

How to raise millions of dollars using open source software



WIKIMEDIA
FOUNDATION

By Arthur
Richards
OSCON
28 July, 2011



Misconceptions

- For-profit organization, making \$\$\$\$\$\$\$\$\$
- A wealthy investor
- Commercial ads
- It's cheap, because it's all run by volunteers

WRONG

Reality

- Non-profit organization
- Community contributions
- No commercial advertisements
- Petabytes of data transfer each month
- One of the top 5 most visited websites in the world

But how?!



What made us successful

- Open source software and ethic

What made us successful

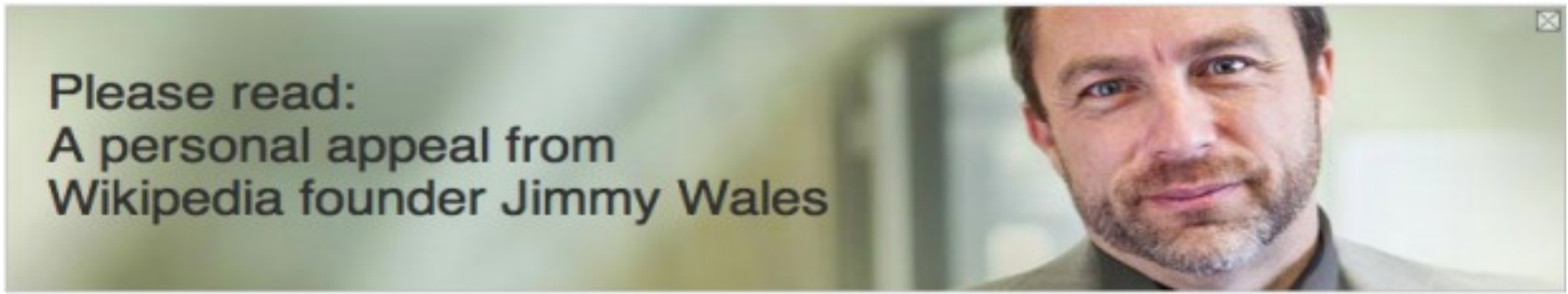
- Open source software and ethic
- Data driven

What made us successful

- Open source software and ethic
- Data driven
- Iteratively building resilient systems and messaging

Please read:
A personal appeal from
Wikipedia founder Jimmy Wales





From Wikipedia Founder Jimmy Wales

If everyone reading this donated a dollar, we would be able to keep Wikipedia strong, secure, and ad-free.

Not everyone can or will donate. And that's fine, because each year just enough people support Wikipedia with a small donation. If you feel it's your turn, please make a small donation of \$10, \$20, \$35 or whatever you can to keep Wikipedia free.

Most people don't know this, but I'm a volunteer.

I don't get paid a cent for my work at Wikipedia, and neither do our thousands of other volunteer authors and editors. When I founded Wikipedia, I could have made it into a for-profit company with advertising banners, but I decided to do something different.

Commerce is fine. Advertising is not evil. But it doesn't belong here. Not in Wikipedia.

Wikipedia is something special. It is like a library or a public park. It is like a temple for the mind. It is a place we can all go to think, to learn, to share our knowledge with others. It is a unique human project, the first of its kind in history. It is a humanitarian project to bring a free encyclopedia to every single person on the planet.

Every single person.

We're a small organization, and I've worked hard over the years to keep us lean and tight. We fulfill our mission, and leave waste to others.

To do this without resorting to advertising, we need you. It is you who keep this dream alive. It is you who have created Wikipedia. It is you who believe that a place of calm reflection and learning is worth having.

This year, please consider making a donation to protect and sustain Wikipedia.

Thanks,

Jimmy Wales

Wikipedia Founder

Where your donation goes

- **Technology:** Servers, bandwidth, maintenance, development. Wikipedia is the #5 website in the world, and it runs on a fraction of what other top websites spend.
- **People:** The other top 10 websites have thousands of employees. We have about 50, making your donation a great investment in a highly-efficient not-for-profit organization.

Make your donation now

Select your gift amount:

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For more information or other ways to give, [click here](#). For answers to frequently asked questions please [click here](#).

“ Imagine a world in which every single person on the planet has free access to the sum of all human knowledge. ”

—Jimmy Wales, Founder of Wikipedia

Please complete your donation below ...

