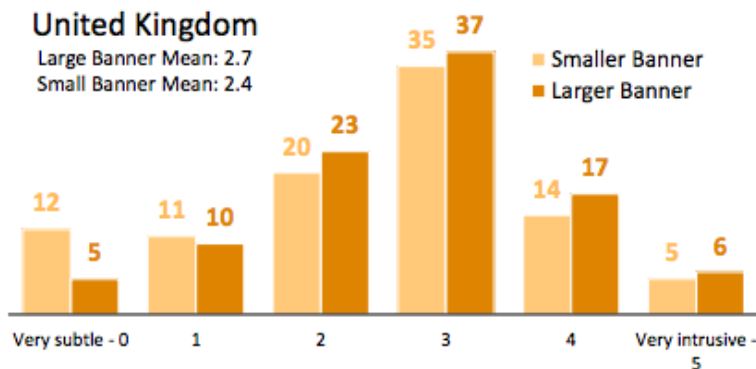
Canada

Large Banner Mean: 2.8
Small Banner Mean: 2.8



United Kingdom

Large Banner Mean: 2.7
Small Banner Mean: 2.4



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

Blue	Green	Red

What People Think
Focus Groups

Data Matrix for the English Fundraiser

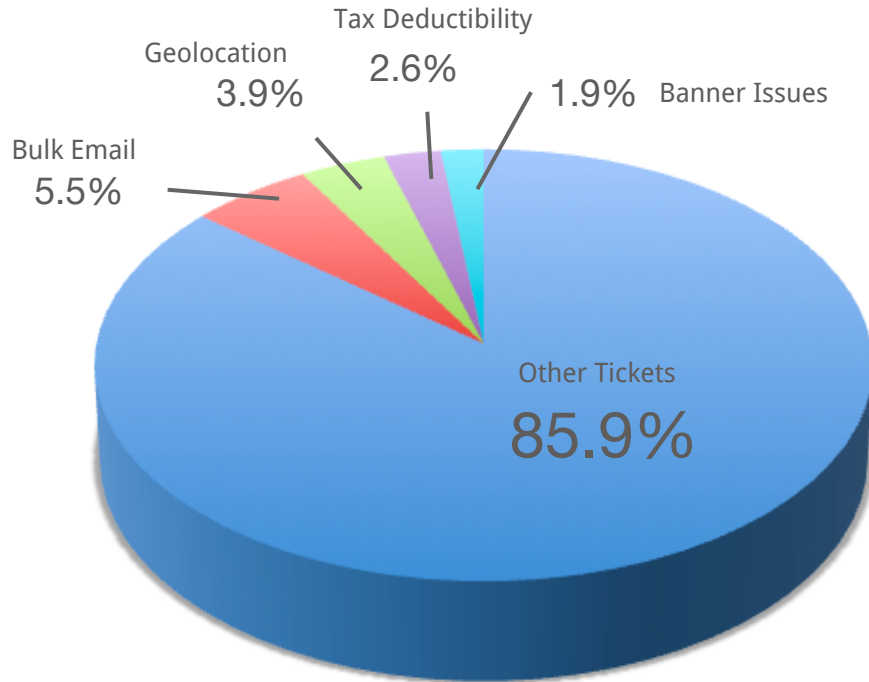
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Donor Services Overview *

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

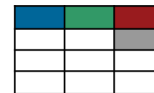
- 32,279** Other Tickets
- 2,101** Bulk Email
- 1,475** Geolocation
- 980** Tax Deductibility
- 734** Banner Issues

* (October - December 2014)

Blue	Green	Red

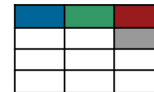
Sample of Most Common Comments Received by Donor Services

- *“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.”*



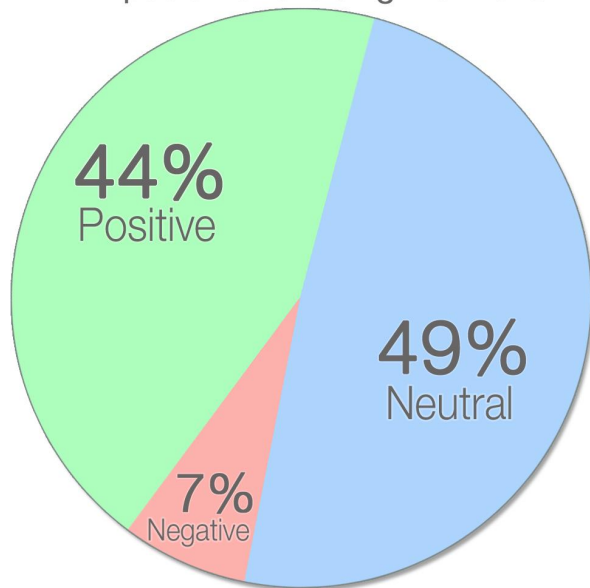
Sample of Most Common Full-screen Banner Comments Received by Donor Services

