Advancement

January 2018 quarterly check-in

WIKIMEDIA
F O U N D A T I O N

The Donor Life Cycle

Online Fundraising

Major gifts

Product

Endowment

Reading → Donate banners → Email, Newsletter, Gift increase → Events/personal cultivation → Annual appeals → 1-time gift to the Endowment → Planned giving commitment

Reading → Volunteering → Planned giving commitment

WIKIMEDIA
F O U N D A T I O N

CHECK IN

Jan 2017

TEAM/DEPT

Advancement - Online

PROGRAM

WIKIMEDIA FOUNDATION ANNUAL PLAN
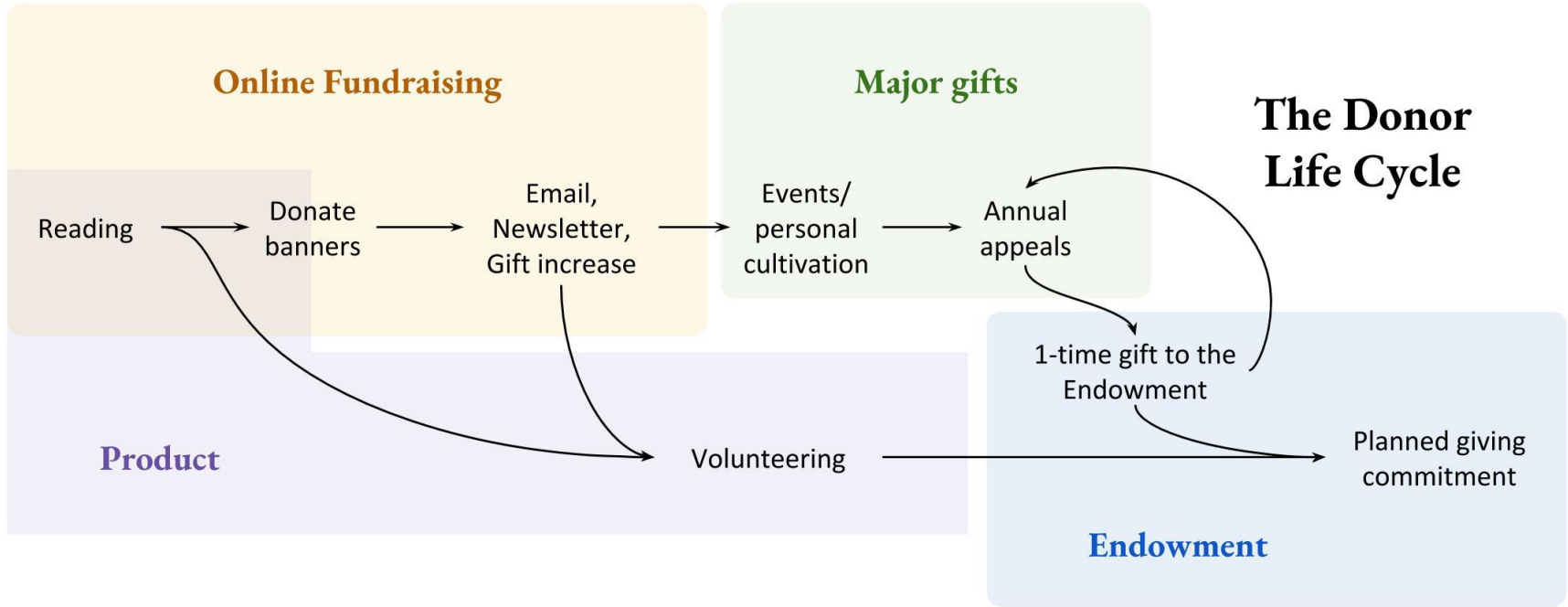
Annual Goal: Raise $65 million

Quarterly Goals:	Dependencies:	Status:
LAST QUARTER		
- Raised $55 million in online campaigns, including the annual English fundraiser - Published a series of blog and social media posts throughout the campaign	Fr-tech, Communications, Reading, Legal	- Exceeded Q2 goal - Banner targeting blog post - Research blog post - Messaging blog post - Campaign launch blog post
NEXT QUARTER		
Raise $5M through online campaigns	Fr-tech, Communications, Reading, Legal	In progress
STATUS TOWARD ANNUAL GOAL: Achieved the Annual Goal! Beginning work toward FY2017-18 goal.		

The English campaign

The shortest! Or the longest?