Name	<input type="text" value="First"/>	<input type="text" value="Last"/>
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Card number	<input type="text"/>	
Security code	<input type="text"/>	Where is this?
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City	<input type="text"/>	
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Wikimedia Foundation, Inc.

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One-time donation Item number: DONATE Item price: \$20.00 Quantity: 1	\$20.00
Item total	\$20.00
Total \$20.00 USD	

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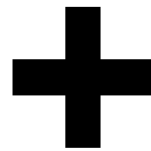
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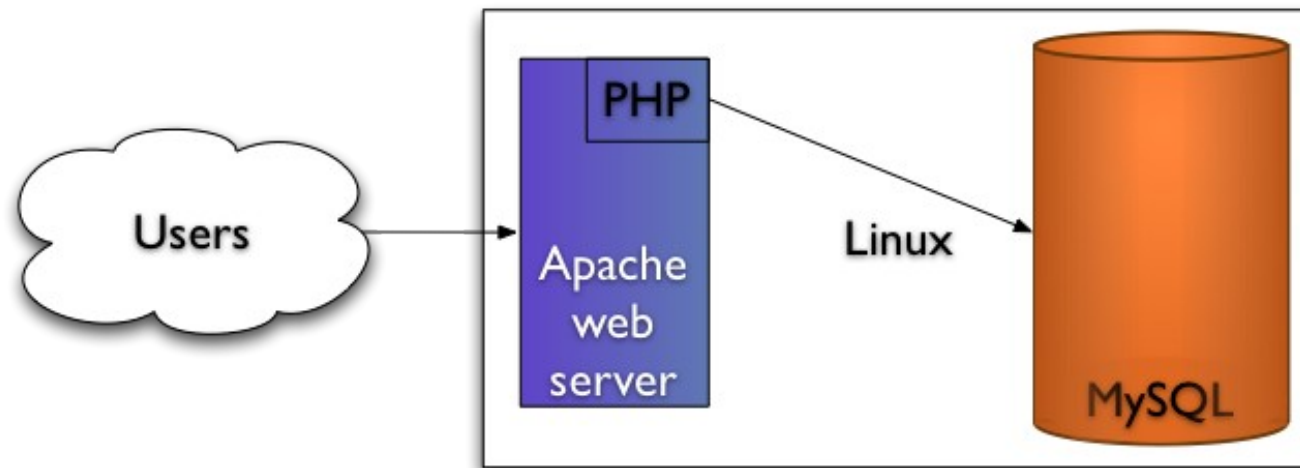


