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

All content of these slides is (c) Wikimedia Foundation and available under a CC BY-SA 3.0 license, unless noted otherwise.

Q1 - Advancement - Fundraising

Objective: $8 million

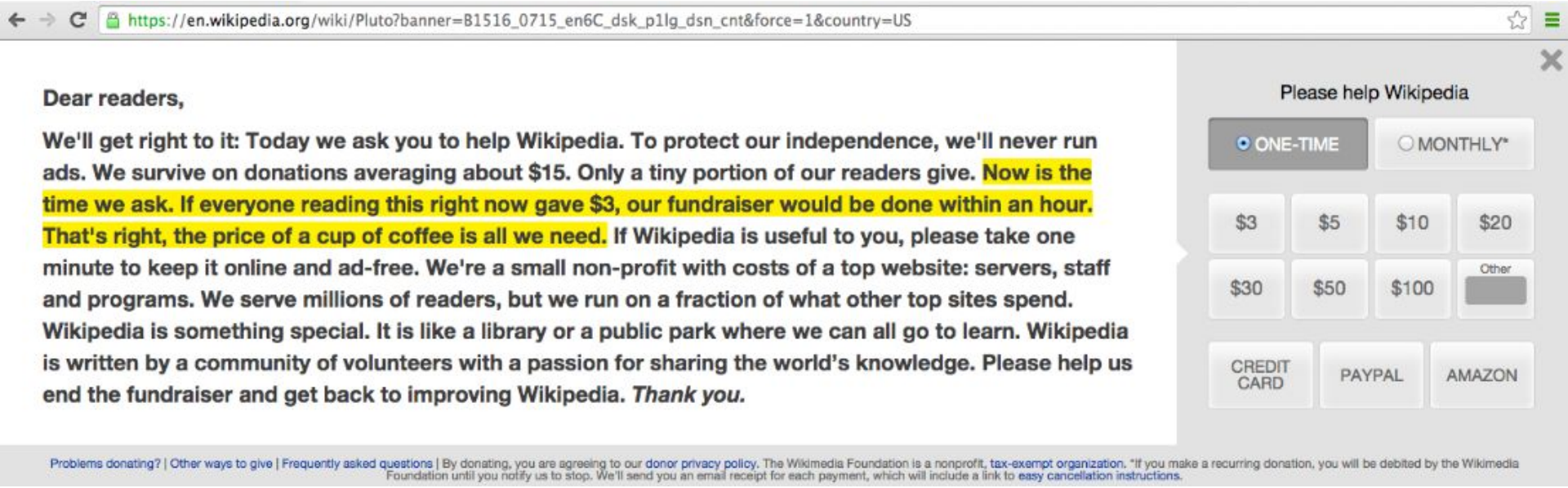
Objective	Measure of success	Status
FOCUS- Raise $6 million in Online campaigns and $2 million from Foundations and Major Gifts	Amount raised	$2.2 million raised from Major Gifts; $5.7 million raised from the online team. We ended $100K under due to moving the Italy campaign to October to support Wiki Loves Monuments.
STRENGTHEN - Reintegrate Amazon Payments	Delivering a high functioning product on-time	Done
EXPERIMENT - 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