Q2 timing: Spreading out fundraising

Low volume banner
testing throughout Q2

High volume banner testing:
11/28 - 12/31

10/01 ←——————— **Q2** ———————→ 12/31

Email Campaign:
October - December

(Weekly banner pre-tests began at the start of Q1 '17)

Using the full quarter

- **The number of banner days used to be a main campaign metric. That doesn't make sense anymore.**

- **We started fundraising much earlier than past years and more consistently throughout the entire quarter. In the past, we ran banners and sent donor emails at a very high level mostly in December. This year, we used the entire quarter with banners at very limited levels.**

Why?

- **Reach more readers, not just frequent readers**

- **Improve the content**
  - **Time to prep more tests & community material**

- **Improve the quality of the donor experience**

- **Stabilize our workflow more consistently**

- **Reduce the risk of relying on a few weeks a year to raise the budget**

Groundwork with pretests

HELLO!

$10 $20 $100 Other

VISA mastercard AMEX DISCOVER

The price of your Friday coffee is all we need. ☕

A message from Jimmy Wales

ℹ️ Hi reader in the U.S., you use Wikipedia a lot; that's great!

We ask you, humbly, to help.

This saturday, we ask you to help.

It's a little awkward to be asking this on a weekend

− $ 200 = ❤️ +

8,200

vs.

20

Number of tickets needing 1st response from donor services.
8,200 on 12/30/**2016** vs. 20 on 12/30/**2017**.

So, did we just run a long campaign and spam people with banners for 3 months?

No,

and it wouldn't work.

Targeting readers more effectively

- Not all banner views are equal
  - The first banners a reader sees are the most critical
- ~80% of donations are made on the first two banners a reader sees
- People are less likely to donate the more banners they see.
- We can't simply run banners for a longer period of time and expect the same return.

Big English 2017 - % of donations by banner impression (Desktop)

6-10th
5.0%

5th imp
3.0%

4th imp
4.0%

3rd imp
8.0%

2nd imp
20.0%
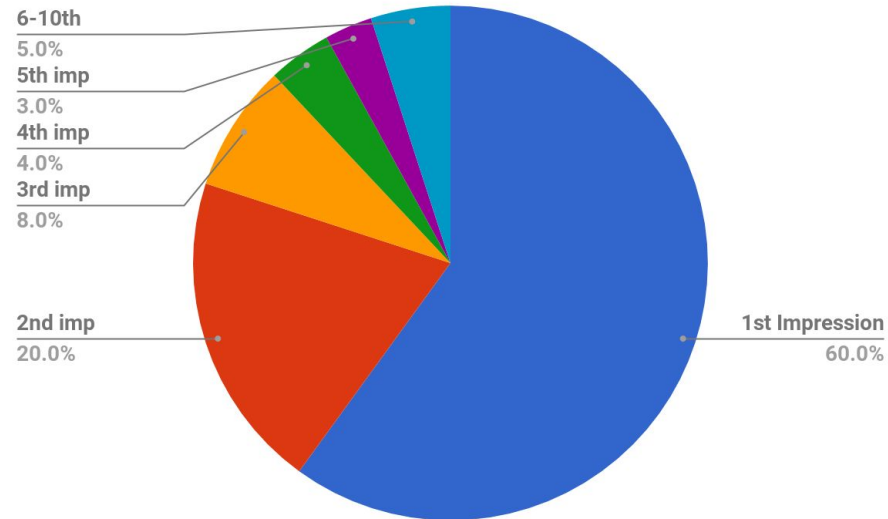
1st Impression
60.0%

Targeting readers more effectively

- Showing readers banners over and over does not pay off! And it bugs them.

- We limited to 10 banner impressions per reader this year from the start of testing.

- We did not show banners to 100% of readers all quarter. Traffic levels and number of banner testing hours were limited so we had time to adjust to continuous feedback.

- Please see related blog post: https://blog.wikimedia.org/2017/10/03/fundraising-banner-limit/
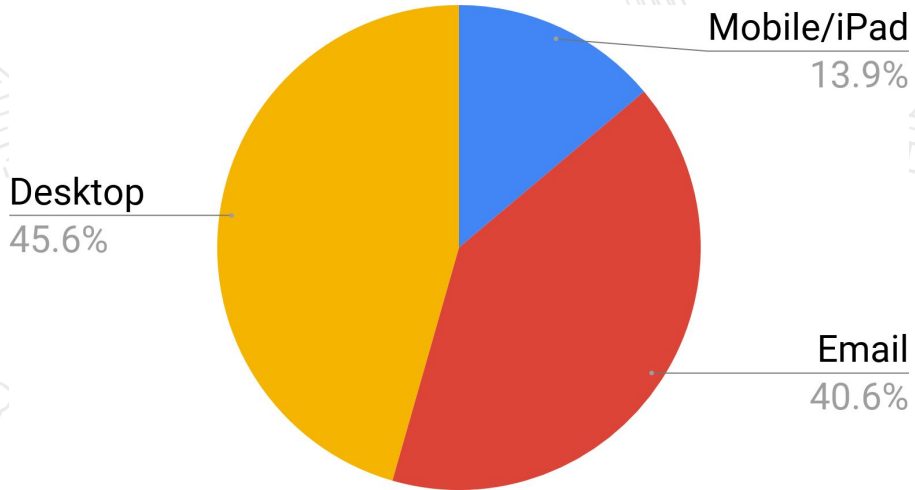
Donations throughout a campaign

