

# Quarterly review

## Advancement Team

### Q1 - 2015/16

Approximate team size during this quarter: 18 FTE  
*Time spent: strengthen 40%, focus 40%, experiment 20%*

Key performance indicator

Amount Raised	\$7.9 million	-\$3.6 million from Q1 2014	-\$3.6 million YoY
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# Q1 - Advancement - Fundraising

Objective: \$8 million



Objective	Measure of success	Status
<b>FOCUS-</b> Raise \$6 million in Online campaigns and \$2 million from Foundations and Major Gifts	Amount raised	\$2.2 million raised from Major Gifts; \$5.7 million raised from the online team. We ended \$100K under due to moving the Italy campaign to October to support Wiki Loves Monuments.
<b>STRENGTHEN -</b> Reintegrate Amazon Payments	Delivering a high functioning product on-time	Done
<b>EXPERIMENT -</b> Collaborate with the Readership Team to test the use of banners to direct traffic to the app in Finland	# of app downloads; Learning how this converts to active users	Done

# Q1 - Online Fundraising

## Other successes and misses

Objective	Measure of success	Status
<b>2014-15 Fundraising Report</b>	Report publicly posted	Done <a href="https://wikimediafoundation.org/wiki/2014-2015_Fundraising_Report">https://wikimediafoundation.org/wiki/2014-2015_Fundraising_Report</a>
<b>Weekly banner tests</b>	20% improvement from July	Done
<b>Community &amp; WMF campaign coordination</b>	High quality campaigns running on the site -- with metrics and coordinated scheduling	We want to work with the community to create a more clear process. We are looking to hire someone to help.
<b>Test Drive ChargeBack Alert Service</b>	Test service and assess impact	Done
<b>Fraud Research Project</b>	Finding improvements on fraud filters to scale back false positives	Done & to be continued

# Starting Point July Control Large Banner

← → ↻ [https://en.wikipedia.org/wiki/Pluto?banner=B1516\\_0715\\_en6C\\_dsk\\_p1lg\\_dsn\\_cnt&force=1&country=US](https://en.wikipedia.org/wiki/Pluto?banner=B1516_0715_en6C_dsk_p1lg_dsn_cnt&force=1&country=US) ☆ ☰

Dear readers,

We'll get right to it: Today we ask you to help Wikipedia. To protect our independence, we'll never run ads. We survive on donations averaging about \$15. Only a tiny portion of our readers give. **Now is the time we ask. If everyone reading this right now gave \$3, our fundraiser would be done within an hour. That's right, the price of a cup of coffee is all we need.** If Wikipedia is useful to you, please take one minute to keep it online and ad-free. We're a small non-profit with costs of a top website: servers, staff and programs. We serve millions of readers, but we run on a fraction of what other top sites spend. Wikipedia is something special. It is like a library or a public park where we can all go to learn. Wikipedia is written by a community of volunteers with a passion for sharing the world's knowledge. Please help us end the fundraiser and get back to improving Wikipedia. *Thank you.*

