MTP Priority slides

Partnerships (Tech / Product)

Objective:

Identify, negotiate, and implement partnerships in support of Wikimedia Foundation's PLATFORM EVOLUTION priority

We continue to move ahead with our "Partnerships as a Service" strategy, securing high-value partnership deals requested by the **Tech and Product Departments**.

Some of our top achievements this quarter included:
- Securing partnership with Google to integrate their Vision API with Commons / WikiData.
- Mozilla Firefox Lite browser (downloaded by 4M devices with DAU of 1.3M in Asia) now features Wikipedia as a default / top site globally.
- Forming PaidAPI working group to explore new revenue stream opportunities based on Movement Strategy recommendations.

Key Results	Y1-Goal	Q2-Status
Identify and deliver partnerships requested by Tech and Product teams on an ongoing basis. **Baseline:** N/A	Ongoing	Google Vision
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	Ongoing	Mozilla Firefox Lite Feature across 4M devices
Consider Movement Strategy recommendations regarding new revenue streams **Baseline:** N/A	Paid API Exploration	Working Group Formed

Partnerships (Thriving Movement) ↗

Objective:

Identify and implement partnerships in support of a THRIVING MOVEMENT

The Partnerships team supports the Thriving Movement MTP by building partnerships that result in more **Diverse Content** and greater **Movement Diversity**.

Some of the high priority work delivered in Q2 includes:
- GLOW: >13,000 new articles written across 10 Indic languages; in Tamil alone this represents a 2% overall growth in the size of the Wiki.
- #WikiLovesHumanRights launched on Global Human Rights Day (12/10), with 3 global events, and more than 500 articles edited (150% of target).
- Secured $100k in funding to sponsor Wikipedians from Emerging Markets to attend Wikimania and regional Wiki conferences

Key Results	Y1-Goal	Q2-Status
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	5 GLOW editathons launched UN OHCHR partnership signed Ongoing	3 of 5 launched; >15,000 new articles Campaign launched
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	Partners delivered to CE Edu. Team as-needed	Supporting affiliates regionally $100K in Wiki sponsorships for diverse attendees

Partnerships (Brand Awareness & Global Advocacy)

Objective:

Identify and implement partnerships in support of BRAND AWARENESS and GLOBAL ADVOCACY

The Partnerships team supports the work of the **Communications and Legal Departments** in a number of key ways:
- Worked with Comms team to conduct A/B advertising test on Brave browser
- Represented WMF at global / regional conferences, including: WISE Summit (Doha), Digital Public Goods Forum (Oslo), SmartCity Expo (Barcelona)
- Managed relationship with ISOC during .ORG debate positioning.

Key Results	Y1-Goal	Q2-Status
Increase brand awareness for new internet users in the Middle East and LatAm by expanding GSMA partnership **Baseline:** N/A	Train 500,000+ people in at least one country / region.	Reevaluating partnership; productizing MISTT
Identify, support, and implement high-impact opportunities to increase brand awareness globally **Baseline:** N/A	Ongoing	Brave Ad Campaign (Giving Tues)
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). **Baseline:** N/A	Deliver 3 opportunities to impact WMF policy efforts in emerging markets.	Ongoing relationship management with WIPO, Digital Public Goods, ISOC

Key Deliverable slides

Revenue

Objective:

Engage readers to become donors and deepen our relationship with existing donors to support a vibrant and sustainable Wikimedia Foundation

The WMF fundraising team exceeded the Q2 target by ~$7.3M.

The target was exceeded due to improved performance of banners, emails, recurring donations, and new channels in the English campaign.

