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

<table>
<thead>
<tr>
<th>Objective</th>
<th>Measure of success</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FOCUS</strong> - Raise $6 million in Online campaigns and $2 million from Foundations and Major Gifts</td>
<td>Amount raised</td>
<td>$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.</td>
</tr>
<tr>
<td><strong>STRENGTHEN</strong> - Reintegrate Amazon Payments</td>
<td>Delivering a high functioning product on-time</td>
<td>Done</td>
</tr>
<tr>
<td><strong>EXPERIMENT</strong> - Collaborate with the Readership Team to test the use of banners to direct traffic to the app in Finland</td>
<td># of app downloads; Learning how this converts to active users</td>
<td>Done</td>
</tr>
</tbody>
</table>
## Q1 - Online Fundraising

### Other successes and misses

<table>
<thead>
<tr>
<th>Objective</th>
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<tbody>
<tr>
<td>Weekly banner tests</td>
<td>20% improvement from July</td>
<td>Done</td>
</tr>
<tr>
<td>Community &amp; WMF campaign coordination</td>
<td>High quality campaigns running on the site -- with metrics and coordinated scheduling</td>
<td>We want to work with the community to create a more clear process. We are looking to hire someone to help.</td>
</tr>
<tr>
<td>Test Drive ChargeBack Alert Service</td>
<td>Test service and assess impact</td>
<td>Done</td>
</tr>
<tr>
<td>Fraud Research Project</td>
<td>Finding improvements on fraud filters to scale back false positives</td>
<td>Done &amp; to be continued</td>
</tr>
</tbody>
</table>
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.**
Dear readers,

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Dear readers, We'll get right to it: This week 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.

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.
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.
Example Q1 test banner images

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

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.

Wikipedia has over 450 MILLION READERS
but less than 1% of our readers give.
Now is the time we ask.
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.
Example Q1 test banner
Example Q1 test banners --Commons banners
Example Q1 test banners --Commons banners

[Image of Wikipedia 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.
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.
“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.
“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.
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<tr>
<td>STRENGTHEN - Amazon upgrade</td>
<td>We do not lose Amazon as a payment processor when they deprecate our original integration in Q2.</td>
<td>Done</td>
</tr>
<tr>
<td>STRENGTHEN - PCI gap analysis and Improvements</td>
<td>Increase our level of PCI compliance to SAQ A-EP in time to run a campaign in France in October.</td>
<td>DEFERRED (Q3)</td>
</tr>
<tr>
<td>FOCUS - Prepare for Big English fundraiser</td>
<td>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</td>
<td>Done</td>
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## Q1 - Fundraising Tech

### Other successes and misses

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<tr>
<td><strong>STRENGTHEN - Worldpay “Enhanced Silent Post”</strong></td>
<td>Technically capable of running a campaign in France, in October, via new integration type.</td>
<td>Done</td>
</tr>
<tr>
<td><strong>STRENGTHEN - Astropay Integration</strong></td>
<td>Support fundraising creative team in running a successful Brazil campaign for the first time in two years, via new payment integration.</td>
<td>Done</td>
</tr>
<tr>
<td><strong>STRENGTHEN - Hired CRM expert (contractor)</strong></td>
<td>Hire and onboard a team member who is an expert in the CRM used by the online fundraising team (CiviCRM).</td>
<td>Done</td>
</tr>
<tr>
<td><strong>EXPERIMENT - Banner History project</strong></td>
<td>Able to collect and analyze new information about the total banner experience, from the perspective of individual donors</td>
<td>In Progress</td>
</tr>
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</table>
## Q1 - Major Gifts & Foundations

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<tr>
<td>Implement new event registration &amp; payment system</td>
<td>System ready for use/being used</td>
<td>Done</td>
</tr>
<tr>
<td>Onboard new staff</td>
<td>Staff up to speed and contributing at or close to 100% capacity</td>
<td>Done</td>
</tr>
<tr>
<td>Complete profiles of all $10k+ donors</td>
<td>Profiles of all $10k+ donors created and entered into CiviCRM</td>
<td>In Progress</td>
</tr>
</tbody>
</table>
### Q1 - Advancement - Strategic Partnerships

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<tbody>
<tr>
<td><strong>Goal 4. EXPERIMENT</strong> - Secure preinstall deals with a commitment to install 1 million apps; Secure one deal in the Global South</td>
<td># of app preloads; Learning of how this converts to active users (# of sessions)</td>
<td>We are in process of finalizing the contract for our first app pre-install deal.</td>
</tr>
<tr>
<td><strong>Goal 5. FOCUS</strong> - (A) Secure at least two new Zero Rating Deals. (B) Have our app featured by Apple, Google, and/or Amazon in their app stores.</td>
<td>Number of readers covered and pageviews resulting from the deals. Number of new app downloads when featured</td>
<td>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”.</td>
</tr>
</tbody>
</table>
Q1 - Advancement - Partnerships

<table>
<thead>
<tr>
<th>Present roadmap for strategic partnerships</th>
<th>Alignment amongst C-Level execs</th>
<th>Done</th>
</tr>
</thead>
</table>

Other successes and misses
Google Play Back-to-School promotion