Please help Wikipedia

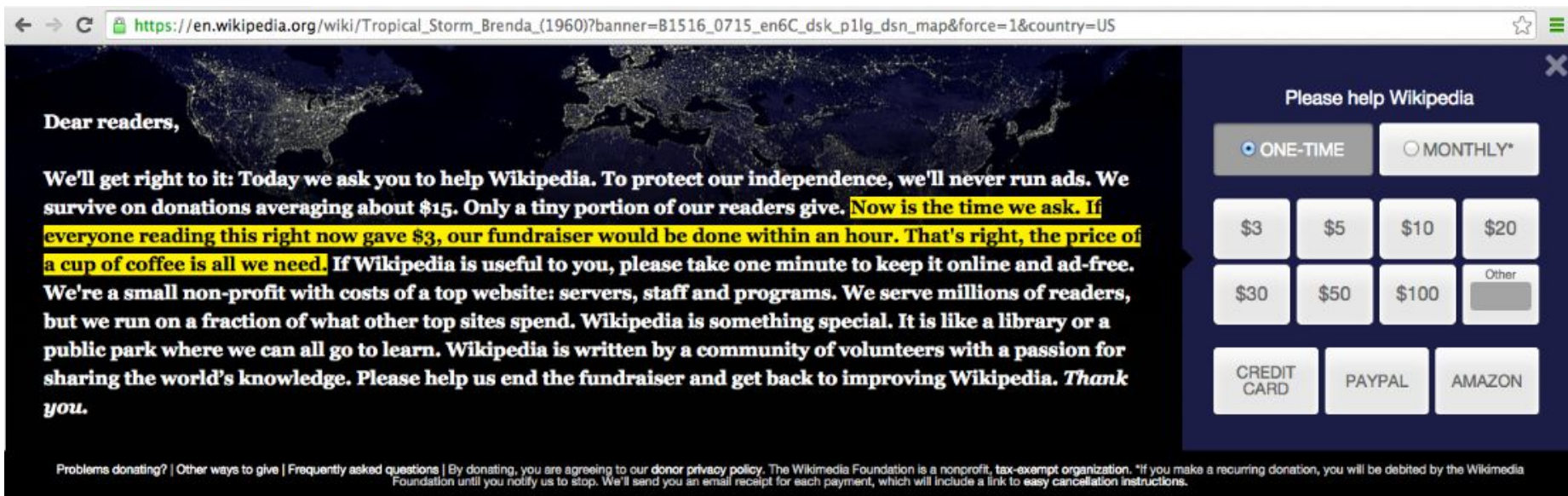
ONE-TIME  MONTHLY\*

\$3	\$5	\$10	\$20
\$30	\$50	\$100	Other

[Problems donating?](#) | [Other ways to give](#) | [Frequently asked questions](#) | By donating, you are agreeing to our [donor privacy policy](#). The Wikimedia Foundation is a nonprofit, tax-exempt organization. \*If you make a recurring donation, you will be debited by the Wikimedia Foundation until you notify us to stop. We'll send you an email receipt for each payment, which will include a link to [easy cancellation instructions](#).

# Example Q1 test banner

← → C [https://en.wikipedia.org/wiki/Tropical\\_Storm\\_Brenda\\_\(1960\)?banner=B1516\\_0715\\_en6C\\_dsk\\_p1lg\\_dsn\\_map&force=1&country=US](https://en.wikipedia.org/wiki/Tropical_Storm_Brenda_(1960)?banner=B1516_0715_en6C_dsk_p1lg_dsn_map&force=1&country=US) ☆ ☰



**Dear readers,**

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Please help Wikipedia

ONE-TIME  MONTHLY\*

\$3 \$5 \$10 \$20

\$30 \$50 \$100

CREDIT CARD PAYPAL AMAZON

Problems donating? | Other ways to give | Frequently asked questions | By donating, you are agreeing to our donor privacy policy. The Wikimedia Foundation is a nonprofit, tax-exempt organization. \*If you make a recurring donation, you will be debited by the Wikimedia Foundation until you notify us to stop. We'll send you an email receipt for each payment, which will include a link to easy cancellation instructions.

# Example Q1 test banner

*Dear readers, We'll get right to it: This week we ask you to help Wikipedia.*



**SURVIVE**

To protect our independence, we'll never run ads. We survive on donations averaging about \$15. Only a tiny portion of our readers give. Now is the time we ask.

vs.



**THRIVE**

If everyone reading this gave \$3 right now, our fundraiser would be done within an hour. That's right, the price of a cup of coffee is all we need. If Wikipedia is useful to you, please take one minute to keep it online and ad-free another year.

Please help Wikipedia ✕

ONE-TIME  MONTHLY\*

\$3	\$5	\$10	\$20
\$30	\$50	\$100	Other <input type="text"/>

CREDIT CARD  PAYPAL

[Problems donating?](#) | [Other ways to give](#) | [Frequently asked questions](#) | [By donating, you are agreeing to our donor privacy policy.](#) The Wikimedia Foundation is a nonprofit, tax-exempt organization. \*If you make a recurring donation, you will be debited by the Wikimedia Foundation until you notify us to stop. We'll send you an email receipt for each payment, which will include a link to [easy cancellation instructions](#).