ActiveMQ

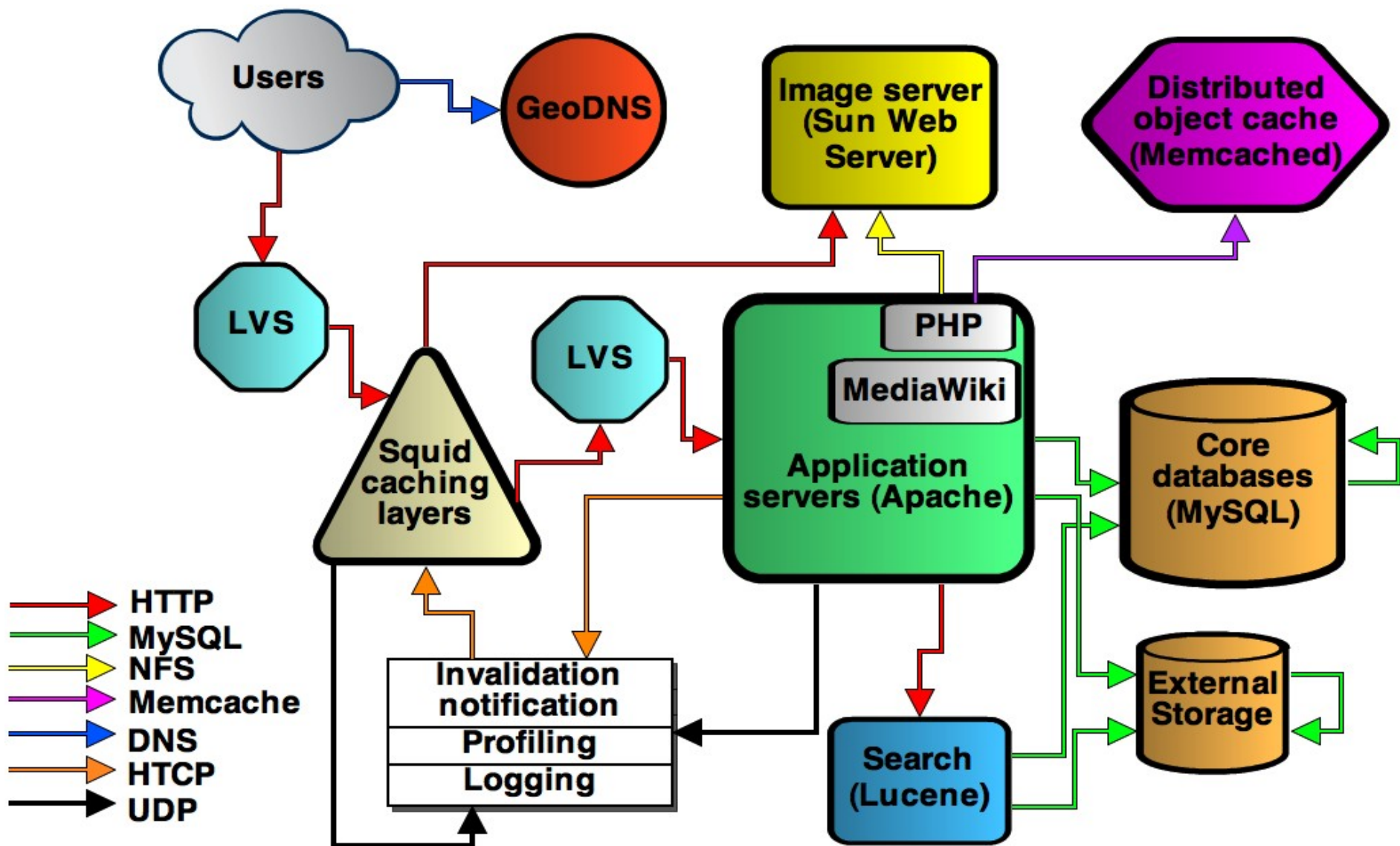
ActiveMQ



Architecture: LAMP...



...on steroids.



were on ur puter

reprogramin
evryfing in LOLcode



Every time you reinvent the wheel



children cry.

Resiliency, fault tolerance and flexibility



Becoming agile



[\[edit\]](#) this fundraiser

Community involvement



WIKIMEDIA
COMMONS

Main Page
Welcome
Community portal
Village pump

Participate
Upload file
Recent changes
Latest files
Random file
Help
Contact us
Donate

Toolbox

[AwjrRichards](#) [My talk](#) [My preferences](#) [My watchlist](#) [My contributions](#) [Log out](#)

Category [Discussion](#)

[View](#) [Edit](#) [View history](#)

Category:2010 Fundraiser Banners

English: User-submitted fundraising banner ideas for 2010. See [meta:Fundraising 2010/Graphic Banners](#).

Subcategories

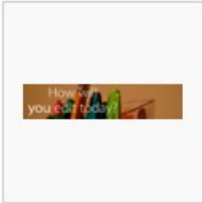
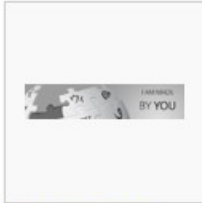
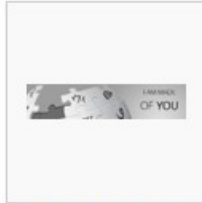
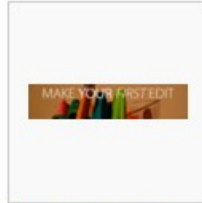






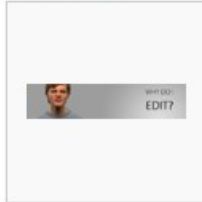
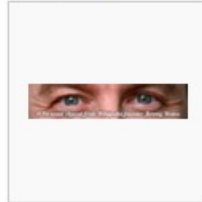
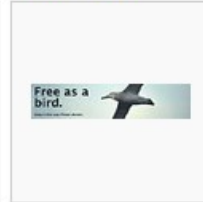
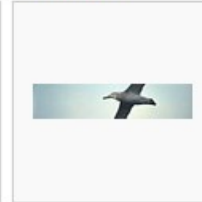



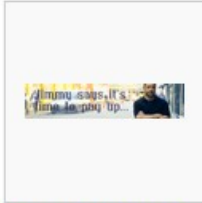


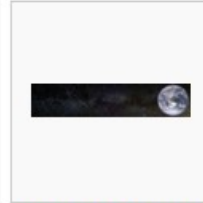



This category has only the following subcategory.

