



Partnerships

WMCON Follow-Up Day at Wikimania 2015

- Quick overview of what was discussed at WMCON 2015
- On the road to successful partnerships...
- Next steps

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Why this workshop ?

- Follow-up of WMCON2015
- Wikimedia France's context :

A huge variety of partners

+ An increasing number of partners
(+ 100% partners over the last campaign)

- WMF's priorities

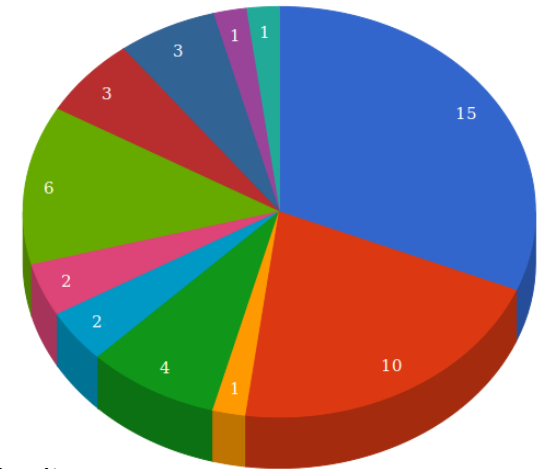
Organizations can help.

How?

Better partnerships.

Better practices.

Better tools.

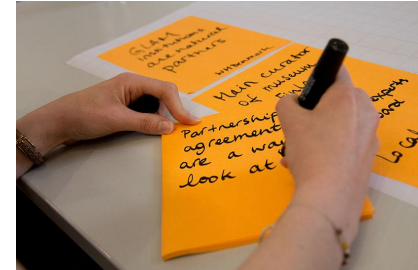


(Part of) What was discussed at WMCON 15



WHAT ARE WE GOOD AT ?

- **Credibility is now better established**
- **“Glocal” partnerships : a two levels strategy**
- **Outreach & lobbying**
- **Transferring skills**



WHAT DO WE LACK STILL ?

- **Tools to manage partnerships**



KSF FOR AN IMPACTFUL PARTNERSHIP ?

- **Define clear targets and outputs expected**
- **Align vision and wishes between Wikimedia organisations and partners**



NEXT BIG CHALLENGES ?

- **Prioritization**
- **Sustainability**
- **Higher impact**

Building up a (successful) partnership

**The road to a successful partnership may be long, difficult and bumpy ...
What can we share around this journey ?**

Proposal = 3 sessions of 15-20' each

- **Question** ⇒ **brainstorming**
- **Sharing & clusterizing**
- **Example from my chapter**



3 questions :

- 1. What are the key steps of a partnership process ?**
- 2. What are the main "bumps" we encounter for each phase ?**
- 3. What tools or we have to try and manage those steps ?**

Next steps

- Finding other Wikimedians willing to work on this issue
- Continuing the inventory of processes and tools already existing in our movement

...Who's in ?

Wikimédia France

<i>STEPS DESCRIPTION</i>	<i>TOOLS</i>	<i>PROCESSES</i>
1. First contact (usually through phone / email) OR contact through a volunteer	Action sheet in “practical guide for local groups”	-
2. Assessing new ideas to help prioritize	Prioritization Grid	New ideas on weekly team meetings + dedicated slot for “assessment meeting”
3. Involving volunteers right from the beginning	Thematic & regional mailing lists	Information sent to the lists to spread the word and engage volunteers
4. Outreach session	Documentation / presentation (service offer, etc.)	As much as possible involving volunteer + staff , working in pairs
5. Looong period of reflexion (checking licenses issues, mainly)	-	Checking in
6. Contractualization & signature	Template for partnership agreement	First draft usually sent by WMFr and then exchange over specifics
7. Event / action	-	-
8. Debriefing & next steps	IRL meeting when possible	Gather volunteers feedback
9. Overwhole assessment of the partnership once a year	Evaluation questionnaire	Emailing of the questionnaire to partners with whom a contract has been signed and a first event/action took place already during the campaign