- *“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

Overall Sentiment of
Wikipedia Fundraising Mentions



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

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

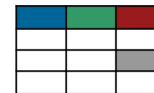
Mentions, All Languages: 15,189

Mentions, English Only: 13,510

Avg Sentiment Score: 94

Avg Sentiment Score, English Only: 95

Data Source: Topsy Social Media Analytics



What People Say
Social Media

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

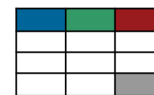
28%

Fundraising Banners interfere with Google results

10 comments

6%

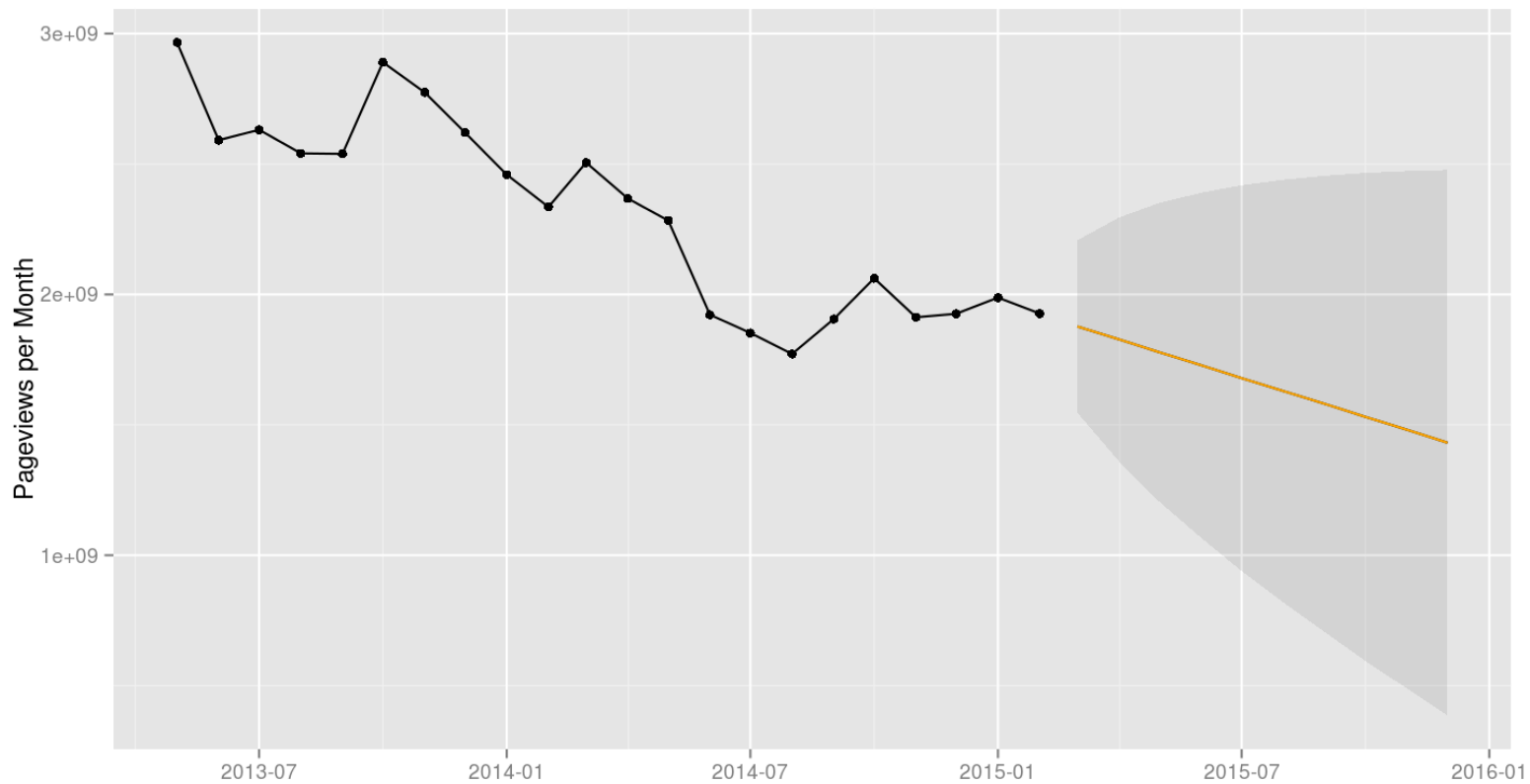
* excluding comments and responses by Board members and staff.