2

- [\[x\] 2010 Wikimedia Australia SLQ Fundraiser Banners \(10 F\)](#)

Media in category "2010 Fundraiser Banners"

The following 137 files are in this category, out of 137 total.

							
2010 Contribution Ca... 352,695 bytes	2010 Contribution Ca... 122,551 bytes	2010 Contribution Ca... 122,555 bytes	2010 Contribution Ca... 305,718 bytes	2010 Contribution Ca... 347,064 bytes	2010 Contribution Ca... 156,916 bytes	2010 Contribution Ca... 347,810 bytes	2010 Contribution Ca... 310,540 bytes
							
2010 Contribution Ca... 352,035 bytes	2010 Contribution Ca... 122,110 bytes	2010 Contribution Ca... 117,818 bytes	Atomicthumbs-persona... 281,852 bytes	Banner Free as a Bir... 22,031 bytes	Banner Free as a Bir... 16,662 bytes	Banner itwiki fundra... 21,238 bytes	Banner itwiki fundra... 115,420 bytes
							
Banner itwiki fundra... 117,371 bytes	Banner Jimmy Says Pa... 212,591 bytes	Banner Pug Love.png 106,363 bytes	Banner-earth-2.png 318,754 bytes	Banner-earth-notext.png 304,740 bytes	Banner-Fundraiser-20... 83,388 bytes	Banner-Fundraiser-20... 80,757 bytes	Banner-Fundraiser-20... 100,544 bytes

Transparency

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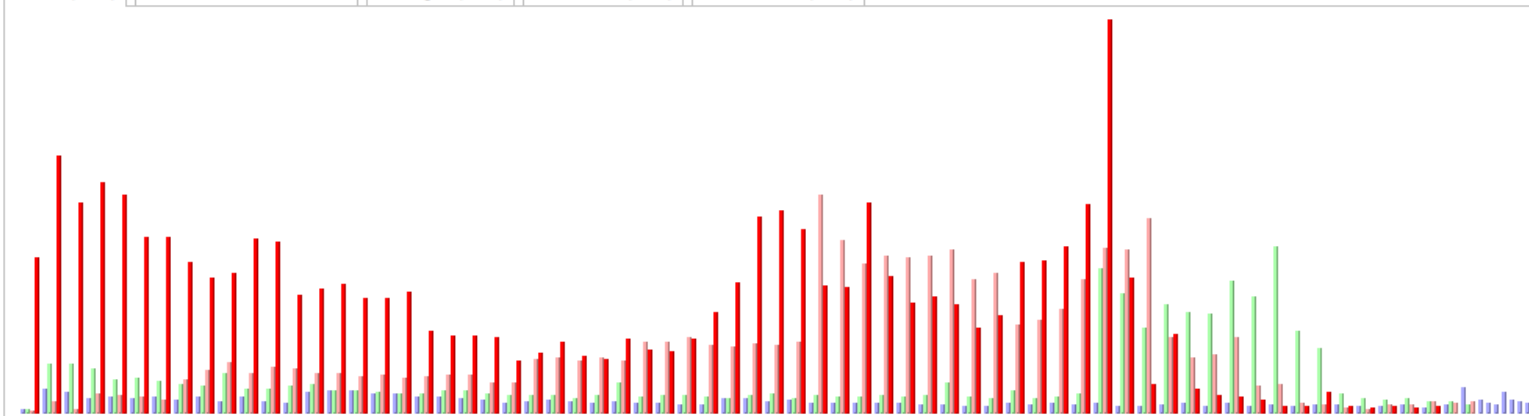
Special page

Search

Fundraiser statistics

To view statistics for any day, hover the cursor over the bar for that day. Each year is a different color on the chart.

Totals (USD) | **Number of contributions** | **Averages (USD)** | **Maximums (USD)** | **Year-to-date (USD)**



Day 50 of 2010 Fundraiser

2010-12-31

Total (USD)	795,853.48	Contributions	26,083	Average (USD)	30.51
Maximum (USD)	35,000.00	Cumulative total (USD)	13,681,274.78		

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A/B Testing



vs.