Donations
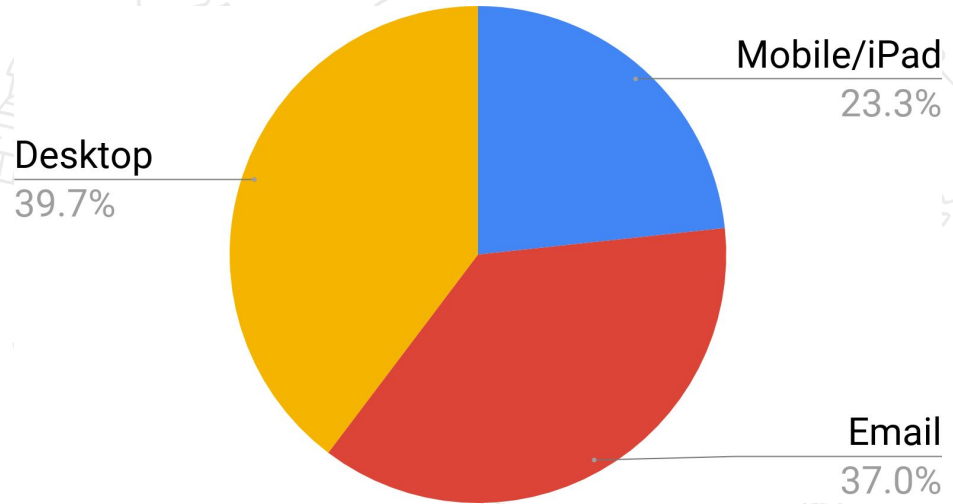
Days
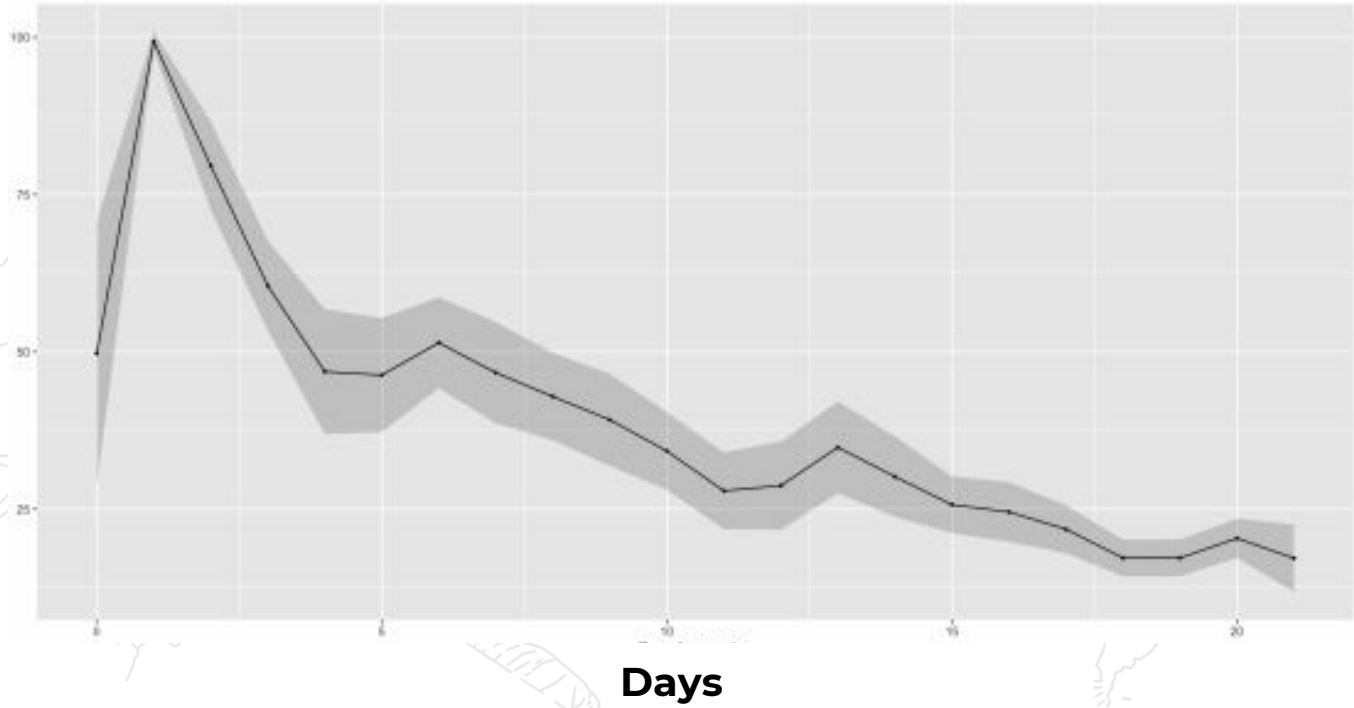
Donations throughout a campaign

