

Quarterly review

ADVANCEMENT & FR TECH

Q1 - 2016/17

Approximate team size during this quarter: 20 FTE
(Fully Staffed)

Key performance indicator

Funds raised	\$8.14m raised in Q1	\$8.14 m raised Fiscal Year-to-Date	\$54.86 m needed to reach annual goal
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Focus for this quarterly report:

- 1) Overall team goals
- 2) Civi Improvements: FR Tech's work to dedup our donor database and improve reports
- 3) Japan Campaign: Online Fundraising team's research and work in Japan
- 4) New Readers: The Global Reach team's work aimed at understanding new potential readers in emerging markets

Q1 - Advancement



Objective	Measure of success	Status
Goal 1 - Raise \$2.5M through online campaigns in South Africa, Ukraine, Malaysia, and Japan	Amount raised	Quarterly goal surpassed; Raised approximately \$6 M
Goal 2 - Release 2015-16 Fundraising report	Report posted on meta, metrics presentation	Done Report posted: https://wikimediafoundation.org/wiki/2015-2016_Fundraising_Report Presented at metrics meeting: https://meta.wikimedia.org/wiki/Wikimedia_Foundation_metrics_and_activities_meetings/2016-09
Goal 3 - Hold one community feedback session to gather ideas for the 2016 campaign	Feedback publicly documented	Done: https://meta.wikimedia.org/wiki/Fundraising#Community_Engagement_Update

Q1 - Advancement

Major Gifts & Foundations and Endowment



Objective	Measure of success	Status
Goal 1 - Raise \$1.5 million	Amount raised	Prelim total: \$2.14 million raised
Goal 2 - Hire & onboard Development Outreach Manager	Development Outreach Manager hired, onboarded, and working at close to capacity	Done
Goal 3 - Implement FY16-17 pipeline report;	Report functional and adopted by team;	Done - Pipeline report ready. Full integration into team workflow will continue into Q2.
Goal 4 - Major Donor Survey	Survey out to major donors	Done - Survey out. Results to be analyzed in early Q2.
Goal 5 - Hire & onboard Events Outreach Manager	Events Manager hired and onboarded	Done
Goal 6 - Recruit 3rd Endowment Advisory Board Member	3rd Endowment Advisory Board Member, Peter Baldwin recruited.	Done
Goal 7 - Plan & Execute two Endowment Fundraising Dinners	Hold Endowment dinners in New York and London	Moved to Q3

Q1 - Advancement



Objective	Measure of success	Status
Goal 1 - Raise \$2.5 million through banner and email campaigns in Ukraine, Israel, Malaysia, South Africa, Japan, Italy	Amount raised	Done
Goal 2 - Finish Paypal re-integration	Successful live tests of Paypal countries USA and Japan	Deprioritized due to Queue work
Goal 3 - Test and run campaigns with Adyen integration	Successful test and run campaigns for Israel, France, Ukraine, Japan	Done - Israel and Ukraine. Japan ran via Ingenico. France scheduled for October
Goal 4 - AB- Light integration and test	A/B test email with AB as a payment option.	Done- First 2 tests didn't show any considerable gains from AB flow.
Goal 5 - Hold one staff and one community feedback session to gather ideas for Q2 campaigns	Meetings held, feedback publicly documented	Done - https://meta.wikimedia.org/wiki/Fundraising#Community_Engagement_Update

Q1 - Fr-Tech Goals



Objective	Measure of success	Status
Goal 1 - Replace ActiveMQ	Replace it by the end of July Stabilize for the remainder of the quarter	Live at EOQ
Goal 2 - Better Emergency messaging	Tune up our monitoring and alert systems (part of T136169) Create high-level error signals, which in the future can be plugged into icinga or fail2ban.	Deprioritized due to Queue work
Goal 3 - Central Notice Banner sequence test	Enable a version on production for Advancement to test	Deprioritized due to Queue work and emergency Central Notice bug fixing

Note: We had always planned to prioritize queue work over everything else. It did prove to be a large task. A stable queue will mean a much more stable English campaign (compared to last year). We are still prioritizing queue stability well into Q2.

Q1 - Fr-Tech Civi CRM



Dedupe script was turned on and continues to be improved.

- Current script should improve Major Gift's workflow by 40-50% in December
- We have also supported Caitlin Cogdill on new email campaigns.

