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

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

Department: Advancement
## Partnerships (WW Readership)

### Key Results

**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

<table>
<thead>
<tr>
<th>Q1 Status</th>
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<th>Q3 Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identified Hovercards and KaiOS app as Partnership-Inuka priorities</td>
<td>Jio India and KaiOS app shipment negotiation (Brand/legal)</td>
<td>KaiOS app in QA. Jio app delayed; Potential Q4 launch</td>
</tr>
<tr>
<td>WP Preview pilot</td>
<td>WP Preview pilot on hold; Inuka to define new timeline</td>
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<table>
<thead>
<tr>
<th>Goal</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Train 500,000+ people in at least one country / region.</td>
<td>On track to launch with 3 carriers in MENA through GSMA</td>
</tr>
<tr>
<td>Reevaluating partnership by pitching to MNOs directly</td>
<td>Pivoted approach with GSMA to go beyond MISTT. Finalize plan and revamp &quot;MISTT 2.0&quot; in Q4 to start pitch to governments, Dig. Literacy NGOS, and Google (MISTT partner)</td>
</tr>
</tbody>
</table>
# Partnerships (Thriving Movement)

## Key Results

### 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

<table>
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<th>Q1 Status</th>
<th>Q2 Status</th>
<th>Q3 Status</th>
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</thead>
<tbody>
<tr>
<td>5 GLOW editathons launched</td>
<td>GLOW: planning and India launch</td>
<td>GLOW: 2 of 5 launched; &gt;15,000 new articles</td>
<td>GLOW: MENA was to begin implementing in April; on pause</td>
</tr>
<tr>
<td>UN OHCHR partnership signed and pilot campaign fully executed</td>
<td>UN OHCHR: planning and announcement</td>
<td>UN OHCHR: #wikilovesHR Campaign launched &amp; hit 150% of target</td>
<td>UN OHCHR: #WikiforHR hit 300% target; Secured support for #IstandWithHer WikiGap Challenge</td>
</tr>
<tr>
<td>Ongoing</td>
<td></td>
<td></td>
<td>Exploring paid translation opportunity with IBB</td>
</tr>
</tbody>
</table>

### 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

<table>
<thead>
<tr>
<th>Partners delivered to CE Education Team</th>
<th>On Hold: Pending CE implementation strategy</th>
<th>Supported affiliates in selected 3 countries</th>
<th>WP in the classroom pilot pivoting online</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Secured $100k in Wikimania and conference sponsorships</td>
<td>Exploring &quot;fully remote conference&quot; Google sponsorship</td>
</tr>
</tbody>
</table>
## Partnerships (Brand & Gl. Advocacy)

<table>
<thead>
<tr>
<th>Key Results</th>
<th>Y1 Goal</th>
<th>Q1 Status</th>
<th>Q2 Status</th>
<th>Q3 Status</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>In support of Brand Awareness:</strong> Identify, support, and implement high-impact opportunities to increase brand awareness globally</td>
<td>Ongoing</td>
<td>Secured Brave revenue &amp; awareness partnership</td>
<td>Launched Brave Ad Campaign (Giving Tues)</td>
<td>Supporting new Marketing team and exploring opportunities (TikTok, etc.)</td>
</tr>
<tr>
<td><strong>Baseline:</strong> N/A</td>
<td>Explored collab w/ TNF in response to “hacking” scandal</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>In support of Global Advocacy:</strong> 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).</td>
<td>Deliver 3 opportunities to impact WMF policy efforts in emerging markets.</td>
<td>Planning w/ Policy team.</td>
<td>Ongoing relationship management with WIPO, Digital Public Goods, ISOC</td>
<td>Supported ongoing discussions w/ Digital Public Goods (ongoing)</td>
</tr>
<tr>
<td><strong>Baseline:</strong> N/A</td>
<td>Delivered HABLATAM project to Product/Policy via Berkman-Klein</td>
<td>Delivered</td>
<td>Supported WIPO relationship for copyright observer status</td>
<td></td>
</tr>
</tbody>
</table>
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
## Q3 New Grants

<table>
<thead>
<tr>
<th>Program</th>
<th># of Grants</th>
<th>Total $</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>FDC-Annual Plan Grants (Funds Dissemination Committee)</td>
<td>1</td>
<td>$134,000</td>
<td>Delayed from Q2</td>
</tr>
<tr>
<td>Simple Annual Plan Grants</td>
<td>5</td>
<td>$263,804</td>
<td>According to plan</td>
</tr>
<tr>
<td>Rapid Grants</td>
<td>80</td>
<td>$117,723</td>
<td>150% higher than planned ($)</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>86</strong></td>
<td><strong>$515,527</strong></td>
<td></td>
</tr>
</tbody>
</table>
## Q3 Diversity Breakdown

<table>
<thead>
<tr>
<th>Category</th>
<th># of Grants</th>
<th>Total $</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individuals</td>
<td>46</td>
<td>$66,752</td>
<td>According to plan</td>
</tr>
<tr>
<td>Emerging Communities</td>
<td>58</td>
<td>$375,671</td>
<td>According to plan</td>
</tr>
<tr>
<td>Gender gap focused</td>
<td>47</td>
<td>$62,060</td>
<td>370% above average # of grants</td>
</tr>
</tbody>
</table>
Rapid Grants: Funding Gender Equity

# of Gender Equity Rapid Grants funded per FY

- **2016-2017**: $26,929 (24 grants)
- **2017-2018**: $45,862 (44 grants)
- **2018-2019**: $43,519 (32 grants)
- **2019-2020 (Q1-Q3)**: $63,317 (49 grants)

Art+Feminism editathon, March 7, 2020, Istanbul

Sakhalinio, CC-by-SA 4.0
Rapid Grants: Funding Gender Equity
FY 2016-2017

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

United States
Canada
Rapid Grants: Funding Gender Equity
FY 2019 - 2020 (through Q3)
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
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
### Key Results

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<tr>
<td>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) <strong>Baseline: $77.6M Q1-Q3 FY18-19</strong></td>
<td>$110 million</td>
<td>$19 million</td>
<td>$91 million</td>
</tr>
<tr>
<td>Raise $11 million in online gifts in Q3. (Raise $77.8 YTD for Q1-Q3) <strong>Baseline: $70M Q1-Q3 FY18-19</strong></td>
<td>$88 million</td>
<td>$14.7 million</td>
<td>$79.7 million</td>
</tr>
<tr>
<td>Raise $1 million in major gifts in Q3 (Raise $9.5 million YTD for Q1-Q3) <strong>Baseline: $7.4M Q1-Q3 FY18-19</strong></td>
<td>$10 million</td>
<td>$4 million</td>
<td>$11 million</td>
</tr>
<tr>
<td>Raise $5 million for the Endowment in 2019-20 FY <strong>Baseline: FY18-19 target $5 million</strong></td>
<td>$5 million</td>
<td>$1 million</td>
<td>$12.4 million</td>
</tr>
<tr>
<td>Raise $12 million from chapters in 2019-20 FY <strong>Baseline: FY18-19 target $8.8 million</strong></td>
<td>$12 million</td>
<td>$300K</td>
<td>$300K</td>
</tr>
</tbody>
</table>

*Preliminary totals*
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
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