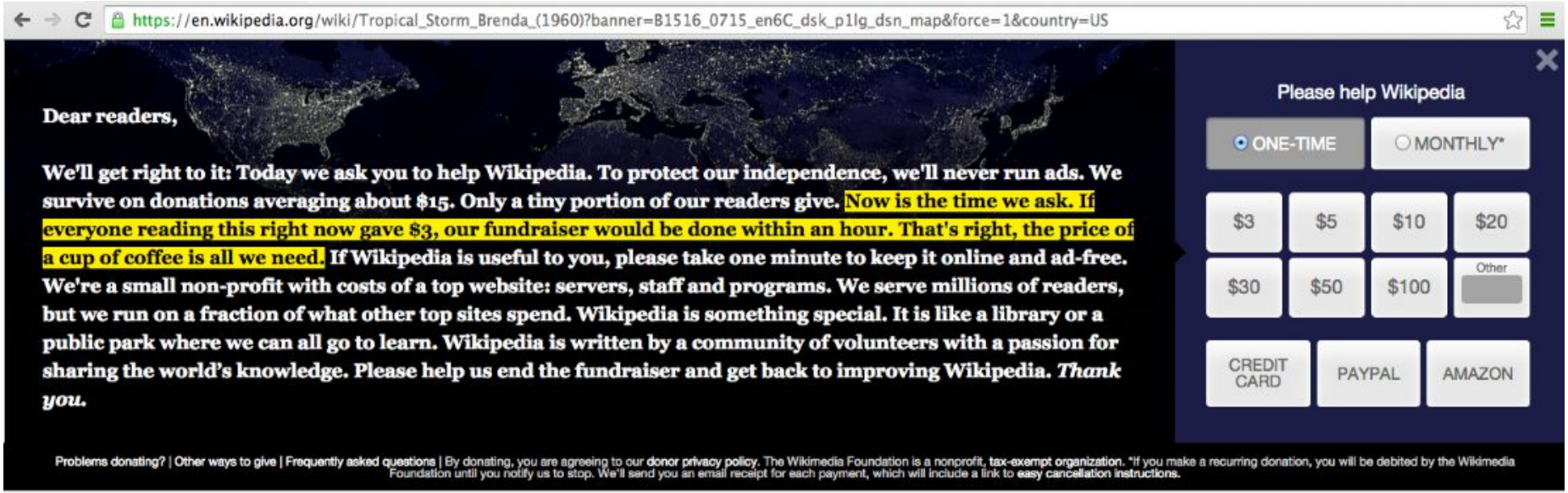
Other successes and misses

Objective	Measure of success	Status
2014-15 Fundraising Report	Report publicly posted	Done https://wikimediafoundation.org/wiki/2014-2015_Fundraising_Report
Weekly banner tests	20% improvement from July	Done
Community & WMF campaign coordination	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.
Test Drive ChargeBack Alert Service	Test service and assess impact	Done
Fraud Research Project	Finding improvements on fraud filters to scale back false positives	Done & to be continued