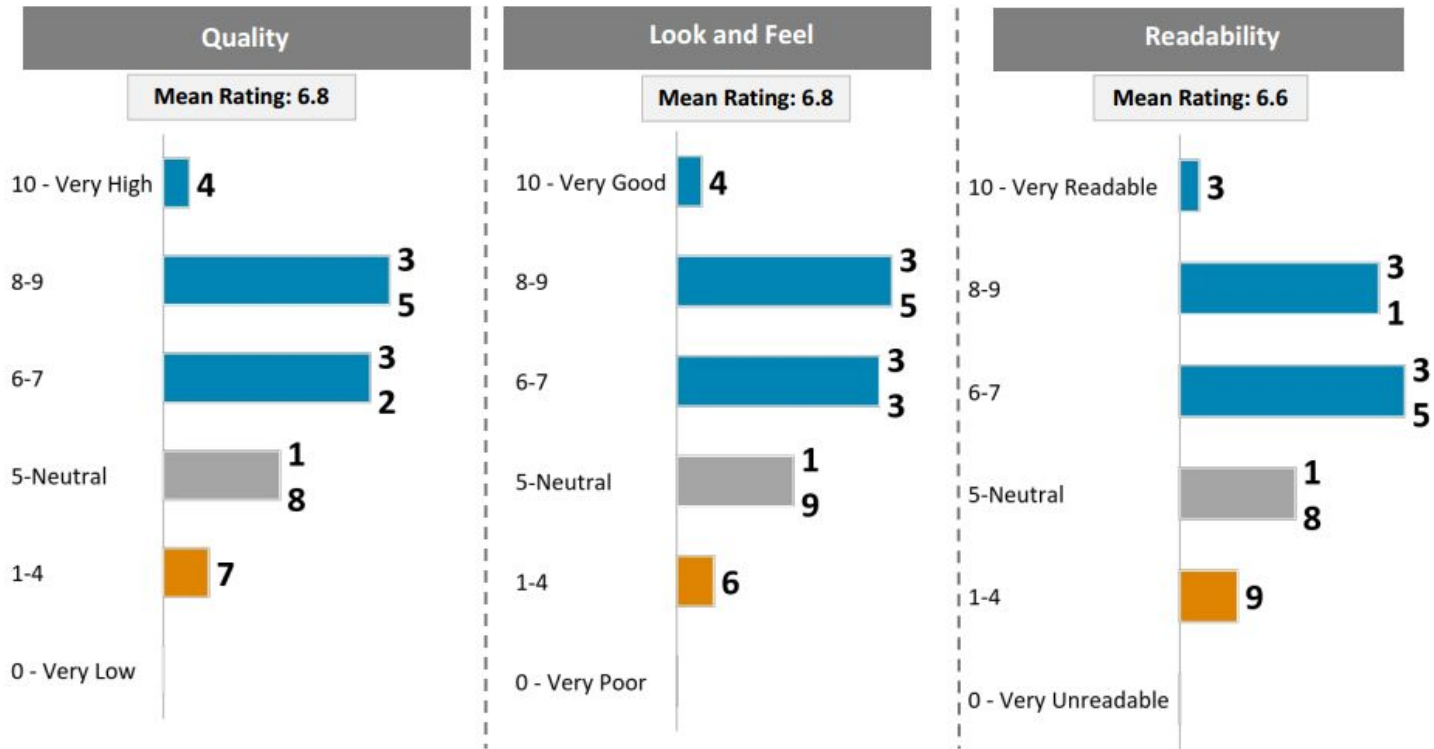
Major expansion of reporting through Civi

- Major Gifts paid to fix the Civi dashboard.
 - This was a great collaboration with the Civi team!
- Eileen and Major Gifts built out more useful reports and enabled MG to run reports on their own.
 - Pipeline report finished
 - Survey email list generated
 - Reports can be build into “dashlets” for the Civi dashboard