# Example Q1 test banner

← → C [https://en.wikipedia.org/wiki/Novak\\_Djokovic?banner=81516\\_0722\\_en6C\\_dsk\\_p1lg\\_dsn\\_cbo&force=1&country|=US](https://en.wikipedia.org/wiki/Novak_Djokovic?banner=81516_0722_en6C_dsk_p1lg_dsn_cbo&force=1&country|=US) ☆ ☰

**Dear readers,**

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**Wikipedia has over 450 MILLION READERS**



but less than 1% of our readers give.

**Now is the time we ask.**

Please help Wikipedia

ONE-TIME  MONTHLY\*

\$3 \$5 \$10 \$20

\$30 \$50 \$100

CREDIT CARD PAYPAL AMAZON

Problems donating? | Other ways to give | Frequently asked questions | By donating, you are agreeing to our donor privacy policy. The Wikimedia Foundation is a nonprofit, tax-exempt organization. \*If you make a recurring donation, you will be debited by the Wikimedia Foundation until you notify us to stop. We'll send you an email receipt for each payment, which will include a link to easy cancellation instructions.

# Example Q1 test banner images

WIKIPEDIA HAS OVER  
**450**  
MILLION READERS  
Less than 1% give.



DONATE TODAY →

Wikipedia has over  
**450** MILLION READERS  
but less than 1% of our readers give.



*Now is the time we ask.*



SURVIVE OR THRIVE

DONATE TODAY →



# Example Q1 test banner images



Unlimited information at  
your fingertips.  
**For the price of a cup  
of coffee.**



Unlimited information  
at your fingertips.  
**For the price of a  
cup of coffee.**

**DONATE TODAY**

Wikipedia has over

**450**  
MILLION  
READERS



but less than 1% of  
our readers give.

Now is the time we ask.

A vertical banner with a background of small grey icons. At the top, it says 'Wikipedia has over'. Below that is a blue circle containing the text '450 MILLION READERS'. Underneath the circle is a red circle containing a black silhouette of a person. Below the person icon is a yellow box with the text 'but less than 1% of our readers give.'. At the bottom is a red box with the text 'Now is the time we ask.'

Wikipedia has over

**450** MILLION  
READERS



but less than 1% of  
our readers give.

Now is the time we ask.

A vertical banner with a dark background and a pattern of small grey icons. At the top, it says 'Wikipedia has over'. Below that is the text '450 MILLION READERS'. Underneath is a red circle containing a white silhouette of a person. Below the person icon is a yellow box with the text 'but less than 1% of our readers give.'. At the bottom is a red box with the text 'Now is the time we ask.'

# Example Q1 test banner

← → ↻ [https://en.wikipedia.org/wiki/Urena\\_lobata?force=1&country=AU&banner=B1516\\_0729\\_en6C\\_dsk\\_p1lg\\_dsn\\_pp2](https://en.wikipedia.org/wiki/Urena_lobata?force=1&country=AU&banner=B1516_0729_en6C_dsk_p1lg_dsn_pp2) ☆ 🔍 ☰

Apps Steven Translation e Testing Results FY13 Fundraising Emails Translations Expense Reports Banner ideas Chapters Programs Personal State Other Bookmarks

**450 MILLION READERS**

**Less than 1% of our readers give. Now is the time we ask.**

We'll get right to it: Today we ask you to help Wikipedia. To protect our independence, we'll never run ads. We survive on donations averaging about \$15. Only a tiny portion of our readers give. **Now is the time we ask. If everyone reading this right now gave \$3, our fundraiser would be done within an hour. That's right, the price of a cup of coffee is all we need.** If Wikipedia is useful to you, please take one minute to keep it online and ad-free. We're a small non-profit with costs of a top website: servers, staff and programs. We serve millions of readers, but we run on a fraction of what other top sites spend. Wikipedia is something special. It is like a library or a public park where we can all go to learn. Wikipedia is written by a community of volunteers with a passion for sharing the world's knowledge. Please help us end the fundraiser and get back to improving Wikipedia. *Thank you.*

Please help Wikipedia

ONE-TIME  MONTHLY\*

\$3 \$5 \$10 \$20

\$30 \$50 \$100 Other

CREDIT CARD PAYPAL BPAY

Problems donating? | Other ways to give | Frequently asked questions | By donating, you are agreeing to our [donor privacy policy](#) and to sharing your information with the Wikimedia Foundation and its service providers in the U.S. and elsewhere. \*If you make a recurring donation, you will be debited by the Wikimedia Foundation until you notify us to stop. We'll send you an email receipt for each payment, which will include a link to [easy cancellation instructions](#).