Starting Point July Control Large Banner



Example Q1 test banner



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

CREDIT CARD | PAYPAL

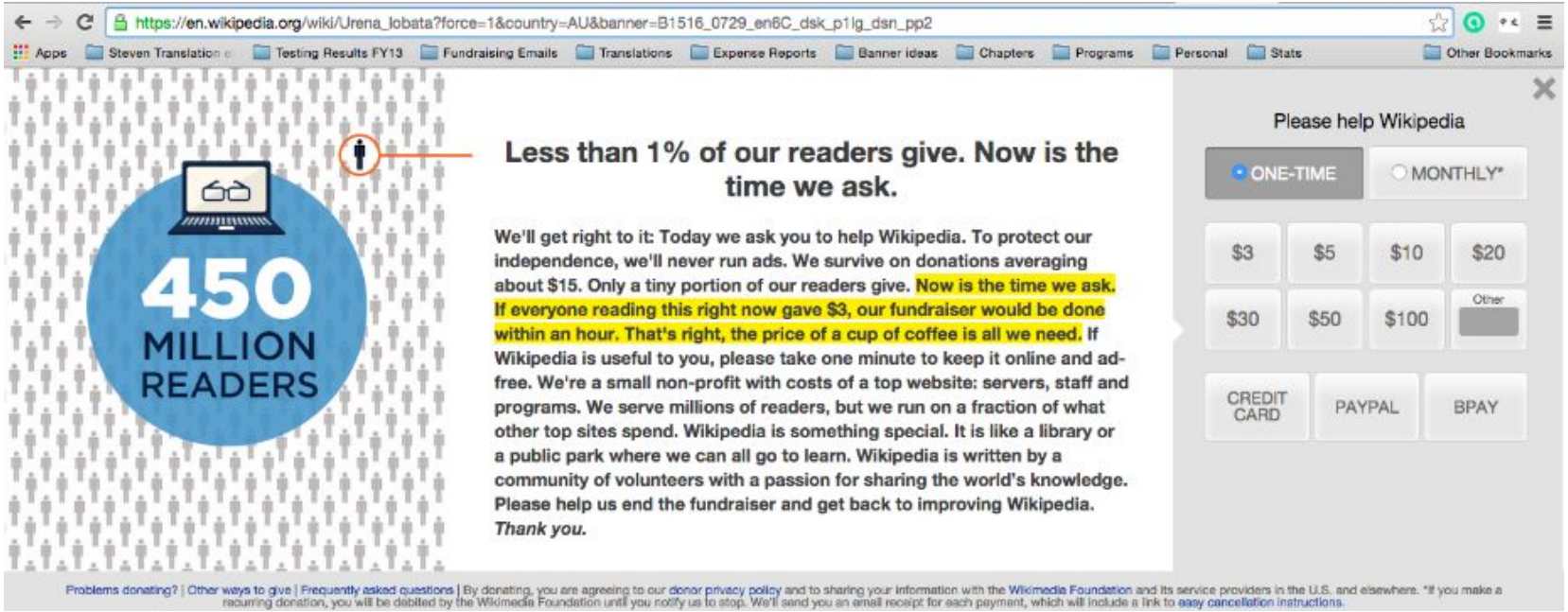
Problems donating? | Other ways to give | Frequently asked questions | By donating, you are agreeing to our donor privacy policy. The Wikimedia Foundation is a nonprofit, tax-exempt organization. *If you make a recurring donation, you will be debited by the Wikimedia Foundation until you notify us to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