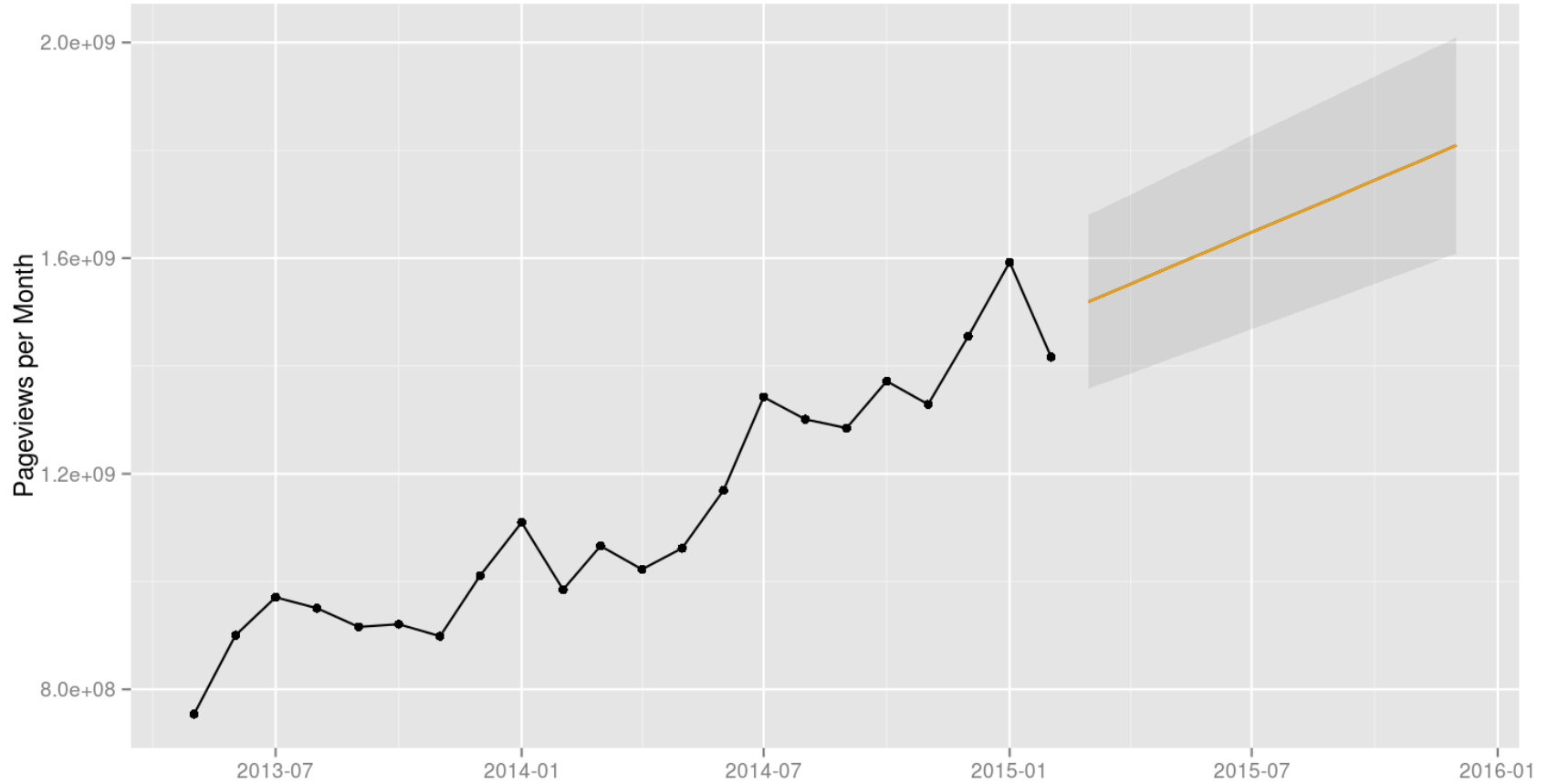
Upcoming Trends

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

US 2015 Desktop Pageview Projections (enwiki only)



US 2015 Mobile Web Pageview Projections (enwiki only)



Discussion