Advancement Tuning Session

MTP Priority slides

Partnerships

Objective:

Identify, negotiate, and implement partnerships in support of WMF's 5 MTP Priority Areas

We continue to move ahead with our "Partnerships as a Service" strategy, working across all WMF departments to manage large, ongoing relationships (e.g., Google, UN Agencies, industry collaborations / networks) and deliver partnerships in support of the 5 MTP Priority Areas.

Key Takeaways include:
- Platform Evolution: Product initiative with major partner back on track after delay; Supporting Research teams with data from DuckDuckGo, Google, and YouTube
- Professional API: 4 Candidates for BizDev lead interviewed; Cost-sharing agreement b/w WMF & LLC in progress; Product vision for PAPI developed, PM JD created, candidate identified, Engineering contractors hired.
- Worldwide Readership: Changes in the Inuka strategy and implementation roadmap (particularly KaiOS) have us pausing on Wikipedia Preview (aka HoverCards); KaiOS and Jio apps delayed on partner side.
- Thriving Movement: #WikiforHR hit 300% target; Secured support for #IstandWithHer WikiGap Challenge; Reprioritizing Education work to focus on online learning

Partnerships (Platform Evolution) ↗

Key Results	Y1 Goal	Q1 Status	Q2 Status	Q3 Status
Identify and deliver partnerships requested by Tech and Product teams on an ongoing basis. **Baseline:** N/A	Ongoing	Began exploring Product integration With new potential partner	Verbal agreement secured Secured $90K from Google in credits for SDIC	Delayed, but back on track; hoping to sign by EOQ4 Exploring new CAPTCHA integration Supporting Research team (DuckDuckGo; YouTube, Reddit)
Achieve C-level and Board signoff on **Professional API** strategy by end of Q3. **Baseline:** N/A	Board Signoff, Plan in Place	On hold pending new CTO and GC	Board Signoff secured; LLC created; API Keys launched	BD: On track Tech: On track Finance: On track Legal: On track

Partnerships (WW Readership)

Key Results	Y1 Goal	Q1 Status	Q2 Status	Q3 Status
Deliver tech integrations and other partnerships to increase visibility and reach of Wikimedia projects in emerging markets in support of Worldwide Readership. **Baseline:** N/A	Ongoing	Identified Hovercards and KaiOS app as Partnership-Inuka priorities	Jio India and KaiOS app shipment negotiation (Brand/legal) WP Preview pilot Mozilla Firefox Lite integration & feature	KaiOS app in QA. Jio app delayed; Potential Q4 launch WP preview prototype pilot on hold; Inuka to define new timeline
Reach new internet users and increase brand awareness in the Middle East and LatAm by expanding GSMA partnership **Baseline:** N/A	Train 500,000+ people in at least one country / region.	On track to launch with 3 carriers in MENA through GSMA	Reevaluating partnership by pitching to MNOs directly	Pivoted approach with GSMA to go beyond MISTT. Finalize plan and revamp "MISTT 2.0" in Q4 to start pitch to governments, Dig. Literacy NGOS, and Google (MISTT partner)

Partnerships (Thriving Movement) ↗

Key Results	Y1 Goal	Q1 Status	Q2 Status	Q3 Status
In support of **Diverse Content**: 1) launch 5 GLOW campaigns; 2) pilot "Campaign in a Box" framework with OHCHR; and 3) identify high-impact opportunities to diversify Wikimedia's content in LatAm, Africa, MENA, and South and Southeast Asia. **Baseline:** Tiger 1.0 (GLOW): 2,000 articles	5 GLOW editathons launched UN OHCHR partnership signed and pilot campaign fully executed Ongoing	GLOW: planning and India launch UN OHCHR: planning and announcement	GLOW: 2 of 5 launched; >15,000 new articles UN OHCHR: #wikilovesHR Campaign launched & hit 150% of target	GLOW: MENA was to begin implementing in April; on pause UN OHCHR: #WikiforHR hit 300% target; Secured support for #IstandWithHer WikiGap Challenge Exploring paid translation opportunity with IBB
In support of **Movement Diversity**: 1) deliver 3 partners to the "Wikipedia in the Classroom" project 2) identify and deliver high-impact opportunities to support Movement Diversity **Baseline:** N/A	Partners delivered to CE Education Team	On Hold: Pending CE implementation strategy	Supported affiliates in selected 3 countries Secured $100k in Wikimania and conference sponsorships	WP in the classroom pilot pivoting online Exploring "fully remote conference" Google sponsorship