Example Q1 test banner

Example Q1 test banner images

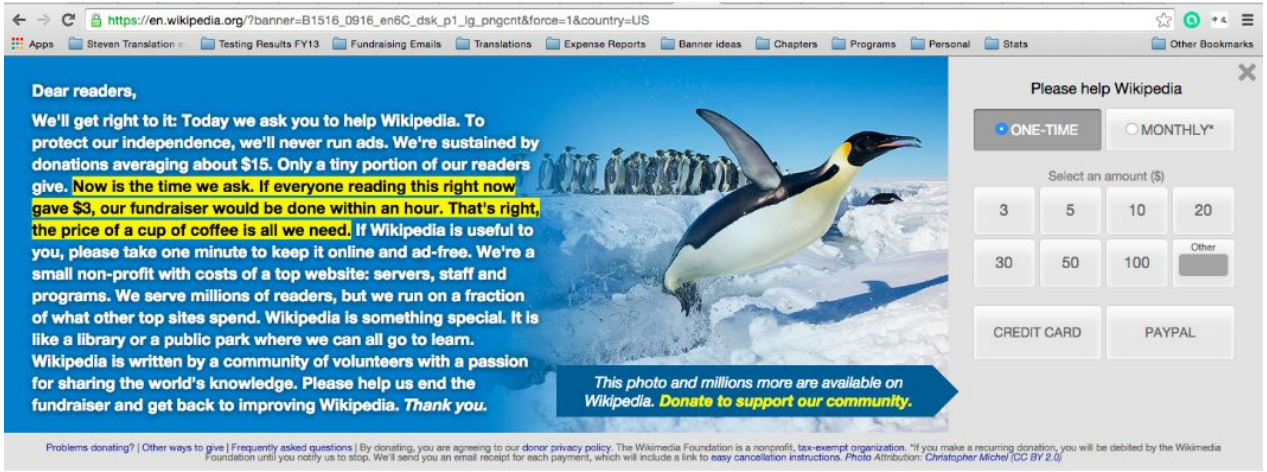
Example Q1 test banner images

Example Q1 test banner

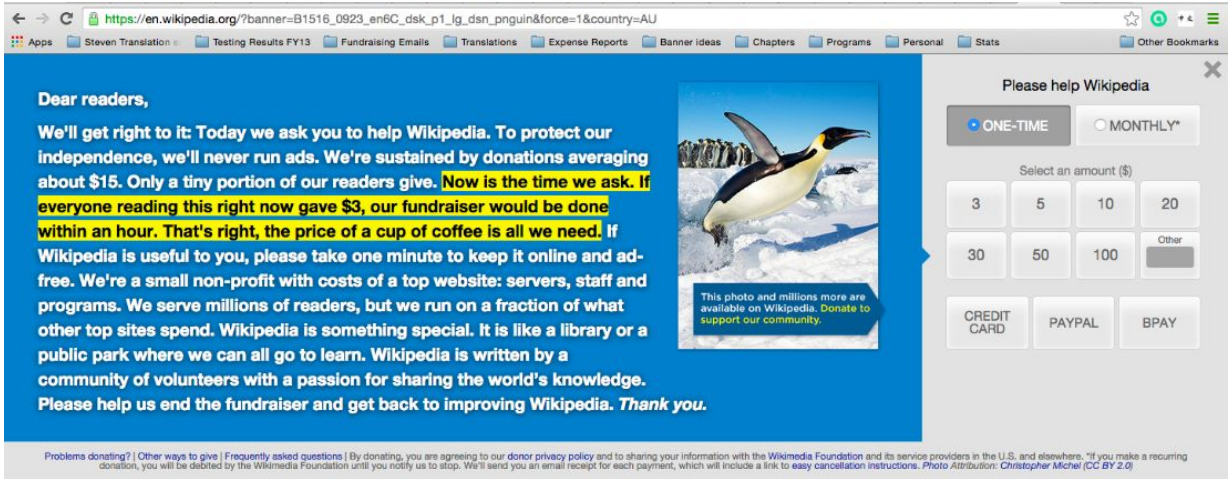


Example Q1 test banner

