

Diverse contributors – Logic Model

Situation

The volunteer community, and Wikimedia contributors, are not diverse

WMUK ‘diverse content’ programme needs volunteers to be delivered

Volunteers may lack skills, awareness or motivation to engage with our programmes

Priorities

Increase the quality and quantity of coverage of subjects that are currently underrepresented on Wikipedia and the other Wikimedia projects

Make the most effective use of our resources in which volunteers play a central role

INPUTS

What we invest

- Staff time, knowledge, expertise (especially programmes team)
- Lead volunteer hours
- Financial resources (WMUK small grants, training costs)
- Training materials, training partners
- Space
- Technical equipment for volunteers

OUTPUTS
Participants - Activities - Direct Products

Who we reach	What we do	What we create
Existing volunteers (regular and one off)	Skills training (e.g. Train the Trainer, Wikidata, photography, etc)	Volunteer grant applications
New/potential volunteers	Volunteer networking events	Skills survey analysis
UK editor community	Volunteer skills and satisfaction survey	Database of skills and interests
Partner organisations running relevant volunteer programmes – especially organisations holding underrepresented content and based across the UK (Wales, Scotland)	Volunteer consultations, AGM	Training materials for volunteers
	Promote engagement opportunities	Technology pool for volunteers
	Encourage and support the involvement of women	Volunteer participation
		Newsletters and wider comms materials to broaden our reach to diverse volunteer groups

OUTCOMES - IMPACT
Short term - Intermediate - Long-Term

Results in terms of Learning	Results in terms of changing Action	Results in terms of change to the Conditions
(results for volunteers)	Increased volunteer activity	The Wikimedia projects reflect our diverse society and are free from systemic bias
Skills needed for volunteering	Volunteers lead on activities	
Awareness of how WMUK can support volunteering	Volunteers recommend WMUK to others	
Knowledge of how to get support and what are the types of projects that could be supported		

Theory of change

Volunteers who are provided with skills development, resources and opportunities will engage more fully with WMUK programmes. A larger, more engaged and more diverse volunteer group will enable us to run a wider, more impactful programme.