PERFORMANCE MEASUREMENT - Wiki Loves Monuments
In blue the expected output and outcome out of the funding period

SCOPE	STRATEGIC GOALS	ACTIONS	KPI	EXPECTED OUTPUT / OUTCOME 2015	EXPECTED OUTPUT / OUTCOME 2016
VOLUNTEERS	Recall past contributors to WLM	1. Personal calls	1.- 2. Number of regional managers (Veneto, Lombardy, Trentino, Piedmont, Emilia Romagna)	1.- 2. 5 managers identified for the target regions by April 2015	1.-2. At least equal to the 2015 output/outcome
		2. Identify regional managers (recruitment meeting in April 2015)			
	Involve new partners in creating lists and in the pre-jury	Engaging events	1. Number of regional gatherings 2. Number of new members who participate as volunteers in creating lists and to pre-juries	1. At least 1 gathering in three regions 2.At least 3 volunteers involved in the creation of lists and pre-jury	1. At least 1 gathering in three regions 2.At least 3 volunteers involved in the creation of lists and pre-jury
CONTEST	Authorizations by municipalities	Email send-out requiring authorisation for the monuments "release"	1. Number of authorization for new monuments	+20% (in relation to 2014)	+20% (in relation to 2015)
			2. No. new municipalities participating in the contest		
	Increase in the number of images uploaded	Increase the number of images uploaded per participant	Number of uploads	At least equal to 2014	At least equal to those of the previous edition
	Definition of a Jury	1. Increase in the number of professional photographers	1. Number of professional photographers involved	1. At least two professional photographers	1. At least two professional photographers
INSTITUTIONS ENGAGEMENT	Insert WLM events in the program of significant cultural events	Connect to associations and photography festivals	Number of photography festivals	At least one photography festival	At least one photographic festival
	Obtain the cooperation of Regions	Meetings with regional Superintendents and with regional councils	1. Number of meetings 2. Number of official letters of patronage issued by Regions / Superintendents	1. At least 7 Regions 2. 5 letters by the end of June	1. At least 10 Regions 2. 3 new Regions (including, e.g., Friuli Venezia Giulia, Tuscany, Marche, Lazio, Campania)
	Strengthen WLM in Lombardy in view of Wikimania 2016	Organize events in schools / museums / other institutions	Number of events	1. 5 public institution, 2 libraries, 5 schools	1. 5 public institution, 2 libraries, 5 schools
COMMUNICATION	Create an events plan 2015	An inaugural event	1. Number of journalists attending	1. At least five journalists from the national press 2. At least 5 Wikigite of which one combined with OSM mapping 3. At least 15% of participants	1. At least five journalists from the national press 2. At least 5 Wikigite of which one combined with OSM mapping 3. At least 20% of participants
		A half-year Promotional Event	2. Number of Wikigite 3. Number of participants in Wikigite who upload photos on Commons		
		Wikigite			
		Year-end awards ceremony			
	Strengthen WLM communication for a higher WMI brand-awareness WMI	1. Change of perception and of communication message: "WLM is a project of WMI"	1. Number of press clippings where WMI is associated to WLM. 2. Questionnaire to users to verify the number of people making the correct association	1. At least 60% press 2. At least 50% submitting	1. At least 80% press 2. At least 70% submitting
		2. Coordinate the WLM editorial plan with the overall WMI			

		editorial plan 3. Issue a questionnaire at the end of the WLM edition in order to check the percentage of users that associate WLM to WMI			
	Strengthen WLM communication with new means/new media	Communication on traditional media and social media (implement Instagram)	1. Site update, social accounts 2. Press releases related to national and local events 3. Open an account Instagram tied to WLM 4. New WLM newsletter subscriptions that come from social networks	1. Updating at least twice a week from April to October 2015 2. 1 press release for each event from April to October 2015 3. By April 2015 4. 10% increase in newsletter subscriptions	1. Updating at least twice a week from April to October 2016 2. 1 press release for each event from April to October 2016 4. 10% increase in newsletter subscriptions
	Technical support for contest participants	FAQ published on the Wikimedia website; email supportowlm@wikimedia.it	1. Creation of FAQs and support email address 2. Email response time	1. Creation of FAQs and support email address. 2. Evasion of requests within 3 days	
FUNDRAISING	Search for sponsors	Fundraising through grants/tenders	Number of participation in grant programs/tenders	At least one participation	At least one participation
		Fundraising through technical / financial sponsorship	1. Number of technical sponsorships	1. At least those of 2015 (Euronics, Sony, Archeomatica)	1. 2 additional sponsors
NETWORKING	Increase the number of technical partners	Suggest strategic players to join WLM	1. Number of technical partners	FIAF, Touring Club, WWF Italy, Lipu (2015)	At least two more than in 2015
LOBBYING	Increase the awareness of institutions on the need for change of the Urbani Code and of the Art Bonus	Ongoing lobbying activity carried out by a professional	1. Meetings with political representatives at a national level 2. Press clippings relevant at a national level	1. At least one meeting with a political representative of a national level by the end of June 2015 / Formulation of a letter of proposal to amend the law 2. At least three clippings in the national press	Follow up of the initiatives put in place in 2015