Example Q1 test banners --Commons banners

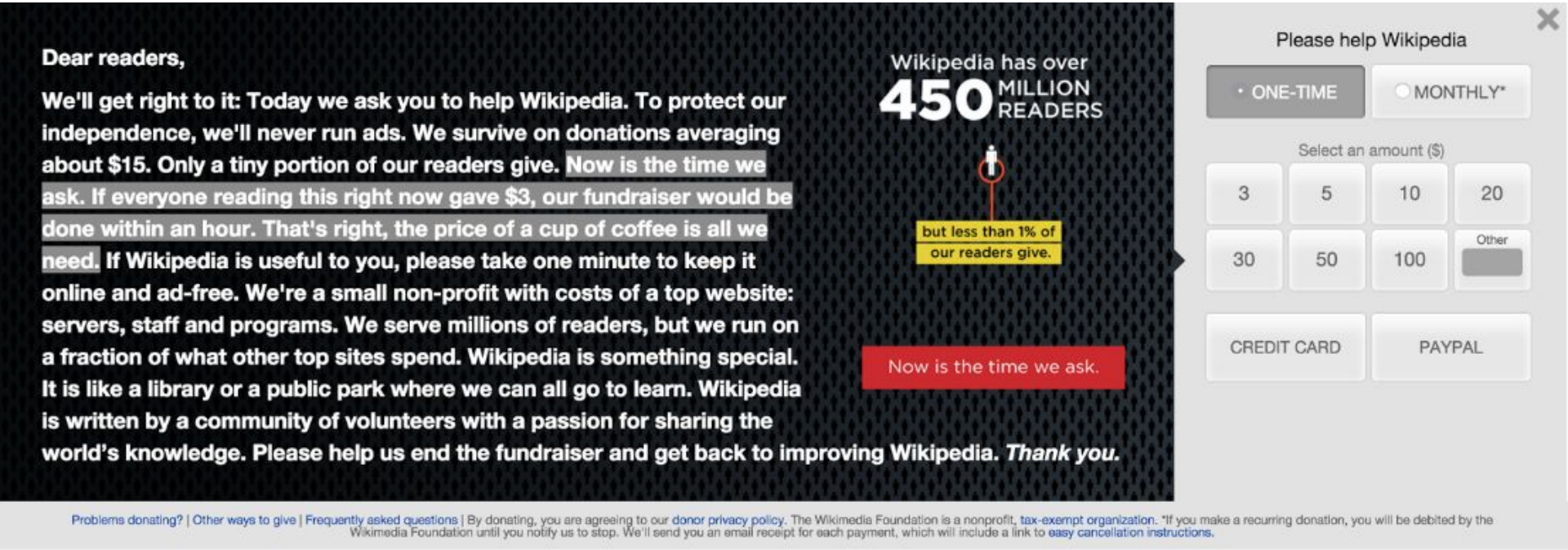


Example Q1 test banners --Commons banners

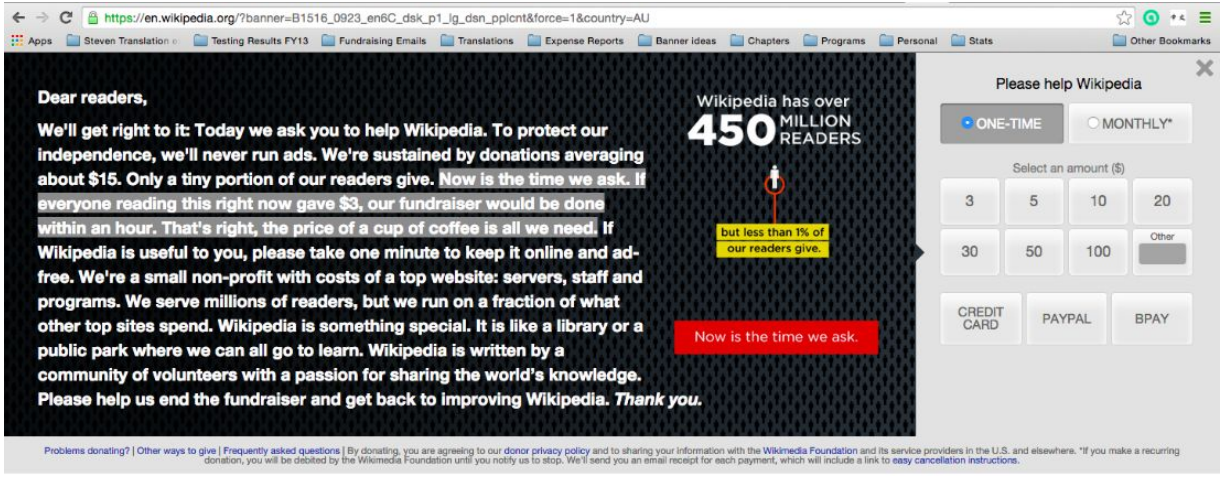


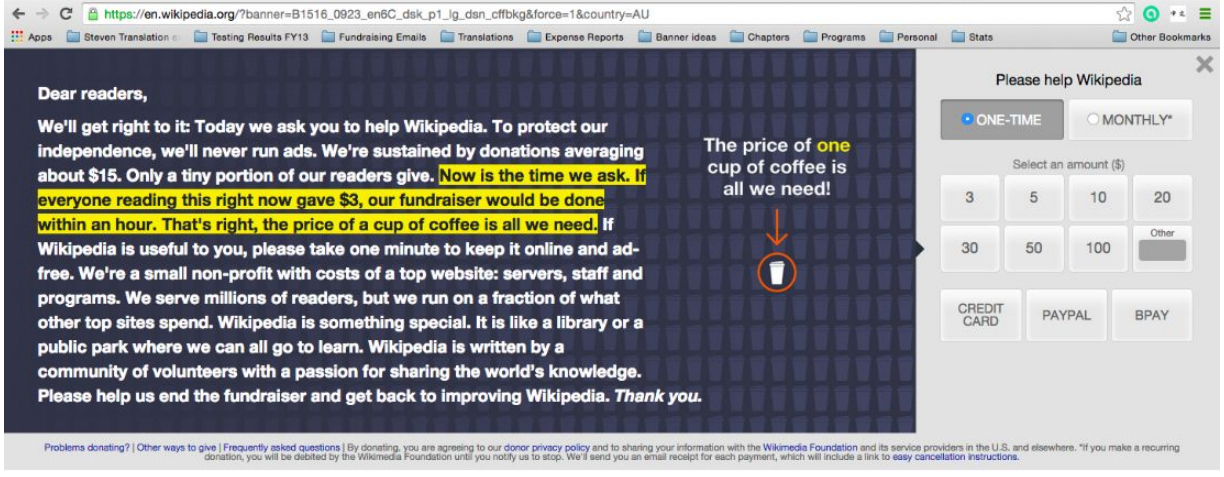