- We want to give ALL readers a chance to donate, even people who visit Wikipedia every few weeks and not every day. Weeks into the campaign, there are still people who are just seeing banners for the first time.

- But readers can't see banners constantly; donations drop off the more banners they see.

- In 2017, we started showing a limited number of banners early to improve our balance in reaching more readers without disrupting them with repetitive ineffective asks.

- Please see related blog post: https://blog.wikimedia.org/2017/10/03/fundraising-banner-limit/

Channel breakdown

2016

Mobile/iPad
13.9%

Desktop
45.6%

Email
40.6%

2017

Mobile/iPad
23.3%

Desktop
39.7%

Email
37.0%

(preliminary totals)

Channel breakdown

- Similar trend from recent years: we see the percentage of our revenue coming from desktop banners declining. This goes along with our decline in desktop readership.

- Email revenue from past donors is quickly catching up to desktop banner revenue.

- In 2017, we saw the most significant growth from mobile banners.
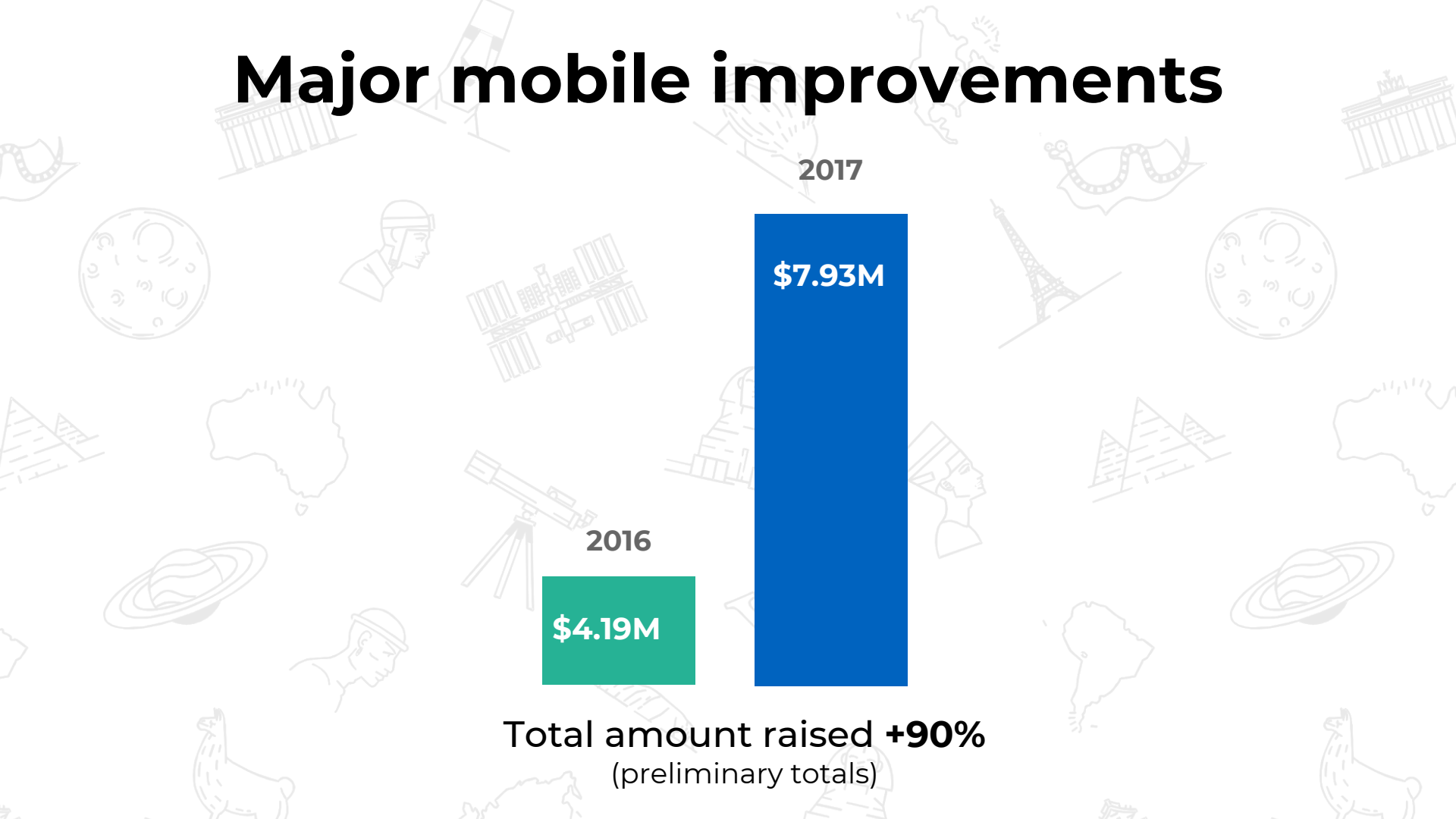
Major mobile improvements