# Example Q1 test banner

**450 MILLION READERS**

less than 1% of our readers give

**AVERAGE DONATION**

**\$15**

**WHAT WE ASK**

**\$3**

If everyone reading this gave \$3 now, our fundraiser would be over in 1 hour!

The price of a cup of coffee is all we need to keep us going strong.

SELECT A FREQUENCY

ONE-TIME MONTHLY\*

SELECT AN AMOUNT

\$3 \$5 \$10 \$20 \$30 \$50 \$100 \$ OTHER

SELECT A PAYMENT METHOD

CREDIT CARD PAYPAL AMAZON

Problems donating? | Other ways to give | Frequently asked questions | By donating, you are agreeing to our [donor privacy policy](#). The Wikimedia Foundation is a nonprofit, [tax-exempt organization](#). \*If you make a recurring donation, you will be debited by the Wikimedia Foundation until you notify us to stop. We'll send you an email receipt for each payment, which will include a link to [easy cancellation instructions](#).

# Example Q1 test banners -- Commons banners

Dear readers,

We'll get right to it: Today we ask you to help Wikipedia. To protect our independence, we'll never run ads. We're sustained by donations averaging about \$15. Only a tiny portion of our readers give. **Now is the time we ask. If everyone reading this right now gave \$3, our fundraiser would be done within an hour. That's right, the price of a cup of coffee is all we need.** If Wikipedia is useful to you, please take one minute to keep it online and ad-free. We're a small non-profit with costs of a top website: servers, staff and programs. We serve millions of readers, but we run on a fraction of what other top sites spend. Wikipedia is something special. It is like a library or a public park where we can all go to learn. Wikipedia is written by a community of volunteers with a passion for sharing the world's knowledge. Please help us end the fundraiser and get back to improving Wikipedia. Thank you.

*This photo and millions more are available on Wikipedia. Donate to support our community.*

Please help Wikipedia

ONE-TIME  MONTHLY\*

Select an amount (\$)

3 5 10 20

30 50 100 Other

CREDIT CARD PAYPAL

Problems donating? | Other ways to give | Frequently asked questions | By donating, you are agreeing to our donor privacy policy. The Wikimedia Foundation is a nonprofit, tax-exempt organization. \*If you make a recurring donation, you will be debited by the Wikimedia Foundation until you notify us to stop. We'll send you an email receipt for each payment, which will include a link to easy cancellation instructions. Photo Attribution: Christopher Michel (CC BY 2.0)

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Wikipedia has over **450** MILLION READERS

but less than 1% of our readers give.

Now is the time we ask.

Please help Wikipedia

ONE-TIME  MONTHLY\*

Select an amount (\$)

3 5 10 20

30 50 100 Other


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# Example Q1 test banners -- Commons banners

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This photo and millions more are available on Wikipedia. [Donate to support our community.](#)

Please help Wikipedia

ONE-TIME  MONTHLY\*

Select an amount (\$)


3	5	10	20
30	50	100	Other

CREDIT CARD PAYPAL BPAY

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Dear readers,

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...or on Wikipedia!

Please help Wikipedia

ONE-TIME  MONTHLY\*

Select an amount (\$)

3	5	10	20
30	50	100	Other

CREDIT CARD PAYPAL BPAY

Problems donating? | Other ways to give | Frequently asked questions | By donating, you are agreeing to our donor privacy policy and to sharing your information with the Wikimedia Foundation and its service providers in the U.S. and elsewhere. \*If you make a recurring donation, you will be debited by the Wikimedia Foundation until you notify us to stop. We'll send you an email receipt for each payment, which will include a link to easy cancellation instructions. Photo Attribution: ExtraMilePhotoUK (CC BY-SA 3.0)

# Example Q1 test banners --Commons banner

Dear readers,

We'll get right to it: Today we ask you to help Wikipedia. To protect our independence, we'll never run ads. We survive on donations averaging about \$15. Only a tiny portion of our readers give. **Now is the time we ask. If everyone reading this right now gave \$3, our fundraiser would be done within an hour. That's right, the price of a cup of coffee is all we need.** If Wikipedia is useful to you, please take one minute to keep it online and ad-free.

