

# Communication EXTERNAL PLAN

In blue the expected output and outcome out of the funding period

SCOPE	STRATEGIC GOALS	ACTIONS	KPI	EXPECTED OUTPUT / OUTCOME 2015	REAL ACTIONS / TARGET ACHIEVED Q2	EXPECTED OUTPUT / OUTCOME 2016
COMMUNICATION/FUNDAI SING	Celebration of decennial	a) Layout of the decennial brochure (printed and digital)	<ol style="list-style-type: none"> <li>1. Realization of the brochure</li> <li>2. Number of people who receive the pdf file via e-mail</li> <li>3. Number of openings of the emails</li> </ol>	<ol style="list-style-type: none"> <li>1. Realization of the brochure by May 2015</li> <li>2. At least 15.000 people receiving the e-mail/At least 3.700 people opening the .pdf file</li> <li>3. 15 new members</li> </ol>	Decennial Communication: - Decennial brochure realized and printed by December 2015 - Massive sending out of e-mails to around 24.000 people to invite them to the concert and to inform them about the decennial. - Opening of the emails: 5130  <b>ACHIEVED</b>	
		b) Making of a video for the decennial	<ol style="list-style-type: none"> <li>1. Realization of the video</li> <li>2. Number of visualizations</li> </ol>	<ol style="list-style-type: none"> <li>1. Realization of the video by October 2015</li> <li>2. At least 4.000 visualizations</li> </ol>	- Video recording of the concert in December, 2015 <b>ACHIEVED</b> - 1 video released in January, 2016 on Wikimedia Commons visualized by 300 people in a few days <b>PARTIALLY ACHIEVED</b>	
		c) Concert	<ol style="list-style-type: none"> <li>1. Organization of the event</li> <li>2. Number of participants</li> </ol>	<ol style="list-style-type: none"> <li>1. Realization of the event by October 2015</li> <li>2. At least half of WMI members participating</li> </ol>	- Event realized on December, 11 2015 <b>ACHIEVED</b> - Total participants: around 100. WMI members participating: around 15 <b>PARTIALLY ACHIEVED</b>	
	Building and engaging community	1) Donations from gadgets at Festival of Digital Freedoms within Festambiente (June 2015)	Donations vs gadgets	750 € for 100 gadgets from June 2015		

		2) Recruiting new members at Festival of Digital Freedoms within Festambiente (June 2015)	Number of new members	10 new members		
	Increasing 5 x 1000 revenue for 2018	1) ADwords 5X1000	Number of donations		- Distribution of about 20,000 postcards in Monza (April, 2015)	15% more than 2015
		2) Postcards (creation, printing and distribution)			<b>ACHIEVED</b>	
	Increasing awareness of WMI and Wikimedia projects	Press office	Number of press clippings	20% more than 2014	Press clippings: 631 (from July, 1st to December, 31st). Annual contract with L'Eco della Stampa (media monitoring service)	25% more than 2015
					<b>ACHIEVED</b>	
NEW EVENTS (not in the proposal)					October, 21st, Varese, Iolanda Pensa, Ilario Valdelli and Dario Crespi (Wikimedia Italia members) gave a presentation at Festival del Racconto about "Wikipedia: l'enciclopedia online con 500 milioni di lettori, 70 mila redattori volontari" (10 participants)	
					<b>ADDED</b>	
					October, 24th: Wikimedia Italia annual assembly in Rome. Before the meeting the conference "Far(e) Open took place. (30 participants)	
					<b>ADDED</b>	
					October, 30th. Montalcino (SI): Alberto Scaravaggi (Wikimedia Italia member) gives a speech on freedom of panorama in "45 minuti con...", an event organized by Officina Creativa dell'Abitare. (10 participants)	
					<b>ADDED</b>	
					October, 31st, Bologna: Ginevra Sanvitale (Responsabile Progetti di Wikimedia Italia) participate to the two days event "Hack or Di(yl)e", with a presentation entitled: "Chi ha paura di Wikipedia?" (Who's afraid of Wikipedia?) (30 participants)	
					<b>ADDED</b>	

				<p>November, 25th: Interview to Andrea Zanni on the tv show "Stato dell'arte" about Wikipedia. Title: "Wikipedia vs Treccani". (27135 viewers)</p> <p><b>ADDED</b></p>	
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