2017

$7.93M

2016

$4.19M

Total amount raised **+90%**
(preliminary totals)

Major mobile improvements

- Nearly doubled the amount we raised from mobile from 2016 - 2017.

- Launched mobile campaign earlier, more people saw banners on mobile which led to more banner tests, conversion improvements & UI improvements.

- Increased team focus on mobile. We made it a high priority in our testing early in the quarter and throughout the campaign to focus on mobile. This can be hard to do when the money is coming in faster on desktop but we know for our long term goals, we had to increase our focus on mobile this year.

- Message became longer, closer to our desktop message.

Mobile improvement

Donor Services reported that several users unintentionally became monthly donors. We improved the UI in no time by switching <u>from a toggle to buttons</u> and received no more complaints.

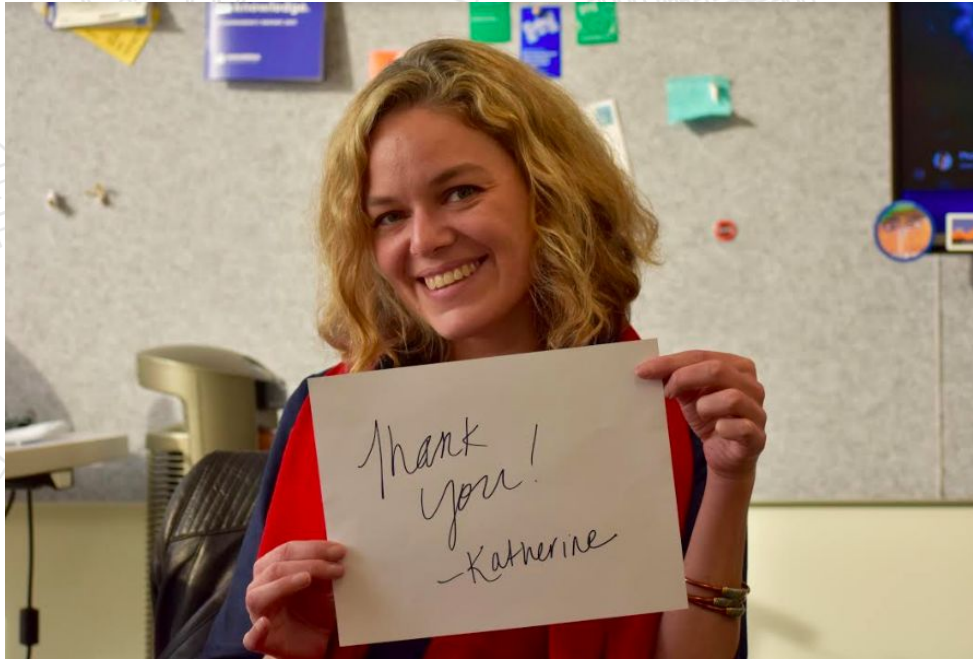How often would you like to donate?

One-time

Monthly

Huge mobile growth, but..

Challenges remain

- **Mobile donation rate is 1/2 of desktop**

- **10% drop in desktop pageviews from 2016***

(*10% decline in the English fundraising campaign countries)

Messaging

Messaging

- Genuine messages still work with our readers.

- Improved Jimmy's messages AND added new voices.

- Refined team process in collecting material with in-person interviews (Jimmy & Katherine) and writing sessions (with Katherine).

- Readers loved Katherine's own writing!

- Improved the balance in educational messaging about Wikimedia and strong donation asks.

