Tutorial on Project Grants

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What problem are you trying to solve?

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#1. Your problem statement should **identify a problem** that you have a chance of solving with this grant.

#2. **Provide the larger context** for the specific problem you are trying to solve.

Example: Online writing contests

Context

"Online writing contests are a great way to motivate people to write high quality articles. However, organizing them involves a lot of different pieces of work, including outreach, submission, review, and awarding prizes."

#3. **Explain the part of the problem** you are going to address with this project.

Example: Online writing contests

Specifics

"The largest amount of work goes into tracking articles submitted, reviewing them, and tracking participant scores. Typically submissions are done on one wiki page, reviewing is done offline by a jury, and tracking scores is done on another wiki page. This scattered approach leads to loss of information, time wasted, and organizer burn-out."

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Example: Online writing contests

We now understand:

- Online writing contests are used by a lot of communities to motivate editors to write high quality articles.

- The current way to organize writing contests is inefficient.

- Addressing the article submission, reviewing, and scoring process will significantly improve the organization of writing contests.

Example: Wiki Loves Monuments

Bad problem statement

"Wikimedia Commons needs more freely-licensed material related to Russian monuments, and Russian Wikipedia needs more and better articles about Russian monuments."

This statement is too general.

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Example: Wiki Loves Monuments

Context

"Wiki Loves Monuments is the largest photo competition in the world. It not only increases coverage of important monuments through photos, but also leads to an increase in articles, greater community engagement, and recruitment of new volunteers to the Wikimedia projects."

Specifics

"30% of all Russian monuments are currently covered on Commons. Most of those documented are located in the biggest cities, but there are over 1,000 uncovered monuments located in towns that are of historic and cultural importance."

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Example: Wiki Loves Monuments

We now understand:

- That in addition to being a photo contest, WLM has a lot of other benefits for communities.

- The percentage of Russian monuments that are covered in Commons.

- How many monuments still need to be photographed in Russia.

- That undocumented monuments are outside the big cities.

#4. If you are doing the same project for another year, explain **how the problem has changed**.

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4 points to remember

- **Identify a problem** you have a chance of solving.

- **Provide the larger context** for your problem.

- **Explain the part of the problem** you will address with your project.

- If you are doing the same project for another year, explain **how the problem has changed**.

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Questions?

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What is your solution to the problem?

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#1. Your **problem and solution statements should fit together**.

#2. Your solution statement should **explain why you chose this particular solution.**

Example: Online writing contests

"While we cannot eliminate all the work it takes to organize a writing contest, there are a few key areas where improvements could make it a lot easier. I will improve the current organizing tool to make it easier to schedule online writing contests, invite participants, review statistics by jury members, and award winners."

Example: Online writing contests

We now understand:

- The project focuses on a few important parts of the contest process.

- The applicant has already built the tool and needs to make improvements. We can assume they have the necessary skills.

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#3. You **should not include all the details** of your project.

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Example: Wiki Loves Monuments

"We will organize our third Wiki Loves Monuments in Russia and focus efforts on covering monuments with no photos on Commons or articles on Wikipedia. We will partner with 2 photography clubs and organize photo trips to 4 areas where there are lots of undocumented monuments. After returning from the expeditions, we will organize workshops to upload the photos, integrate them into existing articles and create new articles."

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Example: Wiki Loves Monuments

We now understand:

- The project will focus on hard-to-reach monuments, partnerships, and photo integration.

- Compared to previous years, the project will focus on gaps in content and the quality of photographs, not quantity.

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3 points to remember

- Your **problem and solution should fit together**.

- Explain why you **chose this particular solution**.

- **Do not include all the detailed activities** you will do.

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Questions?

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What are your goals for this project?

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#1. Your goals should **describe the two or three most important benefits** that will come from your project.

Example

Strong goal
Focuses on benefits to Wikimedia

"Create biographies on Spanish Wikipedia for all notable female artists born after 1990."

Weak goal
Focuses on benefits to the grantee

"I will learn how to find reliable sources for notable female artists."

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#2. Choose goals **that you can achieve**.

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Example

This goal is specific and achievable.

"Increase the quality of English Wikipedia citations by getting librarians to add or update citations on existing articles."

This goal is too broad.

"Improve the quality of Wikimedia content."

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#3. **Don't worry about measuring your goals yet.** You will work on this in the next section, called "Project Impact".

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#4. If you are continuing or repeating a previous project, **you should not repeat the same goals from last time**.

Your goals should be specific to the current project.

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Example

Last year's goal

"Add or improve photos on national monuments in my country."

This year's goal

"Add photos of cultural heritage sites that were built before 1800 in my country. Almost all of these sites were not photographed during last year's competition."

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4 points to remember

- **Describe the two or three *most important* benefits** that will come out of your project.

- Focus on **goals that you can achieve.**

- **Don't worry about measuring your achievement yet.**

- **Do not repeat your goals from a previous project.** Your goals should be specific to the current project.

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How will you know if you have met your goals?

In your report, we'll ask...

- Did you meet your goals?

- How do you know if you did or did not meet each goal?

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In your proposal, we ask...

#1. During your project, what will you do to achieve this goal?

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In your proposal, we ask...

#1. During your project, what will you do to achieve this goal?

#2. Once your project is over, how will it continue to positively impact the Wikimedia community or projects?

#1. During your project, **what will you do to achieve this goal**?

This question helps you determine your **Outputs**.