Example Q1 test banners --Commons banner

“Combo Banner” performed ~20% better than control

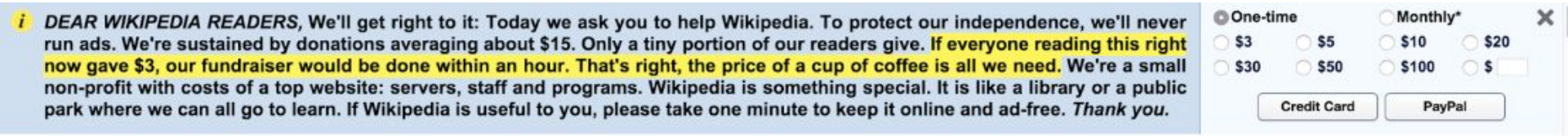


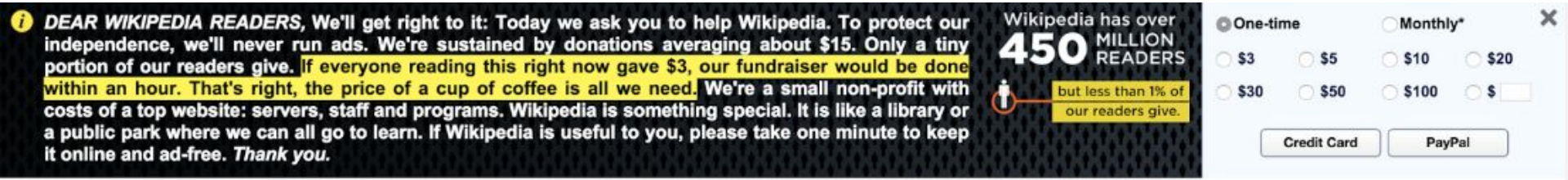
Current best banners: 20% improvement over July Banner