Messaging wins:

- More personal

- Longer email copy with a more emotional pitch

"I can't afford to be embarrassed"

The personal tone and feel of our emails got stronger. Images of people appear in each email, and the tone is frank and emotional.

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FOUNDATION

More wins

Win #1 - Changing community's least favorite things

- ❏ *"I'm stunned"* -- received negative feedback. Found a new subject line that performed better and received positive reactions.
- ❏ *"Our team doesn't have the capacity"* -- received negative feedback. We found a new line that didn't hurt performance.
- ❏ *Candle image from email*-- considered morbid by some countries, so dark! Updated with photo of Jimmy with equal performance

Win #2 - Storytelling

- ❏ "As I look around the internet today, I think back to when I first discovered Wikipedia. The internet was still a pretty free-wheeling place, and Wikipedia was born out of that spirit of creativity and possibility."
- ❏ "We do it in the pursuit of open knowledge that's always ad-free, never tracks your data, and is never sold off to corporate big-wigs. That's nothing to be embarrassed about, if you ask me.

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Win #3 - Breaking the dependence on Jimmy alone

- ❏ Katherine as a new voice
- ❏ Volunteer/staff photos and quotes
- ❏ "We" instead of Jimmy

Featuring the community

We ask you, humbly, to help.

ℹ️ Hi reader in the U.S., it seems you use Wikipedia a lot; that's great! It's a little awkward to ask you, but this Friday we need your help. It's January 12 and time is running out to help in 2017. We're not salespeople. We're librarians, archivists, and information junkies. We depend on donations averaging about $15, but fewer than 1% of readers give. If you donate just $3, the price of your Friday coffee, Wikipedia could keep thriving for years to come. Thank you.

VISA mastercard AMEX DISCOVER   PayPal   amazon pay

Featuring the community

- The fundraising campaign is the Foundation's highest visible communication with readers.

- The team has the revenue goal to raise the budget every year. We aim to do this while also fulfilling our other goal of educating readers about our movement in a way that makes our community proud.

- 90+ community members were featured in the 2017 campaign.

- Improved the balance in educational community content and strong donation asks.

LANE,
WIKIMEDIA COMMUNITY MEMBER

"When I was a kid I couldn't afford a library card. That's when I understood the great disparity in access to information. I came to Wikipedia because it offers everyone a path to free information."

DEJI OLUKOTUN,
OPEN INTERNET ADVOCATE

"There's value to entrepreneurship. There's value to innovation. But there's also value in Wikipedia you can't put a price on. Wikipedia fulfills the promise of the open internet."

ROSIE S,
WIKIPEDIA EDITOR

"Wikipedia, the places it takes me, suits a need that I've had since I was a teenager. A need to be useful in life. To me, the cost of us not building this resource would be very high."

KATHERINE MAHER ,
EXECUTIVE DIRECTOR

"Wikipedia is the closest thing the world has to a public internet. We're always open, always free, and always there when you need us."

RAJU NARISETTI,
WIKIMEDIA BOARD MEMBER

"We owe it to ourselves and future generations, to help sustain this living, people-centric body of free information, at a time when creeping misinformation is a major cause of divisions and conflict on earth. And you can begin today, for the price of a cup of coffee."

Mobile App

- Collaboration with Reading

- Raised $200,000 ($16,000 in 2016)

- Reaching a (small) group of dedicated readers

- Higher donation rate and average gift amount than mobile web

Thank you banners

Thank you!
The contributions we receive from our community of readers, editors and donors will keep us strong in 2018. We at the Wikimedia Foundation invite you to **stay involved** to help us provide free knowledge to every single person on the planet.

THANK YOU!
The contributions we receive from our community of readers, editors and donors will keep us strong in 2018.

Get your Wikipedia gear in our store. Show your pride and thank volunteers.

Thank you! ❤️
The contributions we receive from our community of readers, editors and donors will keep us strong in 2018. Did you know that all of the content on Wikipedia is written by our community? Have you ever thought about becoming a **Wikipedia editor**?

Thank you banners

26,281 survey responses, providing reactions to our fundraising campaign

7,194 email signups interested in learning about the Foundation and how to edit Wikipedia

THANK YOU!
The contributions we receive from our community of readers, editors and donors will keep us strong in 2018. We at the Wikimedia Foundation invite you to **stay involved** to help us provide free knowledge to every single person on the planet.

Wikimedia contributor Janepop Atirattanachai's photo of Thailand's Khao Sam Roi Yot National Park

From Wiki Loves Monuments

Thank you! ❤️
The contributions we receive from our community of readers, editors and donors will keep us strong in 2018. Please help us improve Wikipedia by answering a few **questions in our survey**. Thanks for your participation!