*Preliminary totals, donations are still settling

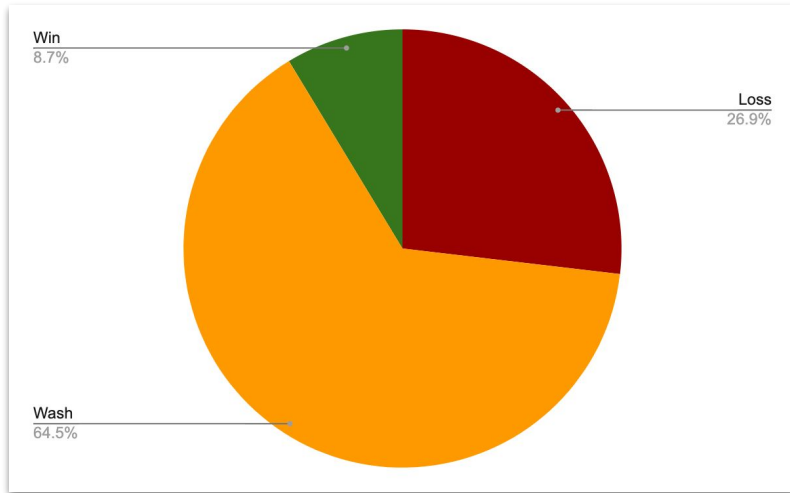| Key Results	Y1-Goal	Q2-Status (YTD)
Raise $110 million for the Foundation, continuing our focus on reader education about the movement (Raise $77.6M YTD for Q1 and Q2, excluding chapter revenue) **Baseline:** FY18-19 target $92.2 million	$110M	**$91M**
Raise $59.4 million in online gifts in Q2. (Raise $69M total YTD for Q1 and Q2) **Baseline:** $53.3 million target in Q2 FY18-19	$88M	**$80M**
Raise $5.5 million in major gifts in Q2 (Raise $8.5 million YTD for Q1 and Q2) **Baseline:** FY18-19 Q2 target $4.3 million	$10M	**$11M**
Raise $5 million for the Endowment in 2019-20 FY **Baseline:** FY18-19 target $5 million	$5M	**$11.3M**

Online & Ops Fundraising

- Annual Fund Total: $64.9M, 8.5% over goal
  - Banner: $29M
  - Email: $21.9M

- 13.5% came from ongoing recurring, app, portal, sidebar, checks and other

- Mobile Banners raised as much as Desktop!
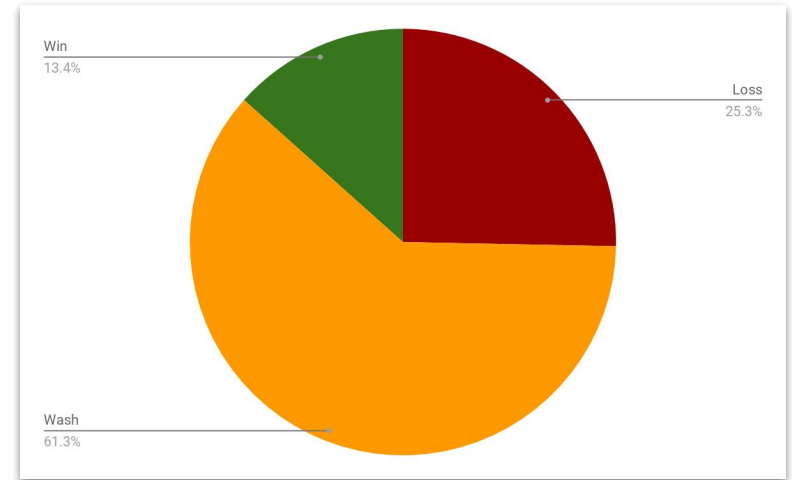
- Small dollar donors love the Endowment

30.4%

39.3%

30.4%

- Mobile Banner   - Desktop Banner   - Email
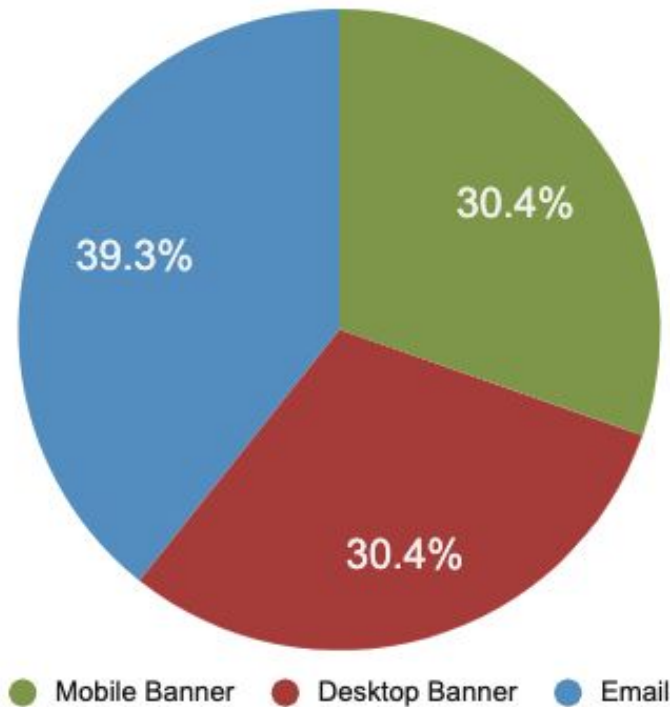
Banner Win / Loss / Wash Ratio