Japan Campaign Research

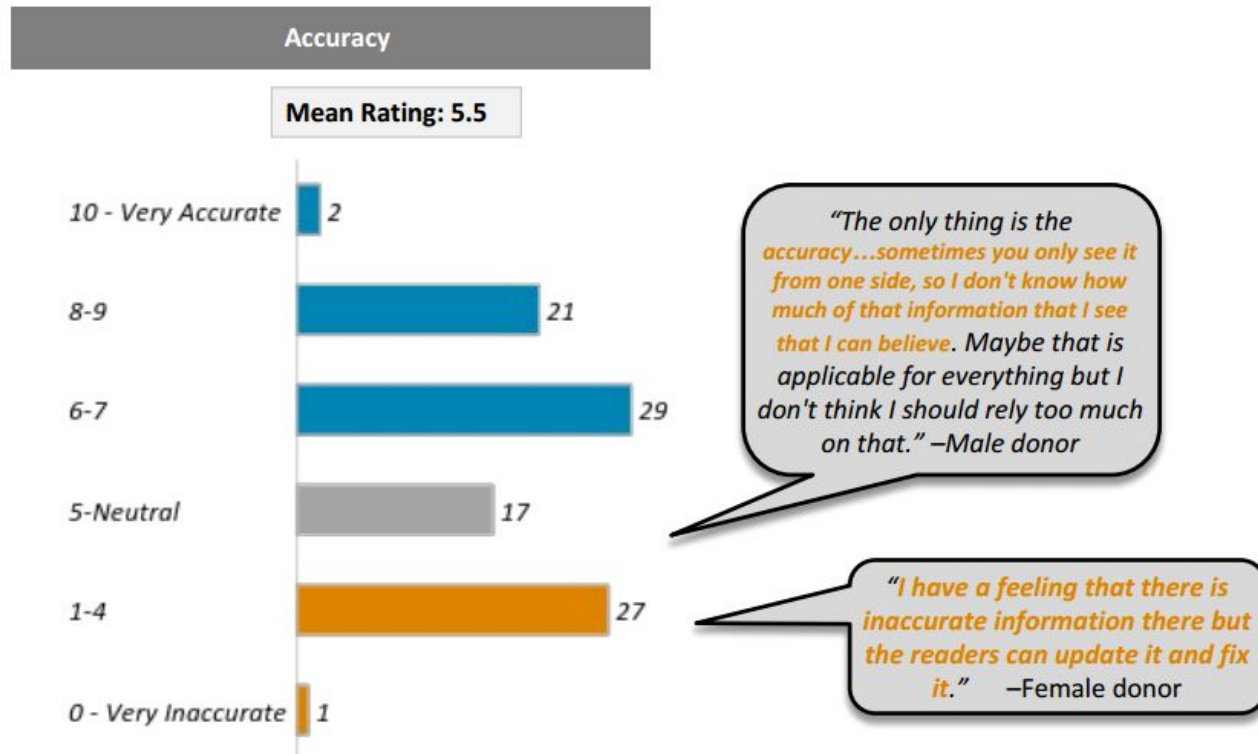
- Reader & Donor Focus Groups
- Reader Survey

Wikipedia readers give the site similarly positive scores in quality and look and feel. On readability, Wikipedia scores slightly lower. Very few give 10 ratings on any measure – a cultural difference between Japan and the West.



On a scale of 0-10, where 0 means **very low quality** and 10 means **very high quality**, how would you rate the **quality** of Wikipedia?
 On a scale of 0-10, where 0 means **very poor** and 10 means **very good**, how would you rate the **look and feel** of Wikipedia?
 On a scale of 0-10, where 0 means **very unreadable** and 10 means **very readable**, how would you rate the **readability** of Wikipedia?

The accuracy of Wikipedia is more of a concern. Just 23% of readers give the site a score of 8-10 in accuracy. More than one quarter of readers classify Wikipedia as inaccurate.



On a scale of 0-10, where 0 means very inaccurate and 10 means very accurate, how would you rate the accuracy of Wikipedia?

Japanese readers would love to see some improvements to the design, including more colors and photos on the site. Some would like to see (translated to Japanese) the information available on non-Japanese versions of the site.