Data driven



**If everyone reading this donated \$5
our fundraiser would be over today.
Please donate to keep Wikipedia free.**

\$16M raised  \$0M left [Please help](#)

VS



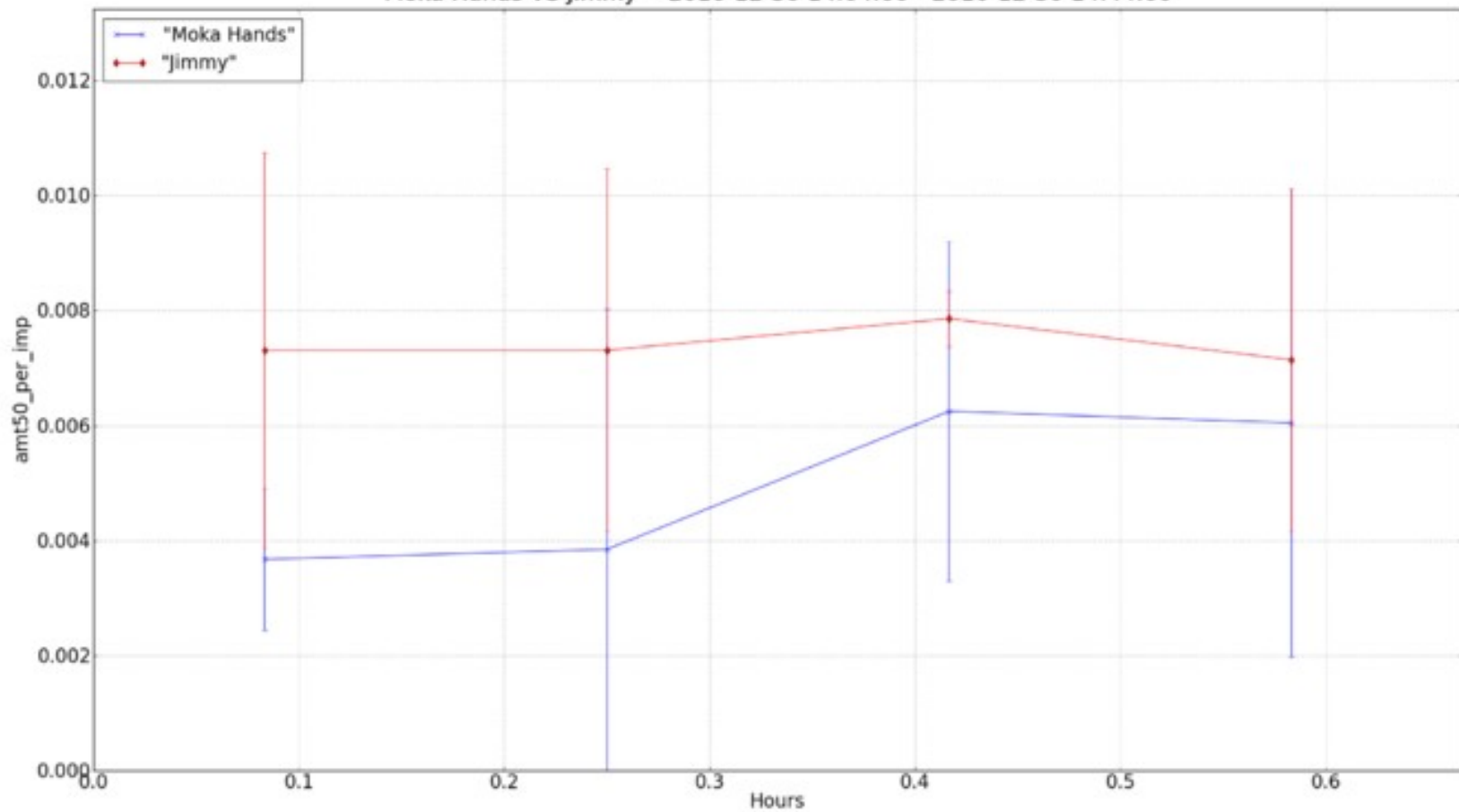
**If everyone reading this donated \$5
our fundraiser would be over today.
Please donate to keep Wikipedia free.**

\$16M  \$0M left [Please help](#)

Data driven

99.5% confident about the winner.