FY1920

- Win 8.7%
- Loss 26.9%
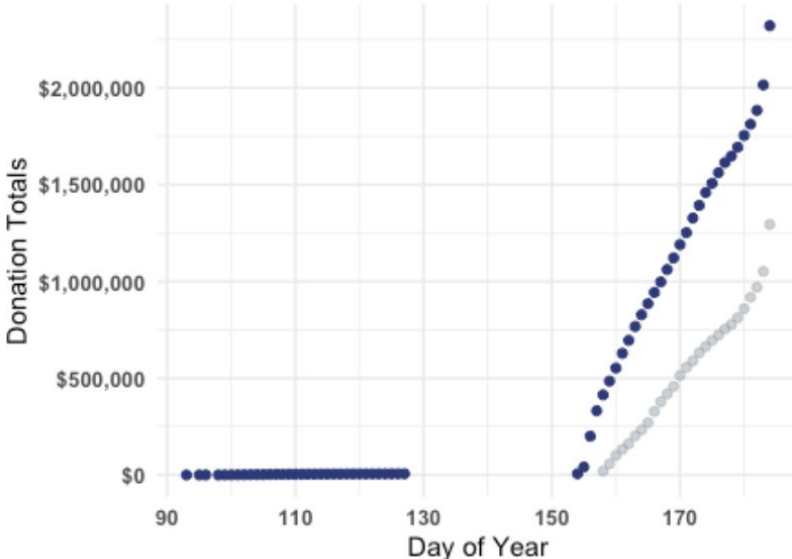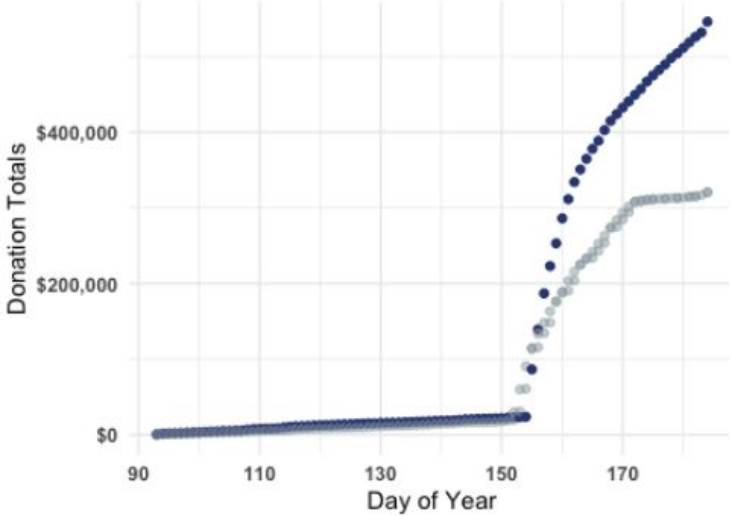- Wash 64.5%

FY1819

- Win 13.4%
- Loss 25.3%
- Wash 61.3%

Alternative channels

Portal Page = $2.5M
(versus $1.4M last Q2)

Wikipedia App = $546K
(versus $320K last Q2)

FY20182019 • FY20192020

Recurring has taken off

- Sustainability is an MTP focus and improving the ask around recurring support was one of our goals in Q2.

- Recurring donation revenue increased by 50% from last Q2 *($2.5M versus $1.6M last Q2)*

- "Monthly Convert" initiative increased recurring donations by almost 25%

Monthly Convert
22.8%

Organic
77.2%
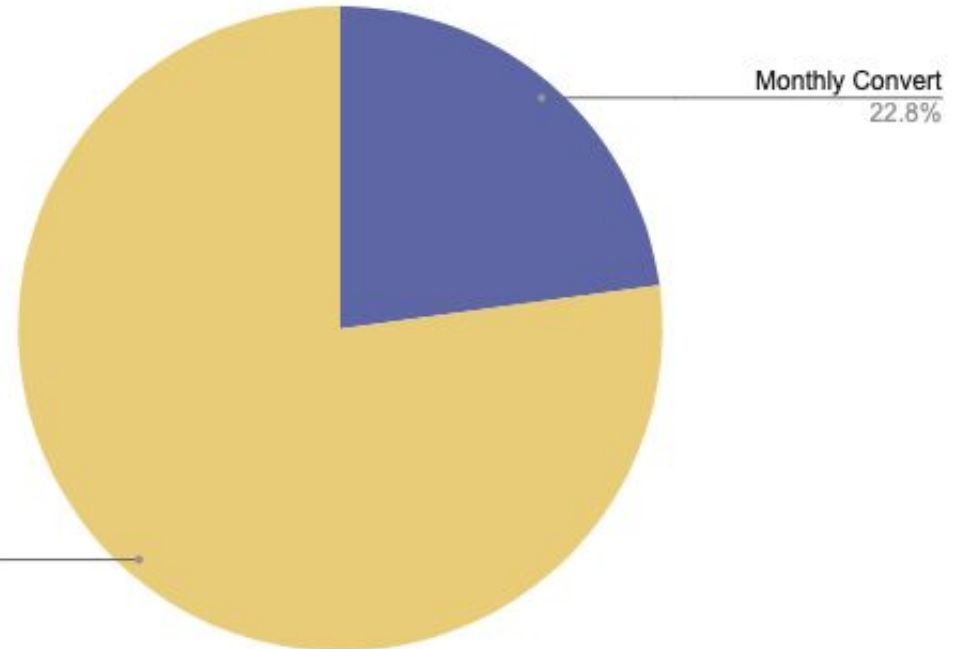
New vs Repeat Donor Retention