"If it is [inaudible]; they changed the theme, depending on what you like, so I don't know. Maybe it is not necessary but some people like that kind of thing that you can have your own page so you can change your design." –Male Reader

"I hope they have more visuals because there are so many visuals in the world. If you do a search for images, then it comes up with all the other unwanted images too. I never really edited it but I hope the editors can add in the right photos." –Female Donor

"There is an English version and Japanese version; it should not be separated. Their content should be shared and it should be shared in the world and each country can be translated. I think content will be better. There should not be an English version, or a Japanese version. It should be together and shared with each other and each of them should be translated in different countries." –Male reader

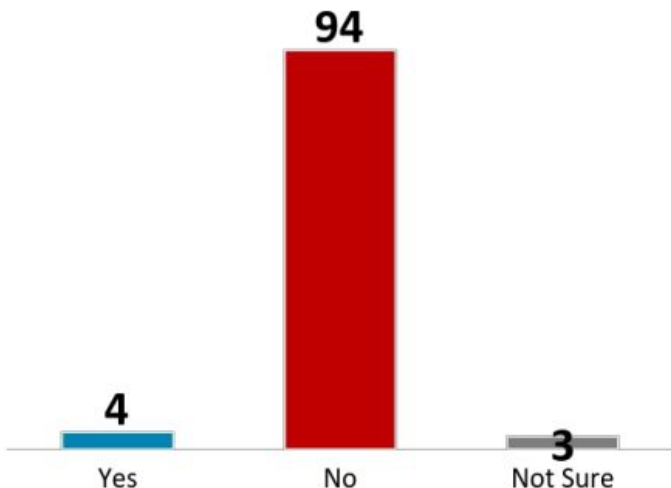
"If it had an interface it is easier to do it using a smartphone; maybe more people would try to edit, I think." –Male Reader

"I want more pictures. I think it is like black and white image. I think it is better to have more pictures." –Male Reader

"I am using it at work and sometimes I just can't get enough information in Japanese. Then I get hits in other languages but it is hard to translate, so if there is a button for translation I think that would be really convenient. Another thing is that sometimes there are links of sources and maybe there can be more links with movies." –Male Donor

Very few Wikipedia readers have made financial donations to the organization. A plurality of Wikipedia donors say they took action because they are frequent readers. Slightly smaller majorities reference their support for free knowledge for all and their desire to keep Wikipedia online.

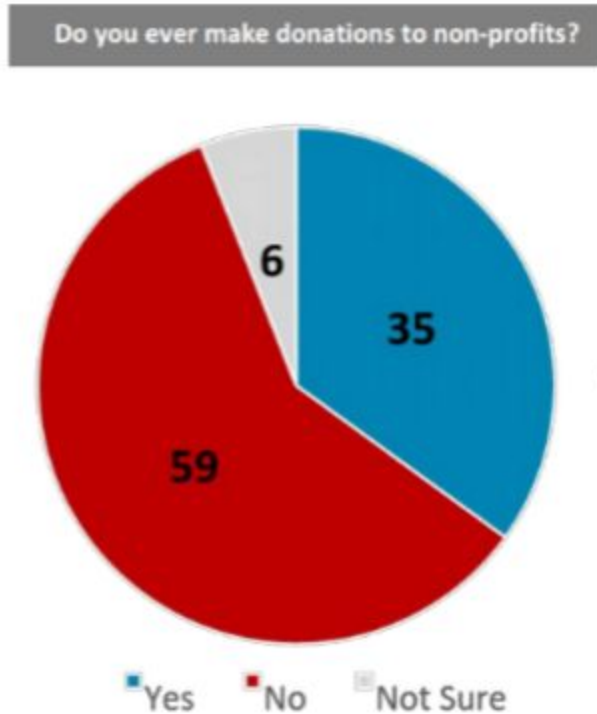
Have you ever made a financial donation to Wikipedia?



Reasons donated to Wikipedia	Total*
I use Wikipedia often and want to support it	39
I support free knowledge for all	24
I want Wikipedia to stay online	21