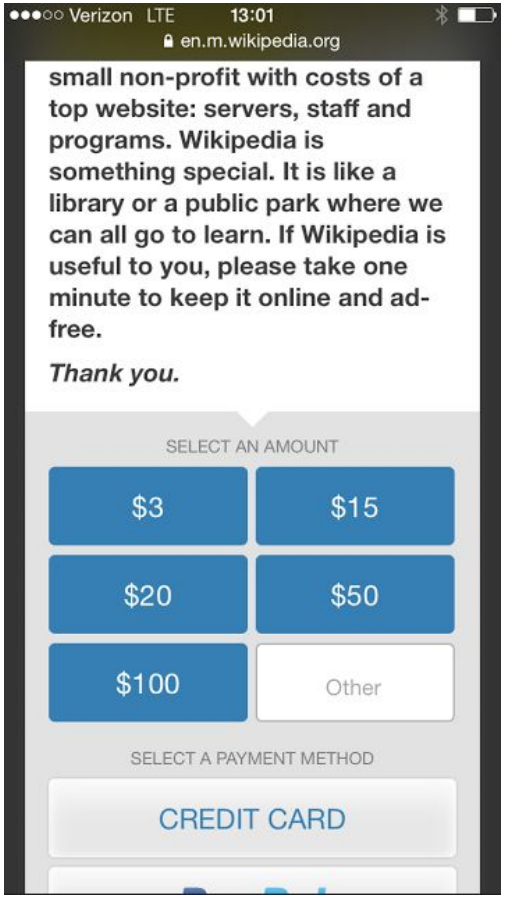


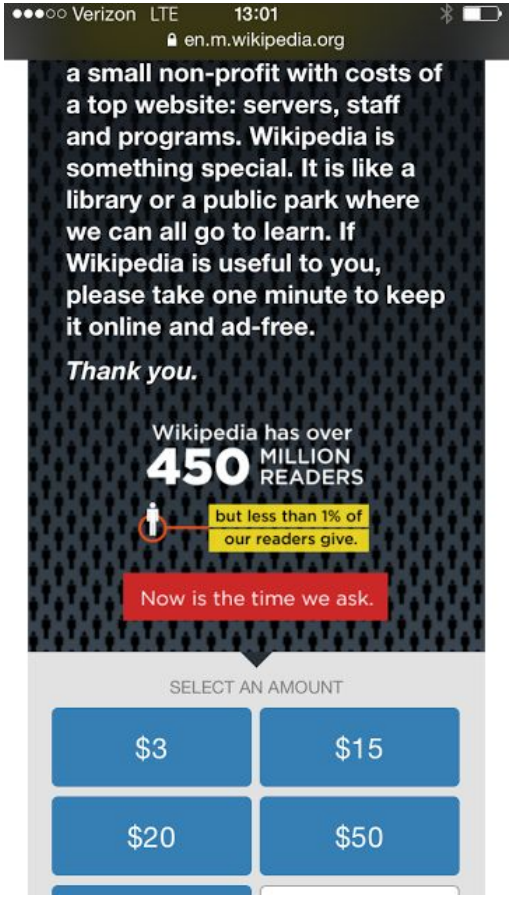
Small desktop “Dark background” beat July blue banner by 15%





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
STRENGTHEN - Amazon upgrade	We do not lose Amazon as a payment processor when they deprecate our original integration in Q2.	Done
STRENGTHEN - PCI gap analysis and Improvements	Increase our level of PCI compliance to SAQ A-EP in time to run a campaign in France in October.	DEFERRED (Q3)
FOCUS - Prepare for Big English fundraiser	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
STRENGTHEN - Worldpay "Enhanced Silent Post"	Technically capable of running a campaign in France, in October, via new integration type.	Done
STRENGTHEN - Astropay Integration	Support fundraising creative team in running a successful Brazil campaign for the first time in two years, via new payment integration.	Done
STRENGTHEN - Hired CRM expert (contractor)	Hire and onboard a team member who is an expert in the CRM used by the online fundraising team (CiviCRM).	Done
EXPERIMENT - Banner History project	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