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4 key points

- Your answer should **include things that will happen during or right after** your project.

- **Do not include all the activities you did to prepare** for your project.
  For example, do not include that will have a meeting, or set up a Facebook group

- You can **answer this question with number (called a "metric"), a survey, or a story**. Your answer does not have to be something you can count.

- You will **need to have at least 2 answers to this question**. This satisfies the [grant metrics requirement](#) for Project Grants.

Pause & read the examples

- **45 people will participate** in our photo contest. **30 of them will be new editors**.

- We will **translate 50 articles** about medicine from English into Spanish

- We will build a relationship with the National Museum. We aim to **scan and upload 100 historical documents** to Wikisource.

- We will hold a workshop on "Identifying harassment." We will survey the participants, and hope that **at least 80% of them to agree with the following statement in the survey**: "I now know how to identify different forms of harassment in my community."

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- **45 people will participate** in our photo contest. **30 of them will be new editors**.

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These were examples of things you can count

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We will hold a workshop on "Identifying harassment." We will survey the participants afterward.

We hope that **at least 80% of them to agree with the following statement in the survey**: "I now know how to identify different forms of harassment in my community."

This captured what people learned, not what they did

Survey Support Desk:
m:Surveys

4 points to remember

- Your answer should **include things that will happen during or right after** your project.

- **Do not include all the activities you did to prepare** for your project.
  (Those go in the Activities section.)

- You can **answer this question with metric, a survey, or a story. If you use a metric, you will need to set a numeric target** in your proposal
  (i.e. 45 participants, 10 articles, 100 documents).

- You will **need to have at least 2 answers to this question**.

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#2. Once your project is over, how will it **continue to positively impact the Wikimedia community or projects**?
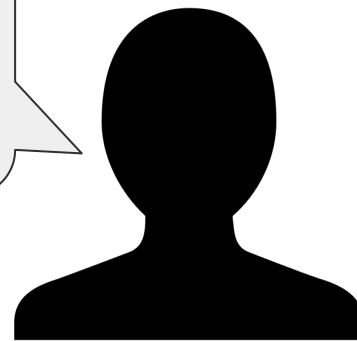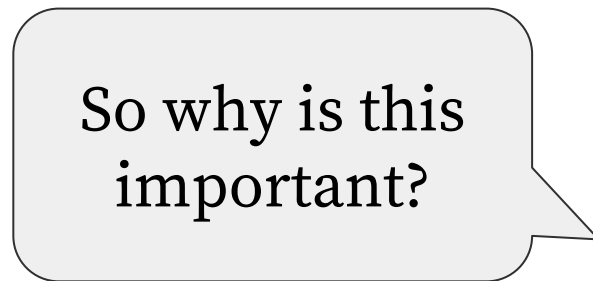
This question helps you determine your **Outcomes.**

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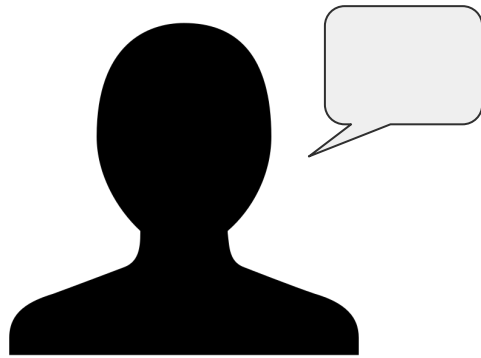
You

Describe your project and what you did

Why your project was a success

Why you think you have achieved your goals

So why is this important?

You

Your friend
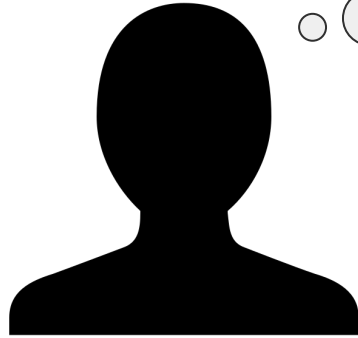
What would be
**the most inspiring
result one year
from now?**

You

Pause & read the examples

45 people will participate in our photo contest. **30 of them will be new editors.**

→ We hope that at least **5 of the 30 new editors will continue to edit** afterward, making **at least 1 edit in the next 3 months**.

We will **translate 50 articles** about medicine from English into Spanish

→ Wikipedia is a commonly consulted source of medical information. Because we **improved the quality and coverage of medical topics, Wikipedia is seen a more reliable source of information** within the medical community in Mexico.

We will hold a workshop on "Identifying harassment." We will survey the participants afterward. We hope **at least 80% of them to agree with the following statement:**
"I now know how to identify various forms of harassment within my community."

→ We hope that **at least one of those people will change their behavior**, using the things they learned. We will **interview them 3 months later, and source stories about how they have applied with they have learned**, and what positive change has resulted from it.

Look at the last example

We will hold a workshop on "Identifying harassment." We will survey the participants afterward. We hope **at least 80% of them to agree with the following statement: "I now know how to identify various forms of harassment within my community."**

→

We hope that **at least one of those people will change their behavior**, using the things they learned. We will **interview them 3 months later, and source stories about how they have applied with they have learned**, and what positive change has resulted from it.

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#2. Once your project is over, how will it **continue to positively impact the Wikimedia community or projects**?

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#1. During your project, **what will you do to achieve this goal**?

#2. Once your project is over, how will it **continue to positively impact the Wikimedia community or projects**?

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