

Advancement Tuning Session



WIKIMEDIA
FOUNDATION

MTP Priority slides



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Partnerships (Tech / Product)



Objective:

Identify, negotiate, and implement partnerships in support of WMF'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 priorities this quarter included:

- Securing partnerships to reduce internal costs
- Exploring opportunities to extend Wikipedia to new readers in emerging markets via product extensions (e.g., Hovercards, pre-pinning, app development)

Full-time equivalent budget

Budget: 0.0 FTEs

Actual: 0.0 FTEs

Key Results

Identify and deliver partnerships requested by Tech and Product teams on an ongoing basis.

Baseline: N/A

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

Y1-Goal

Ongoing

Ongoing

Q1-Status

**In Progress /
On Track**

**In Progress /
On Track**



Partnerships (Thriving Movement)



Objective:

Identify and implement partnerships in support of a THRIVING MOVEMENT

The Partnerships team supports the Thriving Movement MTP by working closely with the **Community Engagement** Department in support of the Diverse Content and Movement Diversity KDs.

Some of the high priority work delivered in Q1 includes:

- Organizing community members in India, Indonesia, MENA, Nigeria and Argentina to launch GLOW editathons in Q2 and beyond
- Closing and announcing the UN OHCHR Human Rights partnership at Wikimania
- Exploring scalable solutions to grow emergent wikis



Key Results

In support of **Diverse Content**:

- 1) launch 5 GLOW campaigns;
- 2) pilot "Campaign in a Box" framework with OHCHR; and
- 3) identify new high-impact opportunities to diversify Wikimedia's content in LatAm, Africa, MENA, and South and Southeast Asia.

Baseline: N/A

In support of **Movement Diversity**: support the "Wikipedia in the Classroom" project by identifying and establishing connections with at least 3 relevant stakeholders that can pilot the project in countries where WM affiliates are interested in deploying.

Baseline: N/A

Y1-Goal

Q1-Status

5 GLOW editathons launched	GLOW - on track in 4 of 5 countries
UN OHCHR partnership signed	Partnership announced @Wikimania
Ongoing	In Progress / On Track
Ongoing support of Education Team	On Hold: Pending CE implement. strategy

Partnerships (Brand Awareness)



Objective:

Identify and implement partnerships in support of BRAND AWARENESS

The Partnerships team supports the work of the **Communications Department** in a number of key ways:

- Identifying scalable ways to grow Wikipedia's brand awareness among emerging market Internet users
- Screening, evaluating, and shepherding or rejecting inbound brand-related partnership requests

Key Results

Increase brand awareness for new internet users in the Middle East and LatAm by expanding partnership with GSMA to provide trainings of the Mobile Internet Skills Training ToolKit (MISTT)

Baseline: N/A

Identify, support, and implement high-impact opportunities to increase brand awareness globally

Baseline: N/A

Y1-Goal

Train 500,000+ people in at least one country / region.

Ongoing

Q1-Status

On track to launch with 3 carriers in MENA

In Progress / On Track



Key Deliverable slides



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Revenue



Objective:

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

The fundraising team exceeded the Q1 target by ~\$5 million.

The target was exceeded due to starting English campaign testing earlier than last year and a large restricted gift.

Japan and France campaigns were slightly above target.

Key Results

Raise \$110 million for the Foundation, continuing our focus on reader education about the movement

Baseline: FY18-19 target \$92.2M

Raise \$9.7 million in online gifts in Q1

Baseline: Raised \$10 million in Q1 FY18-19

Raise \$3 million in major gifts
Baseline: FY18-19 target \$750,000

Raise \$5 million for the Endowment
Baseline: FY18-19 target \$5M

Y1-Goal

\$110M

\$88M

\$8M

\$5M

Q1-Status

\$19M

\$14.8M

\$3.8M

\$1.0M



Department:
Advancement

Department slides



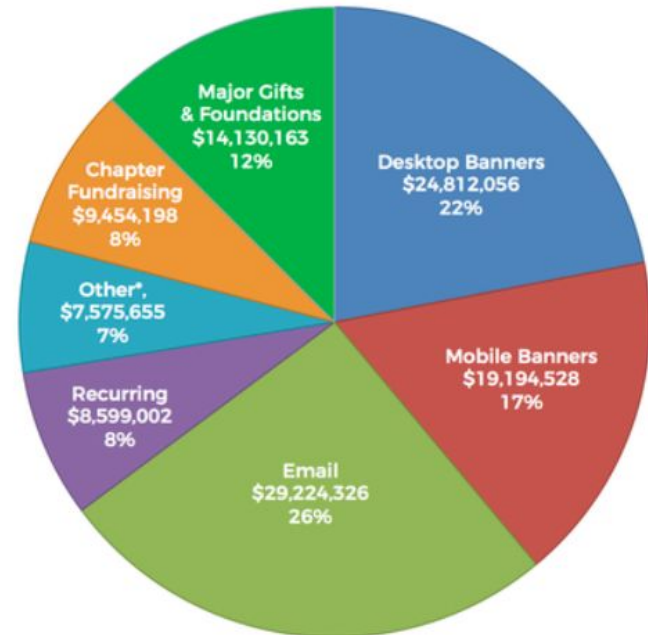
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Online Fundraising

Published [FY 18-19 Fundraising Report](#)

Donation Totals by Sources

\$112.9 million raised from 7+ million donors



Online Fundraising

Extra thanks to **Thea Skaff** for her work across the fundraising teams on the report.