- 11.7% increase in New Donors

- 10.9% increase in Repeat donors
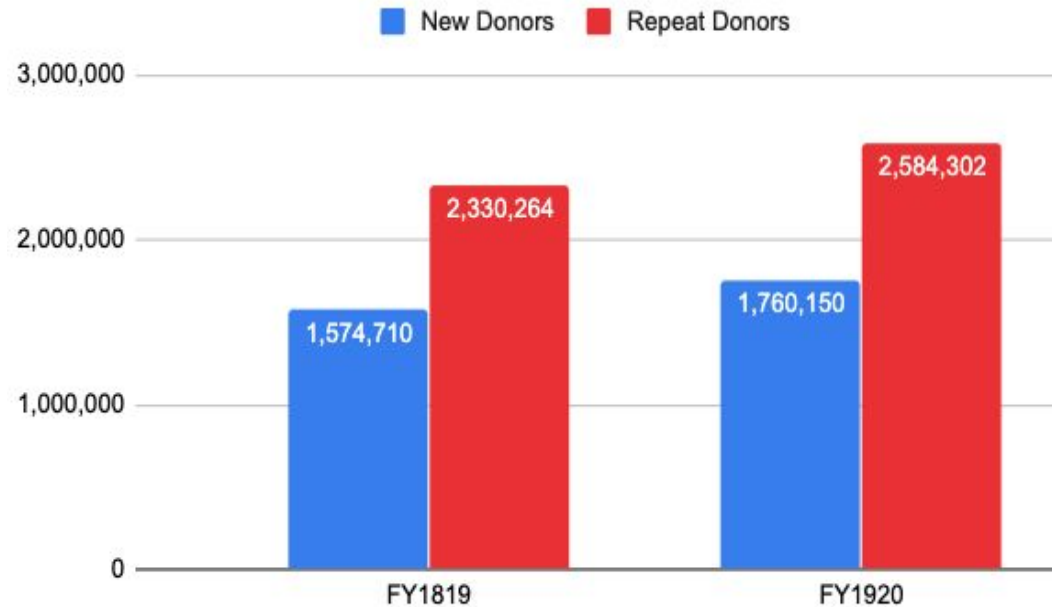
Extra highlights

- Analytics
  - New team, daily monitoring reports
- Payments
  - Stable and no major hiccups
- Donor Services
  - 88.5k tickets solved, 20% increase over last year
- Wikipedia Store
  - $200k in total sales for this season (Q1+Q2), 12.5% increase from last year

Major Gifts & Endowment

- Fundraising Totals (pre-lim as of 1/13/2020)
  - Major Gifts & Foundations: $6.2M raised, 112% of goal
  - Endowment: $11.3M, 226% of goal
- Notable Gifts
  - $10.8M for the Endowment from banner and email donors
  - $2.4M - Google.org
  - $1M - Musk Foundation & 1 Anonymous Gift
  - $500k - 1 Anonymous Gift
- Donor event / office opening celebration in DC
- Donor event in Bay Area
- Cultivation dinners in DC & LA

Planned Giving

In December 2019

- Free Will (online will planning service)
  - 192 bequests via FreeWill
  - ~ $3,000,000 (estimated) in commitments via FreeWill
- 321 Wikipedia Legacy Society inquiries & sign-ups

DC & SF Events

Fr-tech

Supported High Revenue Campaigns
- French campaign went smoothly
- English campaigns hit their goals with a new record best revenue day ever
- Endowment campaigns went smoothly
- We worked well with Advancement on some minor payment processor issues

Focused on Donor Privacy and Security
- Helped respond to minor issues
- Finished a PCI scan with an external vendor
- Conducted the first privacy training program with fr-tech and Advancement