*Thank you.*

This photo and millions more are available on Wikipedia.

[Problems donating?](#) | [Other ways to give](#) | [Frequently asked questions](#) | By donating, you are agreeing to our [donor privacy policy](#). The Wikimedia Foundation is a nonprofit, tax-exempt organization. \*If you make a recurring donation, you will be debited by the Wikimedia Foundation until you notify us to stop. We'll send you an email receipt for each payment, which will include a link to [easy cancellation instructions](#).

Please help Wikipedia

ONE-TIME

MONTHLY\*

Select an amount (\$)

3

5

10

20

30

50

100

Other

CREDIT CARD

PAYPAL

“Combo Banner” performed ~20% better than control

Dear readers,

We'll get right to it: Today we ask you to help Wikipedia. To protect our independence, we'll never run ads. We survive on donations averaging about \$15. Only a tiny portion of our readers give. Now is the time we ask. If everyone reading this right now gave \$3, our fundraiser would be done within an hour. That's right, the price of a cup of coffee is all we need. If Wikipedia is useful to you, please take one minute to keep it online and ad-free. We're a small non-profit with costs of a top website: servers, staff and programs. We serve millions of readers, but we run on a fraction of what other top sites spend. Wikipedia is something special. It is like a library or a public park where we can all go to learn. Wikipedia is written by a community of volunteers with a passion for sharing the world's knowledge. Please help us end the fundraiser and get back to improving Wikipedia. *Thank you.*

Wikipedia has over  
**450** MILLION  
READERS



but less than 1% of  
our readers give.

Now is the time we ask.

Please help Wikipedia

ONE-TIME

MONTHLY\*

Select an amount (\$)

3

5

10

20

30

50

100

Other

CREDIT CARD

PAYPAL

[Problems donating?](#) | [Other ways to give](#) | [Frequently asked questions](#) | By donating, you are agreeing to our [donor privacy policy](#). The Wikimedia Foundation is a nonprofit, tax-exempt organization. \*If you make a recurring donation, you will be debited by the Wikimedia Foundation until you notify us to stop. We'll send you an email receipt for each payment, which will include a link to [easy cancellation instructions](#).

# Current best banners: 20% improvement over July Banner

Dear readers,

We'll get right to it: Today we ask you to help Wikipedia. To protect our independence, we'll never run ads. We're sustained by donations averaging about \$15. Only a tiny portion of our readers give. Now is the time we ask. If everyone reading this right now gave \$3, our fundraiser would be done within an hour. That's right, the price of a cup of coffee is all we need. If Wikipedia is useful to you, please take one minute to keep it online and ad-free. We're a small non-profit with costs of a top website: servers, staff and programs. We serve millions of readers, but we run on a fraction of what other top sites spend. Wikipedia is something special. It is like a library or a public park where we can all go to learn. Wikipedia is written by a community of volunteers with a passion for sharing the world's knowledge. Please help us end the fundraiser and get back to improving Wikipedia. Thank you.

Wikipedia has over **450** MILLION READERS

but less than 1% of our readers give.

Now is the time we ask.

Please help Wikipedia

ONE-TIME  MONTHLY\*

Select an amount (\$)

3	5	10	20
30	50	100	Other

CREDIT CARD PAYPAL BPAY

Problems donating? | Other ways to give | Frequently asked questions | By donating, you are agreeing to our donor privacy policy and to sharing your information with the Wikimedia Foundation and its service providers in the U.S. and elsewhere. \*If you make a recurring donation, you will be debited by the Wikimedia Foundation until you notify us to stop. We'll send you an email receipt for each payment, which will include a link to easy cancellation instructions.

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The price of **one** cup of coffee is all we need!