Moka Hands VS Jimmy -- 2010-12-30 14:04:00 - 2010-12-30 14:44:00





Confronting Jimmy fatigue



**Please read:
A personal appeal from
Wikipedia programmer Brandon Harris**



Effective community involvement



Main Page
Goings-on
Wikimedia News
Translations
Recent changes
Random page
Help

Community
Wikimedia Forum
Babel
Babylon
Requests
Reports
Planet Wikimedia

Beyond the Web

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Awjrichards My talk My preferences My watchlist My contributions Log out 06:49:53

Content page Discussion

Read Edit View history

Search

Fundraising 2010/Appeal/cs

< Fundraising 2010 | Appeal

Need help? See the [Translation FAQ](#) or [Meta:Babyon](#). All translators should also subscribe to [translators-l](#) to be kept up-to-date (and to ask questions).

General Fundraising Translation Guidelines: [Fundraising 2010/Translations](#).

Lidé se na mě koukali divně, když jsem před deseti lety začal mluvit o Wikipedii.

Tak třeba taková ti s obchodním duchem byli skeptičtí k tomu, že by dobrovolníci z celého světa mohli spojit síly a vytvořit významnější soubor lidského vědění – a to jen proto, aby ho sdíleli s ostatními.

Bez reklam. Bez zisku. Bez vedlejšího záměru.

Po deseti letech od založení užívá Wikipedii každý měsíc více než 380 milionů lidí – téměř třetina světa připojeného k Internetu.

Wikipedie je pátý nejpopulárnější web na světě. Za čtyřmi největšími weby stojí miliardy investovaných dolarů, obří aparáty zaměstnanců a vytrvalý marketing.

Ale Wikipedie není komerční web. Vzniká komunitně, psána kousek po kousku dobrovolníky. Jste součástí této komunity. Dnes Vám píši s prosbou, abyste Wikipedii chránili a udržovali.

Spolu můžeme udržet Wikipedii bezplatnou a bez reklam. Můžeme ji udržet otevřenou – informace z ní můžete používat tak, jak se Vám líbí. Můžeme ji udržet rostoucí, šířící znalosti kdekoli a přijímající spolupráci od kohokoli.

Každý rok se v tuto dobu obracíme na Vás i další napříč komunitou Wikipedie, abyste nám malými dary – dvaceti dolary, třiceti, padesáti nebo třeba i více – pomohli udržet náš společný podnik.

Pokud si ceníte Wikipedie jako zdroje informací a jako zdroje inspirace, doufám, že se rozhodnete pomoci právě teď.

Ať se Vám daří,

Jimmy Wales

zakladatel Wikipedie

P.S. Za Wikipedii je schopnost lidí, jako jsme my, dělat výjimečné věci. Lidé jako my píšou Wikipedii, slovo za slovem. Lidé jako my ji financují, příspěvek za příspěvkem. Je to důkaz naší společné schopnosti změnit svět.

Translations of Jimmy's letter: [+/-]

- en/English (published)
- ar/العربية (published)
- cs/Česky (proofreading)**
- da/Dansk (published)
- de/Deutsch (proofreading)
- el/Ελληνικά (published)
- es/Español (published)
- fa/فارسی (published)
- fi/Suomi (published)
- fr/Français (published)
- he/עברית (proofreading)
- hu/Magyar (published)
- id/Bahasa Indonesia (published)
- it/Italiano (published)
- ja/日本語 (published)
- nb/Norsk (bokmål) (published)
- nl/Nederlands (published)
- pl/Polski (published)
- pt/Português (published)
- pt-br/Português do Brasil (published)
- ru/Русский (published)
- sv/Svenska (published)
- th/ไทย (published)
- tr/Türkçe (published)
- uk/Українська (published)
- zh-hans/中文(简体) (published)
- zh-hant/中文(繁體) (published)
- af/Afrikaans (published)
- als/Alemannisch (published)
- am/አማርኛ (published)

Sane development practices



More automation, testing and removing single points of failure



To sum up...

- Open source software and ethic
- Data driven
- Iteratively building resilient systems and messaging

Resources

- Wikimedia Foundation is HIRING!
<http://jobs.wikimedia.org>
- Live fundraiser reporting:
<http://tinyurl.com/6x9suz>
- Fundraiser report, 2010:
<http://tinyurl.com/3nvo4tj>
- Our code:
<http://svn.wikimedia.org/viewvc/mediawiki>
<http://svn.wikimedia.org/viewvc/wikimedia>
- IRC:
#wikimedia-fundraising
- My contact:
arichards@wikimedia.org (IRC: awjr, [[User:Awjrichards]])