Advancement Tuning Session
MTP Priority slides
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)

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 support of Worldwide Readership.

Baseline: N/A

Full-time equivalent budget

Budget: 0.0 FTEs
Actual: 0.0 FTEs
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

<table>
<thead>
<tr>
<th>Y1-Goal</th>
<th>Q1-Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 GLOW editathons launched</td>
<td>GLOW - on track in 4 of 5 countries</td>
</tr>
<tr>
<td>UN OHCHR partnership signed</td>
<td>Partnership announced @Wikimania</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Ongoing support of Education Team</th>
<th>On Hold: Pending CE implement. strategy</th>
</tr>
</thead>
</table>
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

Ongoing

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.

Q1-Status

On track to launch with 3 carriers in MENA

Department: Advancement
Key Deliverable slides
## 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

<table>
<thead>
<tr>
<th>Y1-Goal</th>
<th>Q1-Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raise $110 million for the Foundation, continuing our focus on reader education about the movement</td>
<td>$110M</td>
</tr>
<tr>
<td>Raise $9.7 million in online gifts in Q1</td>
<td>$88M</td>
</tr>
<tr>
<td>Raise $3 million in major gifts</td>
<td>$8M</td>
</tr>
<tr>
<td>Raise $5 million for the Endowment</td>
<td>$5M</td>
</tr>
</tbody>
</table>

### Baseline:

- FY18-19 target $92.2M
- Raised $10 million in Q1 FY18-19
- FY18-19 target $750,000
- FY18-19 target $5M
Online Fundraising

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

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

India Fundraising: First successful test expanding into a new market
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
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
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
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.
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