[Skaff, Thea](#)

Myleen Hollero/Wikimedia Foundation

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Online Fundraising

India Fundraising: First successful test
expanding into a new market

i Hi reader in India, it seems you use Wikipedia a lot. That's great! This Monday we humbly ask you to help Wikipedia. A donation of just ₹150 could keep us thriving for years to come, but 99% of readers will ignore this message. Donating is easy on your phone and only takes a minute.

Please select a payment method

VISA



AMEX

RuPay

NETBanking



paytm

CLOSE X



Online Fundraising

Q2 Prep

- English campaign banner and email appeal prep testing
- 40% improvement in donation rate from the best copy at the start of the campaign, helping to keep year-over-year donation rate from dropping

“Wikipedia is different in that it doesn’t belong to the highest bidder, the advertisers or the corporate giants. It belongs to you, the readers, editors and donors. You’re our community, our family. You’re the reason we exist. The fate of Wikipedia rests in your hands and we wouldn’t have it any other way.”

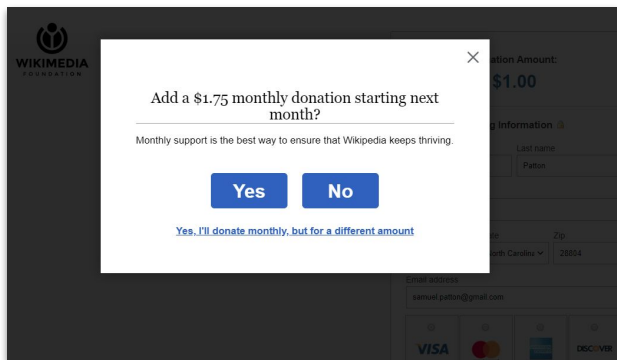
New higher performing email messaging



Online Fundraising

Q2 Prep

- Pre-campaign banner testing
- Monthly recurring focus



Monthly convert ask - payment page version



Monthly convert ask - banner version



Online Fundraising

Q2- Engagement & Acquisition

- Customizing asks to specific donor audiences
- Sending engagement emails to current donors, to improve Wikimedia awareness and move towards a 'relational' relationship
- Cultivating contacts who signed up for a donation reminder email, to convert readers into new donors



As a Wikipedia donor, you're an invaluable part of the Wikipedia family, so I'll just come out and say it: I have a favor to ask--and it's not money. Today, I need you to spread the word on our behalf. If you still believe in **Free Knowledge For All**, please have a heartfelt conversation with a friend, parent, sibling, or colleague and tell them why Wikipedia is important to you.

You & me

Today, before the strike of midnight, please ask someone: how often do you use Wikipedia? Did you know that it's a nonprofit that runs on the small donations of people like you and me? Can you imagine a world without Wikipedia?

Only if more people realize the value of Wikipedia will we be able to keep free knowledge available to the planet for generations to come. You've been here for us in the past and I know I can count on you. This simple act of support will cost you nothing but it will have a very real impact. **Today, please take a minute to tell someone why you love Wikipedia and why you support us.**

Share on Facebook

Share on Twitter

With immense gratitude,
Katherine

Fundraising Ops

- **Built out team capacity**
 - Hired two new Data Analysts
 - Trained and onboarded two Donor Services agents
- **Supported banner testing in India**
 - Provided localization and technical support and feedback to the Online and Fr-tech teams
- **Q2 preparation**
 - Provided revenue projections for Q2
 - Ordered new merchandise for the Wikipedia store to support increased sales volumes in Q2
- **Continued to improve our donor database**
 - Ongoing deduplication of donor records in CiviCRM



Fundraising Ops

Extra thanks to the **Donor Services Team, Nora Nichols, and Rosie Lewis** for their work correcting **33,710** duplicated donor records to improve the quality of our donor database.



Major Gifts & Endowment

- MacArthur Foundation 100&Change application submitted (\$100M)
- \$2.5M from Craig Newmark
- \$1M from Amazon
- Biggest planned giving commitment to date
- Endowment revenue strategy investments in planned giving
- We kicked off event season! →
- Q2 preparation



Major Gifts & Endowment

Shout out for Jonathan Curiel, who did an exceptional job as interviewer and moderator for our two big fall fundraisers. Folks may not know about Jonathan's distinguished background as a journalist, author and frequent moderator for the Commonwealth Club, but he brought all of that to the table to add polish and poise to our recent events.



[Curiel Jonathan](#)

Myleen Hollero/Wikimedia Foundation

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Fr-tech Q1

Support Fundraising Activities

- Set up donation form for India test
- Developed flow to convert one-time donations to monthly recurring donations
- Q2 prep: key bugs, tech debt and scalability for the holidays
- Matching gifts tests for Major Gifts

Maintain privacy and security

- Completed security and PCI scan with Paladion