Please help Wikipedia

ONE-TIME  MONTHLY\*

Select an amount (\$)

3	5	10	20
30	50	100	Other

CREDIT CARD PAYPAL BPAY

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# Small desktop “Dark background” beat July blue banner by 15%

**i** DEAR WIKIPEDIA READERS, We'll get right to it: Today we ask you to help Wikipedia. To protect our independence, we'll never run ads. We're sustained by donations averaging about \$15. Only a tiny portion of our readers give. **If everyone reading this right now gave \$3, our fundraiser would be done within an hour. That's right, the price of a cup of coffee is all we need.** We're a small non-profit with costs of a top website: servers, staff and programs. Wikipedia is something special. It is like a library or a public park where we can all go to learn. If Wikipedia is useful to you, please take one minute to keep it online and ad-free. *Thank you.*

One-time  Monthly\* ✕

\$3  \$5  \$10  \$20

\$30  \$50  \$100  \$

**i** DEAR WIKIPEDIA READERS, We'll get right to it: Today we ask you to help Wikipedia. To protect our independence, we'll never run ads. We're sustained by donations averaging about \$15. Only a tiny portion of our readers give. **If everyone reading this right now gave \$3, our fundraiser would be done within an hour. That's right, the price of a cup of coffee is all we need.** We're a small non-profit with costs of a top website: servers, staff and programs. Wikipedia is something special. It is like a library or a public park where we can all go to learn. If Wikipedia is useful to you, please take one minute to keep it online and ad-free. *Thank you.*

Wikipedia has over  
**450** MILLION  
READERS



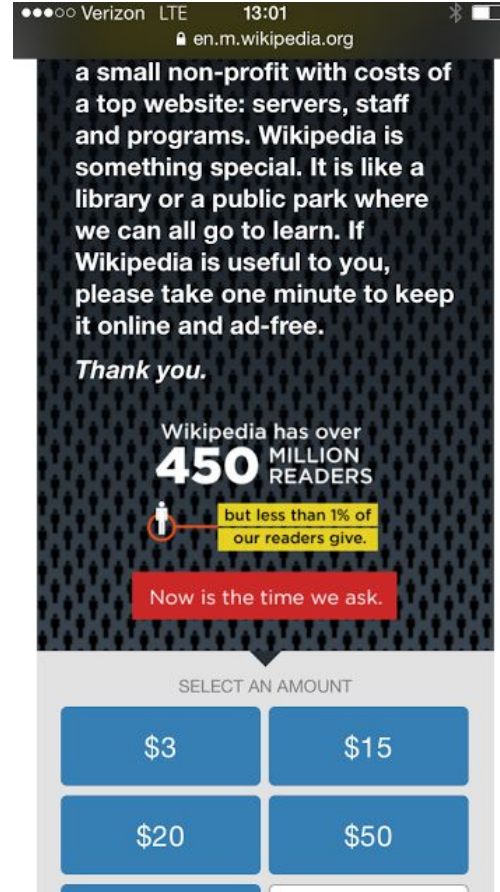
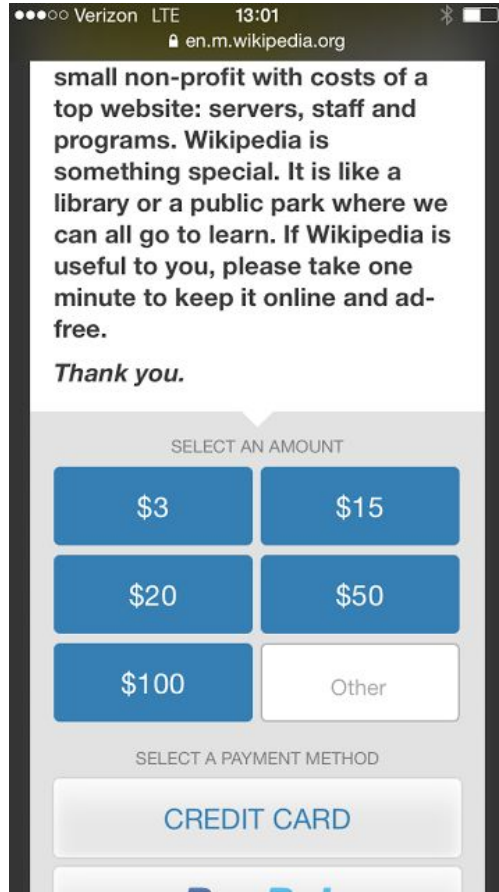
but less than 1% of  
our readers give.