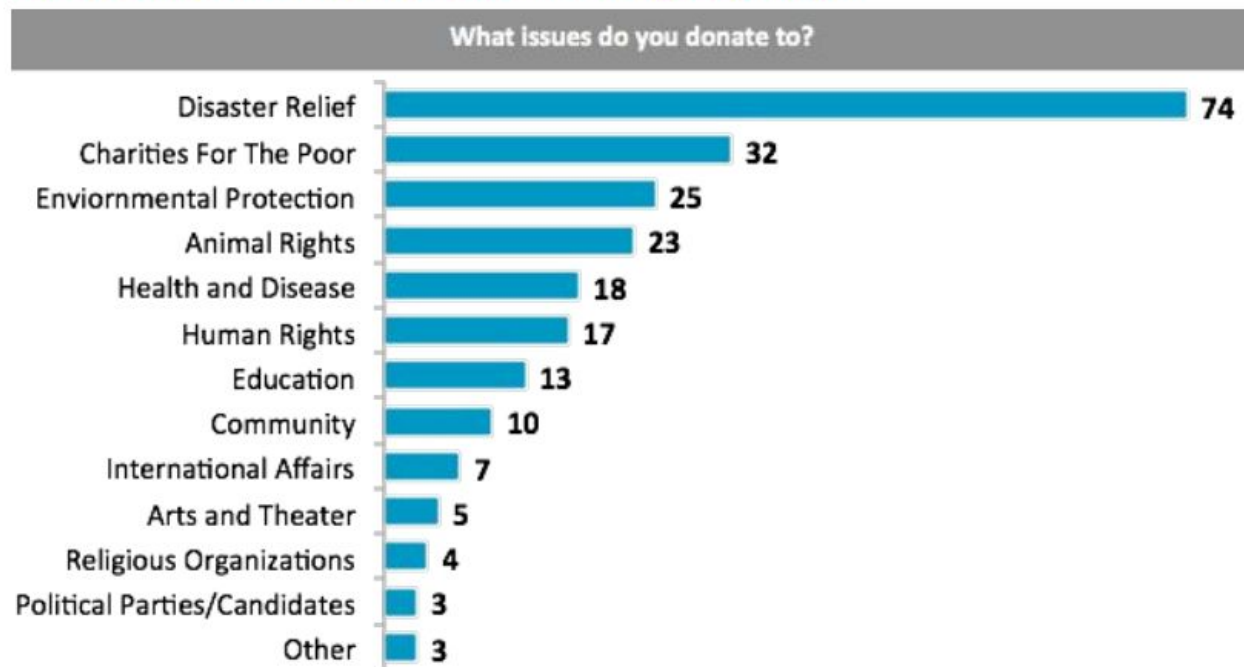
*n=38

A majority of Japanese readers do not donate to nonprofits at all.



Do you ever make financial donations to non-profit organizations or groups?

Disaster relief is by far the most pressing issue for donors, likely related to the large natural disasters that have shaken Japan in recent years. One third of donors send money to charities for the poor and one fourth donate to environmental and animal rights groups.



The Banner A translation wasn't quite right for most readers - there was the impression that it was translated poorly from English. They would also like a more colorful design.

"Maybe they would think that this is phishing ad and they would send you to another website. **It feels like a funeral coloring website.** I think there should be more vibrancy to it."
-Female Donor

"They can say we're in trouble; please donate. They can just have that big lettered sentence and then the rest of the message can follow that, but **they can't even make out the right layout so that makes me worried about them.**"
-Female Donor

"Maybe they can do research about something and the first hit you get is the message for donation in the same layout as the normal Wikipedia page. **Or they can say within 200 days we will close down. Give numbers.**"
-Male Donor

"I like the tonality because it is kind of shocking. It shocks you so then you want to read it. Then the Japanese is not sophisticated enough. **It sounds like some foreigner is reading this.** Then it feels into the sense of urgency and then it feels like they don't have the money to even hire a translator, so that's amazing. That is how I reacted but I thought it is just me who feels that way. The rest wouldn't feel that way."
-Female Donor

"I thought they were so poor they can't hire designer and that is shocking to me. **It was astonishing for a negative reason.** I'd be like are they are in that big of a trouble?"
-Female Donor

"Because I didn't do anything that makes them grateful, so I think what they want to say is thank you for reading this. **Maybe in English you say thank you at the end but in Japanese you don't put thank you at the end in a letter like this.**"
-Female Donor

Japan Campaign Gains

- Lower ask amount
 - (15% gain don/imp)
- Japan specific messaging
- Form translation improvements
- Larger email list & higher \$/email

閉じる ×

一度だけ 毎月*

金額を選ぶ (JPY)

300	1000	1500	2000
3000	5000	10000	その他 <input type="text"/>

クレジットカード

またあとで

Q1 - Strategic Partnerships

Goal	Measurement of success	ETA	Dependency	Status
Negotiate free access to Google's Translate	Finalized agreement	EOQ	<ul style="list-style-type: none"> - External partners - Legal, Product, and Eng teams 	Google granted us free credits for a pilot program. Will be implemented in the coming weeks
Create pipeline of CSR donors	Donation from one partner	EOQ	<ul style="list-style-type: none"> - External partners - Major Gifts and Comms teams 	Developed pipeline based on Fortune 500's top 20 corporate donors.