This survey powered by a third-party service; please see the survey privacy statement.

Thank you campaign

- New thank you campaign this year testing different calls to action:
  - Follow on social media, become an editor, fill out survey, visit the store, learn more, see WLM photos

- First time we've tested content & CTA in thank you banners

- Just scratching the surface of testing these kinds of banners

CHECK IN
January 2018

TEAM/DEPT

PROGRAM

Advancement - Fundraising Operations

WIKIMEDIA FOUNDATION ANNUAL PLAN

Annual Goal: Support for FR, Donors, Store & Community

Quarterly Goals:	Dependencies:	Status:
LAST QUARTER		
1. Donor Services - Q2 Campaigns (FR, BE, US, CA, UK, AU, NZ) 2. Payments- Discovery on Micropayments 3. France Support & Big English community participating methods	1. Fr-tech, Fr-online 2. Fr-tech/Engineering 3. None	1. Improved donor experience due to spacing out ticket traffic 2. Still contingent on internal review of specs and analysis. 3. **France**: Excellent collaboration with new WMFR board. **Big English**: positive support from community through messaging focus on representing and showcasing the movement and community members.
NEXT QUARTER		
1. Donor Services - Q3 Campaigns (SE, DK, NO, AT, IT) 2. Payments-Ingenico Connect 3. Community- Local Tax Campaigns IT, HU and PO	1. Fr-tech, Fr-online 2. Fr-tech, Ingenico 3. Chapters	1. In progress 2. In progress 3. In progress
STATUS TOWARD ANNUAL GOAL: On Schedule		

Donor Support - Q2

Tickets received YOY - Q2

	OCTOBER	NOVEMBER	DECEMBER	TOTAL
2016	11,102	21,212	44,020	76,334
2017	22,151	18,255	18,518	58,924
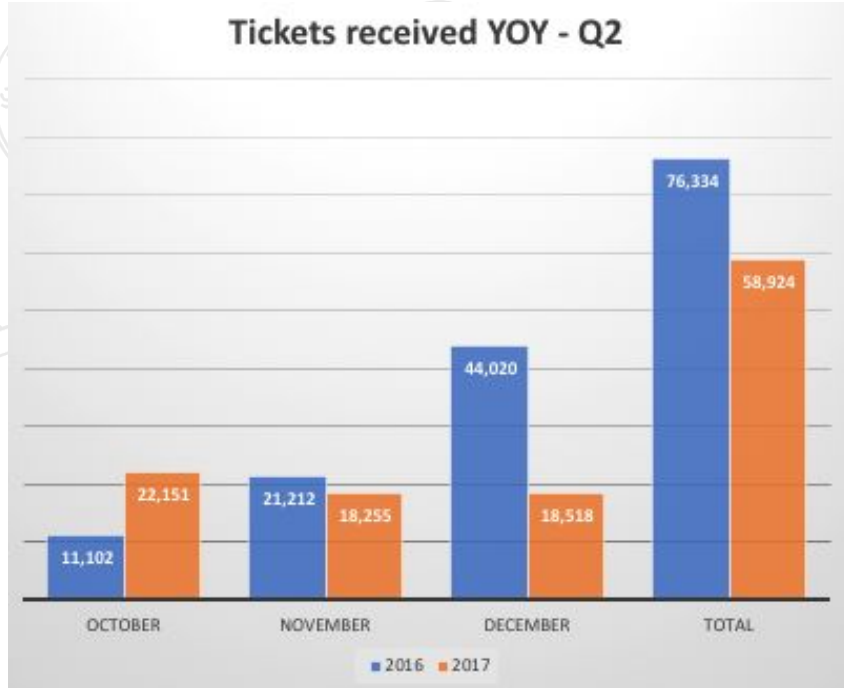
29% decrease for quarter

- Banners / emails spread throughout Q2

- Stability of Payment Flows

- Automated Dedupe

- Timing of French and Italian campaigns

Tickets needing first response 12/30:
20 (versus 8,200 in 2016) Net decrease 99.75%!

