

PERFORMANCE MEASUREMENT - External Communication / Fundraising

In blue the expected output and outcome out of the funding period

SCOPE	STRATEGIC GOALS	ACTIONS	KPI	EXPECTED OUTPUT / OUTCOME 2015	EXPECTED OUTPUT / OUTCOME 2016
COMMUNICATION / FUNDRAISING	Celebration of decennial	a) Layout of the decennial brochure (printed and digital)	1. Realization of the brochure by May 2015 2. Number of people who open the pdf file via e-mail 3. Number of people who decide to become a member after the campaign	1. At least 15.000 people receiving the e-mail 2. At least 3.700 people out of 15.000 opening the .pdf file 3. 15 new members	
		b) Making of a video for the decennial	1. Realization of the video 2. Number of visualizations	1. Video by October 2015 2. At least 4.000 visualizations	
		c) Concert	1. Realization of the event 2. Number of participants	1. Realization by October 2015 2. At least 50% of the actual members participating	
	Building and engaging community	1) Gadgets vs donations at Festival of Digital Freedoms within Festambiente (June 2015)	Donations for gadgets	750 € for 100 gadgets	
		2) Recruiting new members at Festival of Digital Freedoms within Festambiente (June 2015)	Number of new members	10 new members	
	Increasing 5 x 1000 revenue for 2018	1) ADWords 5X1000 2) Postcards (creation, printing and distribution)	Number of donations		15% more than 2015 (for the year 2018)
	Increasing awareness of WMI and Wikimedia projects	Press office	1. Number of press clippings regarding on national press	20% out of the total clippings	25% out of the total clippings