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

- Presented at metrics meeting: [https://meta.wikimedia.org/wiki/Wikimedia_Foundation_metrics_and_activities_meetings/2016-09](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](https://meta.wikimedia.org/wiki/Fundraising#Community_Engagement_Update)
<table>
<thead>
<tr>
<th>Objective</th>
<th>Measure of success</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goal 1 - Raise $1.5 million</td>
<td>Amount raised</td>
<td></td>
</tr>
<tr>
<td>Goal 2 - Hire &amp; onboard Development Outreach Manager</td>
<td>Development Outreach Manager hired, onboarded, and working at close to capacity</td>
<td>Done</td>
</tr>
<tr>
<td>Goal 3 - Implement FY16-17 pipeline report;</td>
<td>Report functional and adopted by team;</td>
<td></td>
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<tr>
<td>Goal 4 - Major Donor Survey</td>
<td>Survey out to major donors</td>
<td></td>
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<tr>
<td>Goal 5 - Hire &amp; onboard Events Outreach Manager</td>
<td>Events Manager hired and onboarded</td>
<td>Done</td>
</tr>
<tr>
<td>Goal 6 - Recruit 3rd Endowment Advisory Board Member</td>
<td>3rd Endowment Advisory Board Member, Peter Baldwin recruited.</td>
<td>Done</td>
</tr>
<tr>
<td>Goal 7 - Plan &amp; Execute two Endowment Fundraising Dinners</td>
<td>Hold Endowment dinners in New York and London</td>
<td>Moved to Q3</td>
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Prelim total: $2.14 million raised

Done - Pipeline report ready. Full integration into team workflow will continue into Q2.

Done - Survey out. Results to be analyzed in early Q2.
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<thead>
<tr>
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<tbody>
<tr>
<td><strong>Goal 1</strong> - Raise $2.5 million through banner and email campaigns in Ukraine, Israel, Malaysia, South Africa, Japan, Italy</td>
<td>Amount raised</td>
<td>Done</td>
</tr>
<tr>
<td><strong>Goal 2</strong> - Finish Paypal re-integration</td>
<td>Successful live tests of Paypal countries USA and Japan</td>
<td>Deprioritized due to Queue work</td>
</tr>
<tr>
<td><strong>Goal 3</strong> - Test and run campaigns with Adyen integration</td>
<td>Successful test and run campaigns for Israel, France, Ukraine, Japan</td>
<td>Done - Israel and Ukraine. Japan ran via Ingenico. France scheduled for October</td>
</tr>
<tr>
<td><strong>Goal 4</strong> - AB- Light integration and test</td>
<td>A/B test email with AB as a payment option.</td>
<td>Done- First 2 tests didn’t show any considerable gains from AB flow.</td>
</tr>
<tr>
<td><strong>Goal 5</strong> - Hold one staff and one community feedback session to gather ideas for Q2 campaigns</td>
<td>Meetings held, feedback publicly documented</td>
<td>Done - <a href="https://meta.wikimedia.org/wiki/Fundraising#Community_Engagement_Update">https://meta.wikimedia.org/wiki/Fundraising#Community_Engagement_Update</a></td>
</tr>
</tbody>
</table>
## Q1 - Fr-Tech Goals

<table>
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<tr>
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</table>
| **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.
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.

“`The only thing is the accuracy...sometimes you only see it from one side, so I don’t know how much of that information that I see that I can believe. Maybe that is applicable for everything but I don’t think I should rely too much on that.”’ —Male donor

“I have a feeling that there is inaccurate information there but the readers can update it and fix it.” —Female donor

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

“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

“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

“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

“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
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? |
|---|---|---|
| Yes | 94 |
| No | 4 |
| Not Sure | 3 |

<table>
<thead>
<tr>
<th>Reasons donated to Wikipedia</th>
<th>Total*</th>
</tr>
</thead>
<tbody>
<tr>
<td>I use Wikipedia often and want to support it</td>
<td>39</td>
</tr>
<tr>
<td>I support free knowledge for all</td>
<td>24</td>
</tr>
<tr>
<td>I want Wikipedia to stay online</td>
<td>21</td>
</tr>
</tbody>
</table>

*\(n=38\)
A majority of Japanese readers do not donate to nonprofits at all.

Do you ever make donations to non-profits?

- Yes: 59
- No: 35
- Not Sure: 6

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.

<table>
<thead>
<tr>
<th>What issues do you donate to?</th>
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</thead>
<tbody>
<tr>
<td>Disaster Relief</td>
<td>74</td>
</tr>
<tr>
<td>Charities For The Poor</td>
<td>32</td>
</tr>
<tr>
<td>Environmental Protection</td>
<td>25</td>
</tr>
<tr>
<td>Animal Rights</td>
<td>23</td>
</tr>
<tr>
<td>Health and Disease</td>
<td>18</td>
</tr>
<tr>
<td>Human Rights</td>
<td>17</td>
</tr>
<tr>
<td>Education</td>
<td>13</td>
</tr>
<tr>
<td>Community</td>
<td>10</td>
</tr>
<tr>
<td>International Affairs</td>
<td>7</td>
</tr>
<tr>
<td>Arts and Theater</td>
<td>5</td>
</tr>
<tr>
<td>Religious Organizations</td>
<td>4</td>
</tr>
<tr>
<td>Political Parties/Candidates</td>
<td>3</td>
</tr>
<tr>
<td>Other</td>
<td>3</td>
</tr>
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</table>

What are the major issues that you donate to?
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

“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

“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 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
## Q1 - Strategic Partnerships

<table>
<thead>
<tr>
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<th>Measurement of success</th>
<th>ETA</th>
<th>Dependency</th>
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| Negotiate free access to Google’s Translate | Finalized agreement | EOQ | - 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 | - External partners  
- Major Gifts and Comms teams | Developed pipeline based on Fortune 500’s top 20 corporate donors. |
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| Analyze and present key findings from phone surveys and the New Readers research project to Wikimedia staff and community. | - 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   | - 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). |
- 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) | - 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   | - External: Global Reach partners
- Internal: Comms and Legal                                            | - 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
New Readers

- Cross-function: Reading, Comms, Design Research, CE and Global Reach
- Learn from the experts: people themselves
Why phone surveys?
See the big picture

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

~20 questions
India
6000 surveyed in 12 languages

Egypt
3900 surveyed in 1 language

Brazil
3300 surveyed in 1 language
Highlights
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?