The screenshot shows the Google Translate interface. On the left, the English text reads: "A **cupcake** (also British English: **fairy cake**; Hiberno English: **bun**; Australian English: **fairy cake** or **patty cake**) is a small cake designed to serve one person, which may be baked in a small thin paper or aluminum cup. As with larger cakes, icing and other cake decorations, such as candy, may be applied." Below this is a "History" section with a link to a Wikipedia article. On the right, the Malayalam translation is displayed: "ഒരു കപ്പ്കേക്ക് (പുറമെ തൂട്ടിയിൽ ഇംഗ്ലീഷ്: ഫെയറി കേക്ക്; Hiberno ഇംഗ്ലീഷ്: ബ്രൗഡ്; ഓസ്ട്രേലിയൻ ഇംഗ്ലീഷ്: ഫെയറി കേക്ക് അല്ലെങ്കിൽ ക്ഷോറസ്റ്റ് കേക്ക്) ഒരു ചെറിയ ആണ് കേക്ക് ഒരു ചെറിയ നേർത്ത കടലാസ് അലൂമിനിയം പാത്രപാത്രം ചൂട്ടി ചെയ്തുകൊടുത്ത ഒരു വൃക്തി, സോഫിക്ടാൻ രൂപകല്പന വലിയ പോലെ. ദേശം, ഫ്രഷ്യൻ മറ്റ് കേക്ക് അലങ്കാരങ്ങൾ പോലുള്ള കാൻഡി , ബാധകമാക്കിയേക്കാം." The interface also includes a search bar, a "Publish translation" button, and a dropdown menu for translation options (Use Google, Use source text, Don't use machine translation).

Q1 - Global Reach

Goal	Measurement of success	ETA	Dependency	Status
Analyze and present key findings from phone surveys and the New Readers research project to Wikimedia staff and community.	<ul style="list-style-type: none"> - Present key phone survey findings to the Foundation staff (1 brownbag meeting) and community (3 Global Reach office hours). - Execute communications plan with New Readers cross functional team to present field research findings. 	EOQ	<ul style="list-style-type: none"> - External: VotoMobile and Reboot - Internal: Comms, Design Research and the Reading team 	Phone surveys results have been shared and presented by itself (WikiConference India) and as part of the New Readers project (Metrics in Sep, Brownbag in Oct).
Increase Wikipedia Zero's impact in existing free access countries	<ul style="list-style-type: none"> - Launch Wikipedia Zero 1 outreach/awareness campaign with a large Wikipedia Zero partner 	EOQ	<ul style="list-style-type: none"> - External: Wikipedia Zero partners - Internal: Comms 	Not executed this quarter.
Expand Wikipedia's reach and distribution via our 4 new types of strategic partnerships (government, private sector, education and nonprofits)	<ul style="list-style-type: none"> - Launch one pilot partnership with a private sector company to increase Wikipedia's reach. - Set up marketing strategy and analytics to measure the pilot's impact. - Build new types of partnerships pipeline. 	EOQ	<ul style="list-style-type: none"> - External: Global Reach partners - Internal: Comms and Legal 	<ul style="list-style-type: none"> - WiFi pilot was soft-launched in Mexico. Marketing strategy was set up and defined with Comms. Analytics for measuring the pilot's impact were set. Ongoing work with P&E team. - Pipeline established and prospective conversations are in progress in all regions.

Understanding our new readers



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New Readers

- **Cross-function: Reading, Comms, Design Research, CE and Global Reach**
- **Learn from the experts: people themselves**

Why phone surveys?



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See the big picture

- Wikipedia awareness and usage patterns
- Mobile and internet use
- Demographics

~20 questions



CC-by-SA 3.0 - Omaranabulsi



India

6000 surveyed in
12 languages

CC0 - harivyasi



Egypt

3900 surveyed in
1 language

CC-by-SA 2.0 - Lilian Wagdy



Brazil

3300 surveyed in
1 language

Public Domain - Almanaque
Lusofonista

Highlights



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In India,

75%

of people have never heard of Wikipedia

In Egypt,

13%

of internet users use Wikipedia

In Brazil,

41%

**of people who want to use Wikipedia are not
able to do so because they can't afford it**

Questions?



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