Partnerships (Brand & Gl. Advocacy) ↗

Key Results	Y1 Goal	Q1 Status	Q2 Status	Q3 Status
In support of **Brand Awareness:** Identify, support, and implement high-impact opportunities to increase brand awareness globally **Baseline:** N/A	Ongoing	Secured Brave revenue & awareness partnership Explored collab w/ TNF in response to "hacking" scandal	Launched Brave Ad Campaign (Giving Tues)	Supporting new Marketing team and exploring opportunities (TikTok, etc.)
In support of **Global Advocacy:** Support Public Policy efforts in emerging markets by identifying and establishing connections in support of global advocacy objectives, including local players or relevant intergovernmental organizations (e.g. WIPO). **Baseline:** N/A	Deliver 3 opportunities to impact WMF policy efforts in emerging markets.	Planning w/ Policy team. Delivered HABLATAM project to Product/Policy via Berkman-Klein	Ongoing relationship management with WIPO, Digital Public Goods, ISOC	Supported ongoing discussions w/ Digital Public Goods (ongoing) Supported WIPO relationship for copyright observer status

Responding to Covid-19

Working with UN Agencies
We are engaging with relevant UN agencies to support the movement's multi-language documentation and dissemination of key information:

- WHO: Proposal under review for media content re-licensing and better access to official sources, translation call to actions, and joint communications.

- UN Human Rights: Joint Comms strategy under partner review addressing pandemics' human right implications.

- UNFPA: Working with WMSE for global access to relevant metrics and data.

- UNESCO: Supported WMF Education team to join "Global Education Coalition"

Working with Tech Partners
We are working closely with tech partners to support them to better ingest and attribute our data. So far, we have collaborated with:

- Google: COVID19 page; joint comms
- Apple / Siri
- Microsoft / Bing: COVID19 page
- DuckDuckGo: (TBU by Tuning Session)
- Amazon: (TBU by Tuning Session)

Working with the Mobile Ecosystem
We're communicating daily w/ the GSMA, MNOs (e.g. Orange, TmCel, MTN Nigeria, Safaricom), and stakeholders (e.g., Viamo). MNOs' initial interest was to reinstate WP Zero, which Policy/Legal advised against. Exploring other options (e.g., SMS blasts pointing to relevant WP content and IVR Q&A).

Key Deliverable slides

Grants

Q3 New Grants

Program	# of Grants	Total $	Notes
FDC-Annual Plan Grants (Funds Dissemination Committee)	1	$134,000	Delayed from Q2
Simple Annual Plan Grants	5	$263,804	According to plan
Rapid Grants	80	$117,723	150% higher than planned ($)
Totals	**86**	**$515,527**	

Grants

Q3 Diversity Breakdown

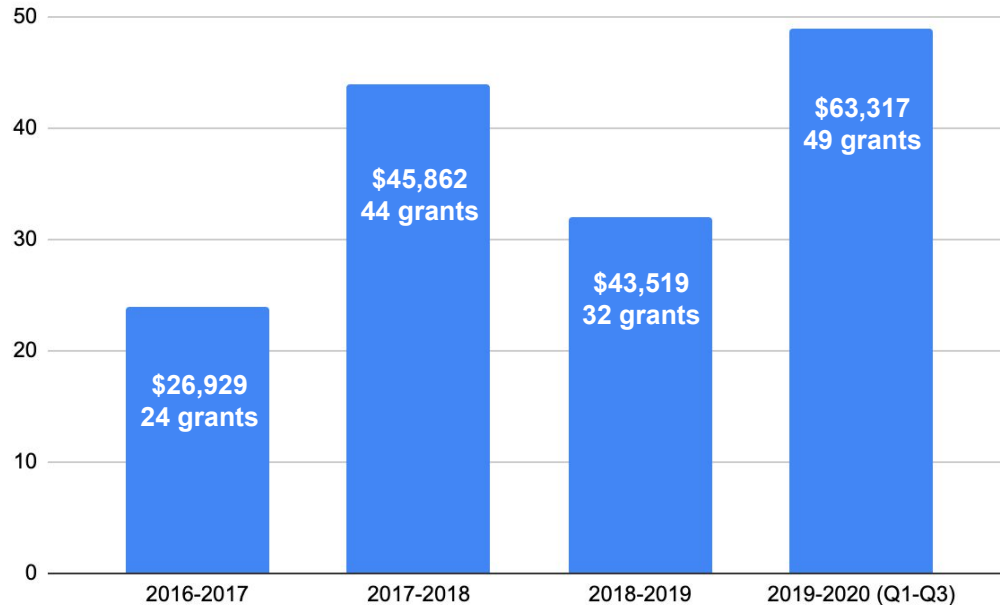|	# of Grants	Total $	Notes
Individuals	46	$66,752	According to plan
Emerging Communities	58	$375,671	According to plan
Gender gap focused	47	$62,060	370% above average # of grants

