

COMMUNITY PROGRAMME

Annual Plan 2022

Budget: 112'000 CHF

COMMUNITY HEALTH - RETAIN EXISTING VOLUNTEERS

WMCH services to members

Improve the communication and the services to the community specifically through microgrants and scholarships.
Help to solve internal conflicts and legal issues.

Revitalize online projects

Revitalise projects connected to Switzerland (like the portals), propose online contests and create links to other projects (like Wikivoyage).

Offline meetups

Support the offline meetups of volunteers.

Budget:
24'000CHF

COMMUNITY BUILDING - RETAINING NEWLY ACQUIRED VOLUNTEERS

Motivating

Create a system of gratifications to motivate new volunteers; create tools to identify new Swiss users in order to monitor and support them.

Focusing

Identify specific areas to work on like human rights or diversity to attract more people interested in specific topics.

Involving offline

Re-imagine offline events in order to make them more motivating.

Budget:
38'500 CHF

COMMUNITY RECRUITMENT (AND OUTREACH)

More topics more interests

Start to think about other interesting topics to attract volunteers rather than working on a number of generic and undefined topics.

Target sub-communities (i.e. photographers, travellers, coordinators)

Redefine the current communities and create specific programs to attract volunteers following their interests (photos -> Commons).

Knowledge equity

Work with specific minorities and disabilities to reduce the gap.

Budget:
16'000 CHF

COLLABORATION WITH BORDER CHAPTERS/COMMUNITIES

Transnational events

This section includes supporting transnational events like the Wikicons including scholarships.

Collaboration with chapters/communities

Communicate and collaborate with other Chapters or communities for transnational events.

Budget:
25'000 CHF

COMMUNICATION & TOOLS

New organization

The impact direction will be reorganized according to the new 5-year WMCH strategy.

Improve communication and outreach

Be more present on social media and websites; develop a community related communication strategy

Budget:
8'000 CHF