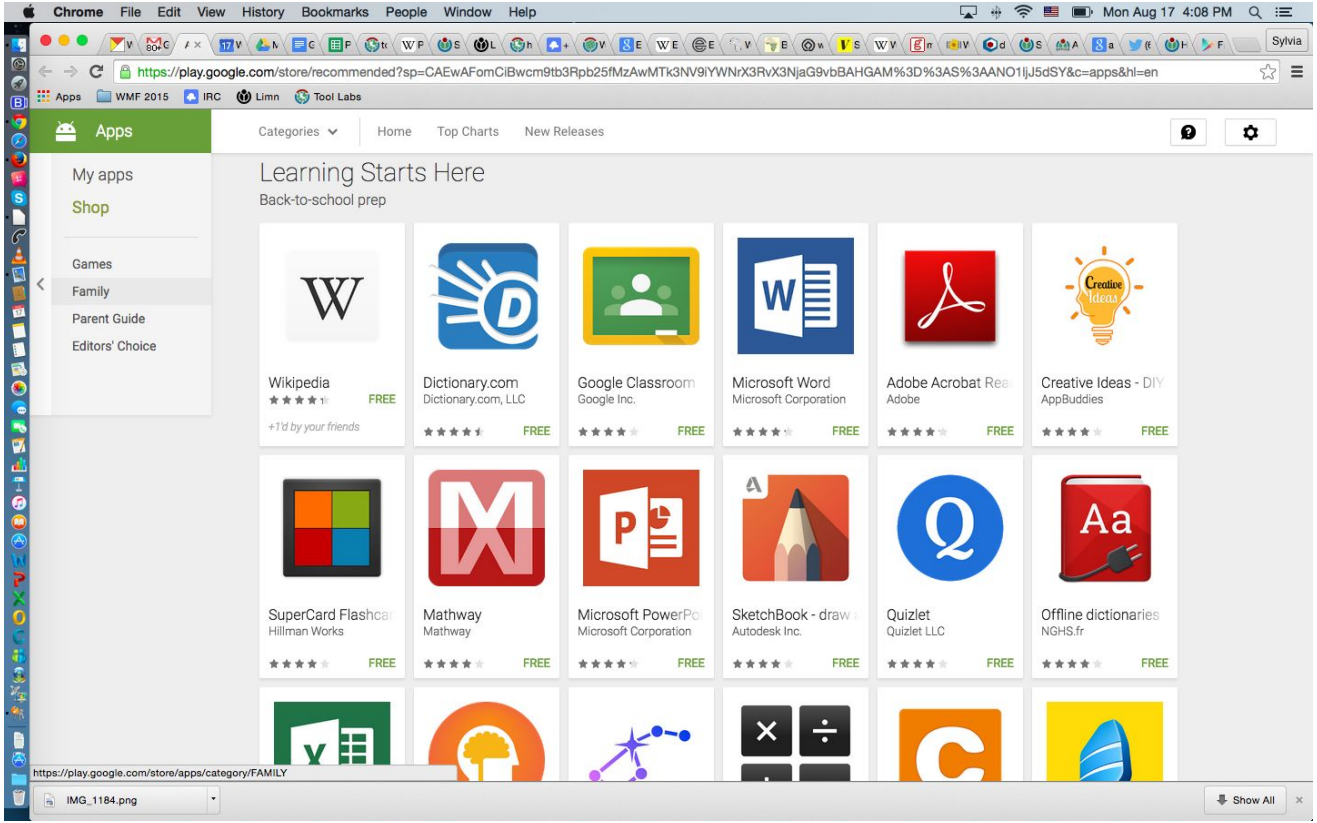
Objective	Measure of success	Status
Implement new event registration & payment system	System ready for use/being used	Done
Onboard new staff	Staff up to speed and contributing at or close to 100% capacity	Done
Complete profiles of all $10k+ donors	Profiles of all $10k+ donors created and entered into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

Q1 - Advancement - Strategic Partnerships

Objective	Measure of success	Status
Goal 4. **EXPERIMENT** - Secure preinstall deals with a commitment to install 1 million apps; Secure one deal in the Global South	# of app preloads; Learning of how this converts to active users (# of sessions)	We are in process of finalizing the contract for our first app pre-install deal.
Goal 5**. FOCUS** - (A) Secure at least two new Zero Rating Deals. (B) Have our app featured by Apple, Google, and/or Amazon in their app stores.	Number of readers covered and pageviews resulting from the deals. Number of new app downloads when featured	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".

Q1 - Advancement - Partnerships

Other successes and misses

Present roadmap for strategic partnerships	Alignment amongst C-Level execs	Done

Google Play Back-to-School promotion