Rapid Grants: Funding Gender Equity

# of Gender Equity Rapid Grants funded per FY

$26,929
24 grants

$45,862
44 grants

$43,519
32 grants

$63,317
49 grants

2016-2017   2017-2018   2018-2019   2019-2020 (Q1-Q3)

Art+Feminism editathon, March 7, 2020, Istanbul

Rapid Grants: Funding Gender Equity

FY 2016-2017

Rapid Grants: Funding Gender Equity

FY 2019 - 2020 (through Q3)

# of Rapid Grants
- 1
- 2-3
- 4-6
- 7-10
- 11+
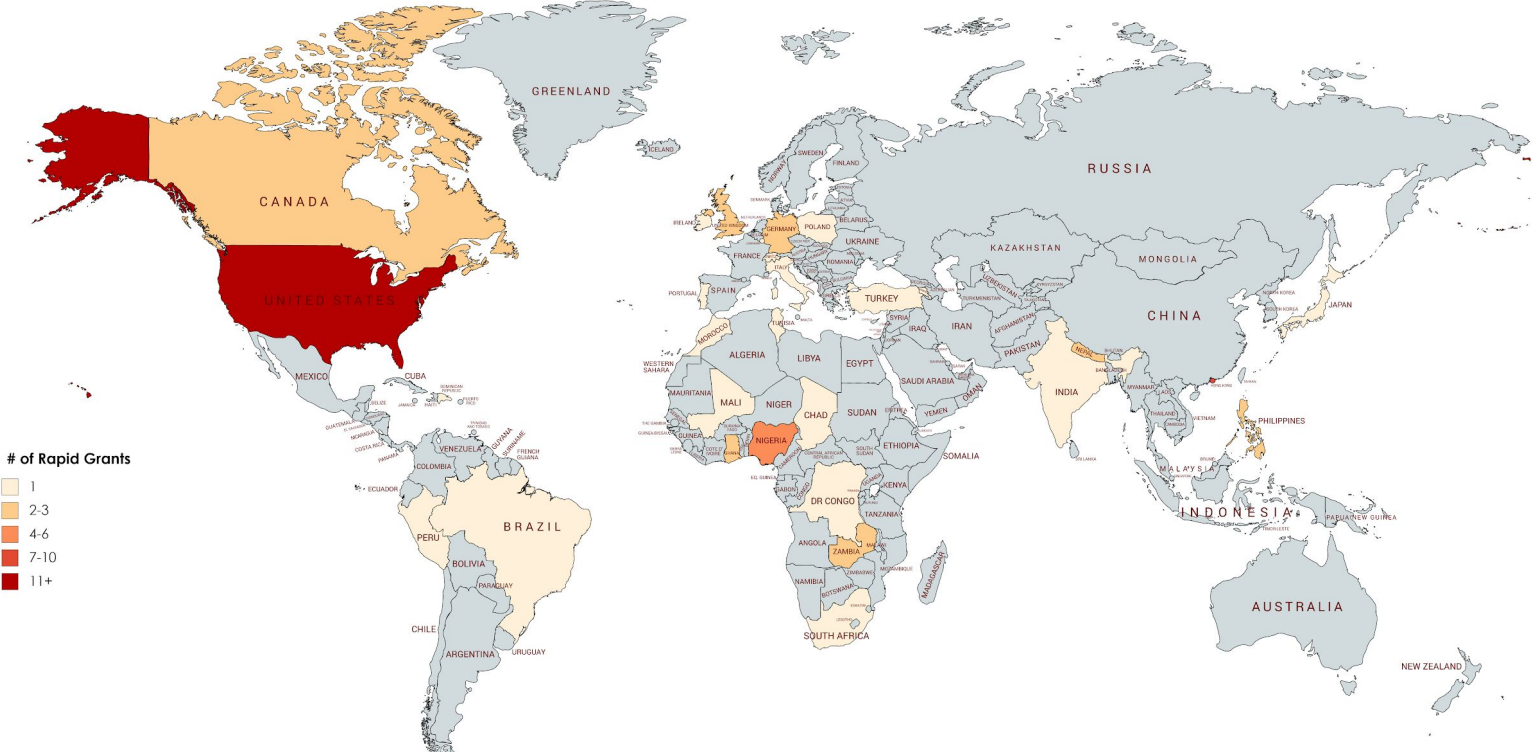
Grants

Responding to Covid-19

- Communicating funding restrictions on offline events and travel

- Supporting changes in programming and budget

- Adjusting committee review timelines and expectations

- Identifying Annual Plan Grantees eligible for additional funding to support sustainability and resiliency

Revenue

Objective:

Engage readers to become donors and deepen our relationship with existing donors to support a vibrant and sustainable Wikimedia Foundation

The fundraising team hit the annual revenue target ahead of schedule in Q3.