Most common complaint/problem tickets:
- *Bulk email complaints: 12,590 (21.3%) - down from 32% in 2016*
- Adyen (France) credit card errors: 796 (1.35%)
- GC100 errors: 664 (1.12%) donations with a range of credit card issues
- Email address update requests: 1,784 (3%)
- Unsubscribe requests: 1,620 (2.7%)
- Responses to the Slater/NPR story: 524 (.88%)

Quarterly Goals:	Dependencies:	Status:
LAST QUARTER		
1. Support Big English Campaign 2. Time boxed work on Civi duplicate records 3. Tentative: Continue Ingenico reintegration	1. All Advancement 2. Major Gifts 3. Ingenico	1. Done with 100% uptime for second year in a row! 2. Done 3. In progress
NEXT QUARTER		
1. Support Q3 campaigns in five scheduled countries 2. Restart Ingenico reintegration 3. Assess Civi dedupe work and prepare roadmap for other features	1. Banner and Email teams 2. Ingenico 3. Civi stakeholders in Advancement	1. To do 2. In progress 3. In progress

CHECK IN

January 2018 **Fundraising Tech**

TEAM/DEPT

PROGRAM

n/a [LINK]

WIKIMEDIA FOUNDATION ANNUAL PLAN

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

- **Second year of 100% uptime!**
- **Resolved the "replag" issues early in Q2**
- **We handled several days of the highest traffic we have ever seen and our systems barely slowed down!**
- **We supported the extra New Years Eve events with plenty of coverage and no problems.**

What would you do differently if you had to do it again?

- **We had some data loss (not permanent) due to an unknown error in kafkatee. We are looking to revamp/replace this in Q3.**

Did you struggle with anything?

- **The replag issues were very concerning in early Q2. We are glad we figured it all out.**

January 2018 **Advancement - Endowment** n/a [LINK]

Annual Goal: Raise $5 million; Secure 5 planned gifts

Quarterly Goals:	Who are you working wth:	Status:
LAST QUARTER		
Launched Endowment website	Communications, Mule Design, Legal	Completed
Ran first Endowment Appeal	Major Gifts, FR-tech, FR-online	Raised $264K; secured 4 planned giving commitments
NEXT QUARTER		
Close $2 million in gifts	Advancement, Wikimedia Endowment Board	In progress
Fill 1 remaining Advisory Board seats	Advancement, Wikimedia Endowment Board	
Hold cultivation dinners in SF and NYC	Advancement, Wikimedia Endowment Board	
STATUS TOWARD ANNUAL GOAL: $989K raised; 5 planned gifts secured		

CHECK IN
Jan 2018

TEAM/DEPT
Major Gifts & Foundations

PROGRAM
n/a [LINK]

WIKIMEDIA FOUNDATION ANNUAL PLAN

Annual Goal: Raise $8 million

Quarterly Goals:	Dependencies:	Status:
LAST QUARTER		
1. Los Angeles Donor Event 2. Raise $3m via Annual Appeal/Big English 3. Solicit 3 $250k+ gifts	1. Executive Office 2. FR-tech, Fr-Online, Comms, Admin 3. Audiences, Executive Office	1. Raised $175k from 470 donations, including a $50k matching gift 2. Raised $4.5m + $1.5m in pledges (as of Jan 5) 3. Solicitations out: 3 gifts received
NEXT QUARTER		
1. Wrap annual appeal & analysis 2. Publish & distribute Annual Report 3. Solicit 5 $500k+ gifts	1. none 2. Comms 3. Executive Office	1. In progress 2. Goal: mailboxes by 2/28 3. In progress
STATUS : $6.8m raised to date (as of Jan 5) + $1.5m in pledges		**On track to Annual Goal**

Annual Goal: Increase reach and awareness of Wikimedia projects in emerging countries

Quarterly Goals:	Dependencies:	Status:
LAST QUARTER		
1. Execute India plan with a focus on building media partnerships. 2. Launch Project Tiger in India in partnership with Google. 3. Complete partnership pipeline and strategic plans for Mexico and Nigeria. 4. Finalize partnership for Wikipedia SMS pilot in Iraq. 5. Complete Wikipedia module for GSMA's Mobile Internet Skills Training Toolkit for trainings in Tanzania, Rwanda, Nigeria. 6. **[Cross-functional]** - New Readers offline strategy for India, Mexico, Nigeria.	Legal, Comms, Audience, external partners.	1. On hold. 2. Done and on-going. 3. In progress. 4. Done. 5. Done. 6. Done and on-going.
STATUS TOWARD ANNUAL GOAL: IN PROGRESS FOR FY1718		

January 2018 **Partnerships & Global Reach**

Annual Goal: Increase reach and awareness of Wikimedia projects in emerging countries

Quarterly Goals:	Dependencies:	Status:
NEXT QUARTER		
1. Contact Wikipedia Zero partners in Asia to support new Singapore data center IPs. 2. Complete partnership pipeline and strategic plans for Mexico and Nigeria and pursue partnerships to increase reach and awareness. 3. Implement Project Tiger & SMS pilot. 4. **[Cross-functional]** - New Readers.	Legal, Comms, Audience, external partners.	1. In progress. 2. In progress. 3. In progress. 4. Continuing from Q2