One-time  Monthly\* ✕

\$3  \$5  \$10  \$20

\$30  \$50  \$100  \$

# Mobile “Dark background” beat July banner by 12%



Message test  
“Survive” vs. “Sustained by”

*“We survive on donations averaging about \$15.”*

vs.

*“We’re sustained by donations averaging about \$15.”*

Result: No difference between the two sentences. We switched to “sustained by” for future banners based on community feedback.

## Message test

*“Please help us end the fundraiser and get back to improving Wikipedia.”*

vs.

*“Please help us end the fundraiser and improve Wikipedia.”*

Result: No difference. We switched to *“improve Wikipedia”* based on community feedback.

## Message test

*“Please take one minute to keep it online and ad-free.”*

vs.

*“Please take one minute to keep it online and growing.”*

Result: Need more data, will retest.

## Message test

*“Wikipedia is written by a community of volunteers with a passion for sharing the world’s knowledge. Please help us end the fundraiser and get back to improving Wikipedia.”*

VS.

*“Wikipedia is written by a community of volunteers with a passion for sharing the world’s knowledge. Please help us support their work.”*

Result: Need more data, will re-test.

# Q1 - Fundraising Tech **Objective: Make Q2 Fundraising Totals Possible**



Objective	Measure of success	Status
<b>STRENGTHEN - Amazon upgrade</b>	We do not lose Amazon as a payment processor when they deprecate our original integration in Q2.	Done
<b>STRENGTHEN - PCI gap analysis and Improvements</b>	Increase our level of PCI compliance to SAQ A-EP in time to run a campaign in France in October.	DEFERRED (Q3)
<b>FOCUS - Prepare for Big English fundraiser</b>	Complete all fundamental restructuring and initial deployment of critical components for the December fundraiser in time to begin fundraising code freeze process on October 1	Done

# Q1 - Fundraising Tech

## Other successes and misses

Objective	Measure of success	Status
<b>STRENGTHEN - Worldpay “Enhanced Silent Post”</b>	Technically capable of running a campaign in France, in October, via new integration type.	Done
<b>STRENGTHEN - Astropay Integration</b>	Support fundraising creative team in running a successful Brazil campaign for the first time in two years, via new payment integration.	Done
<b>STRENGTHEN - Hired CRM expert (contractor)</b>	Hire and onboard a team member who is an expert in the CRM used by the online fundraising team (CiviCRM).	Done
<b>EXPERIMENT - Banner History project</b>	Able to collect and analyze new information about the total banner experience, from the perspective of individual donors	In Progress



# Q1 - Major Gifts & Foundations

## Other successes and misses

Objective	Measure of success	Status
<b>Implement new event registration &amp; payment system</b>	System ready for use/being used	Done
<b>Onboard new staff</b>	Staff up to speed and contributing at or close to 100% capacity	Done
<b>Complete profiles of all \$10k+ donors</b>	Profiles of all \$10k+ donors created and entered into CiviCRM	In Progress

# Q1 - Advancement - Strategic Partnerships



Objective	Measure of success	Status
<p>Goal 4. <b>EXPERIMENT</b> - Secure preinstall deals with a commitment to install 1 million apps; Secure one deal in the Global South</p>	<p># of app preloads; Learning of how this converts to active users (# of sessions)</p>	<p>We are in process of finalizing the contract for our first app pre-install deal.</p>
<p>Goal 5. <b>FOCUS</b> - (A) Secure at least two new Zero Rating Deals. (B) Have our app featured by Apple, Google, and/or Amazon in their app stores.</p>	<p>Number of readers covered and pageviews resulting from the deals. Number of new app downloads when featured</p>	<p>Done. (A) The team has secured four new Zero rating deals this quarter. (B) App was featured in Google Play's "Back to School" promotion and they have nominated us for "New and Updated".</p>

# Q1 - Advancement - Partnerships

Other successes and misses 

<b>Present roadmap for strategic partnerships</b>	Alignment amongst C-Level execs	Done
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# Google Play Back-to-School promotion