Some of the high priority work delivered includes:
- Online Campaigns in Europe
- Adjusting campaign schedule and materials in response to COVID-19
- Prep for FY20-21 and recruiting new positions

Target quarter for completion: Q3 FY19/20

Revenue

Key Results	Y1 Goal	Q1 Status	Q2 Status	Q3 Status
Raise $110 million for the Foundation, continuing our focus on reader education about the movement (Raise $89.6M YTD for Q1-Q3, excluding chapter revenue) **Baseline: $77.6M Q1-Q3 FY18-19**	$110 million	$19 million	$91 million	$111 million
Raise $11 million in online gifts in Q3. (Raise $77.8 YTD for Q1-Q3) **Baseline: $70M Q1-Q3 FY18-19**	$88 million	$14.7 million	$79.7 million	$88.5 million
Raise $1 million in major gifts in Q3 (Raise $9.5 million YTD for Q1 -Q3) **Baseline:** $7.4M Q1-Q3 FY18-19	$10 million	$4 million	$11 million	$14.6 million
Raise $5 million for the Endowment in 2019-20 FY **Baseline:** FY18-19 target $5 million	$5 million	$1 million	$12.4 million	$15 million
Raise $12 million from chapters in 2019-20 FY **Baseline:** FY18-19 target $8.8 million	$12 million	$300K	$300K	$9.3 million

Preliminary totals

Department: Advancement

Online Fundraising

- Raised $9.2M for Q3
  - Raised goal for Annual Fund!
  - Total YTD $88.4M, 10.3% over goal

- Ran a *Thank You Campaign* after a successful Q2 English campaign. Documented Q2 learnings.

- Ran campaigns in Italy, Sweden and EU Bundle.

- Supported payment system improvement and redundancy by:
  - Enabling credit cards recurring feature with our secondary payment provider
  - Enabling iDEAL payments (one time and recurring) for the Netherlands

- In March, adjusted fundraising messages and Q4 campaign strategy to reflect COVID-19 situation

Fundraising Operations

- Donor Services
    - Cleared out donor tickets from Q2 English Campaign and documented learnings
    - Started hiring process for new Donor Services agents
    - Supported Q3 campaigns (Italy, Sweden and EU bundle)

- Analytics
    - Delivered data and key metrics from Q2 English Campaign
    - Worked with the Major Gifts and Endowment team on reporting YoY data and key metrics from Q2 giving season
    - Worked with Fr-tech on setting up the backend for data automation needed for building Dashboards

FR-tech

Supported Q3 Campaigns
- Supported pivot to endowment campaigns
- Responded to security issues from payment processor (ingenico)
- Supported all other campaigns: bug fixes and small changes

Made Netherlands payment method campaign ready (iDEAL)
- Successfully tested monthly recurring payments for credit cards
- One time and recurring donations ready

Matching Gifts V2 (fr-tech side)
- Started and will continue into April

Major Gifts & Foundations

- Revenue - Annual target surpassed - $14M raised
- Wrapped up Q2 giving season
  - Full analytics forthcoming
- Adjustments due to COVID-19
  - Annual Report release delayed from Q3 to June
  - Messages to top donors
- Structured Data Work & Restricted Grants from the Sloan Foundation
  - Final report sent for Structured Data on Commons grant
  - Structured Data Across Wikipedia proposal granted $2.1M over 3 years
- Annual process improvements, data enhancement & documentation to increase team efficiency and efficacy

Endowment

- Revenue - Annual target surpassed - $14.1M raised
  - Gifts from Google.org ($1M) Sigrid Rausing Trust ($500k)
  - Dalio Philanthropies - $100k agreement signed
- Priority: Hiring for 2 open positions
  - Endowment Director & Senior Endowment Manager
  - Interviews in process
- Adjustments due to COVID-19
  - Planned Giving outreach to US donors
  - Messages to our Legacy Society & top donors
- Scoping changes to endowment website
- Process & documentation clean up