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# AWESOME

By Arthur Richards  
Software Engineer, Wikimedia Foundation

[arichards@wikimedia.org](mailto:arichards@wikimedia.org)

IRC: awjr

[[User:awjrichards]]



**WIKIMEDIA**



**WIKIMEDIA**  
FOUNDATION

# Misconceptions

- For-profit organization, making \$\$\$\$\$  
\$\$\$
- Funded by a wealthy investor
- We use ads to generate revenue
- It's cheap to run Wikipedia, because it's all run by volunteers

WRONG



**WIKIMEDIA**  
FOUNDATION

# Reality

- Small non-profit organization
- Primary source of income is community contributions
- NO ADS
- We transfer petabytes of data each month
- Consistently one of the top 5 most visited websites in the world



# So, we fundraise

**WIKIMEDIA**  
FOUNDATION

- Major gifts/contributions
- Spontaneous donations
- Annual fundraiser



# The Annual Fundraiser

**WIKIMEDIA**  
FOUNDATION

- Our favorite busiest time of year
- In 2010, we successfully met our goal of

**\$16,000,000**

- **DOUBLE** what we made the previous year

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:

20  35  50  100  
 Other:

If you'd like to make an automatic monthly donation please [click here](#).

Wikimedia Foundation  
Citibank International PLC  
1-5 Rue Paul Cezanne  
75008 Paris  
France

**IBAN** FR76 1168 9007 0000 6566 9500 597  
**BIC** CITIFRPP

\* \* \*

We do not store your credit card information, and your personal data is subject to our [privacy policy](#).

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

Email address

Amount

Card number

Security code  [Where is this?](#)

Expiration date

Street

City

State

Postal code

Country/Region

Your credit card will be securely processed.

-OR-  
PayPal

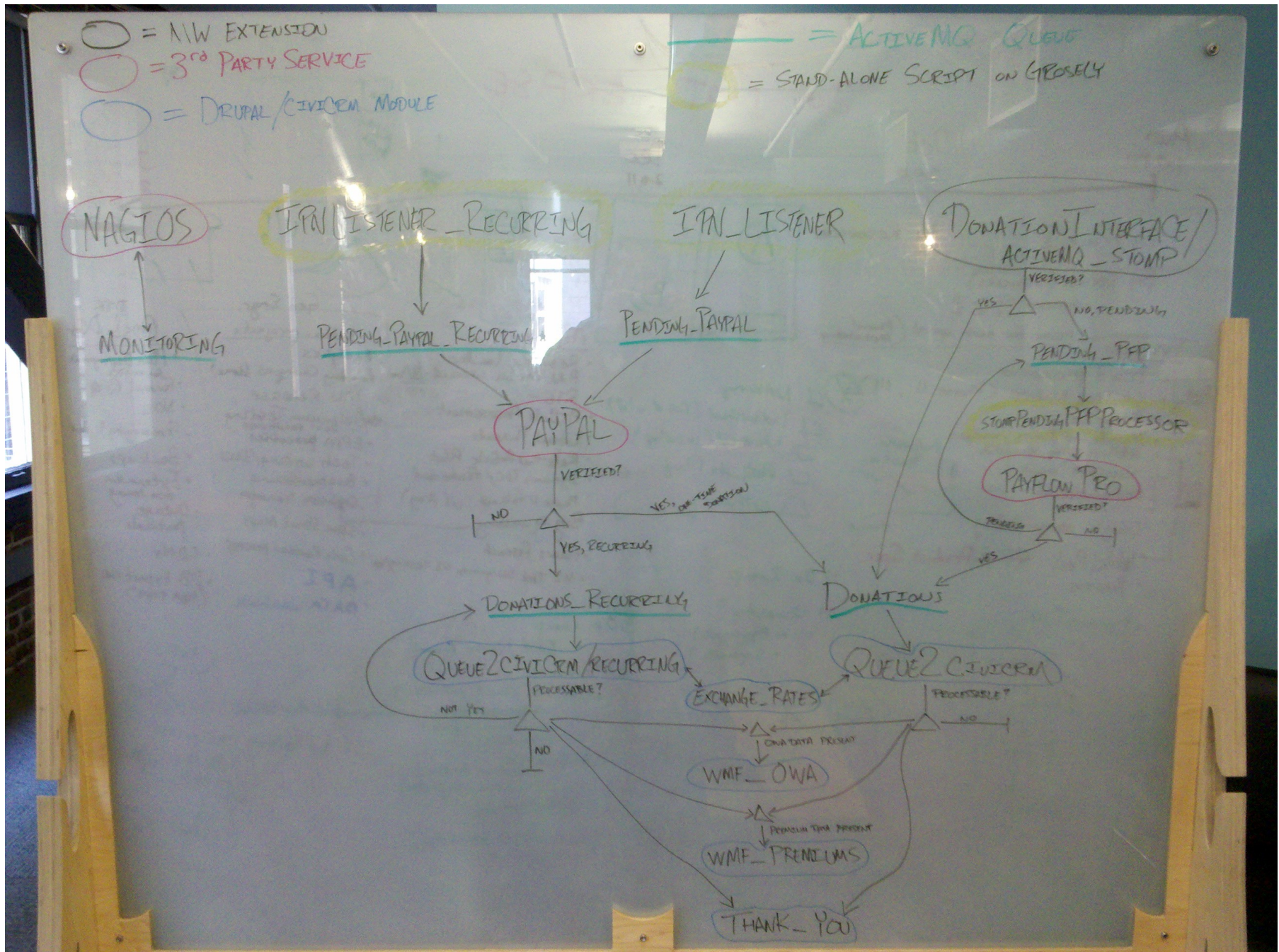
# Powered By...

- DonationInterface
- ContributionTracking
- VariablePage





# After a donation is made...





# ActiveMQ







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- Written by Dries Buytart, first open sourced in 2001
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Grossly conservative estimate, as of 9 January 2011:

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- Track contacts and contributions; send bulk emails; manage events and event registration; run complex reports; and much much more



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Number of Contact Records\*

**999,350**

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**\$36,898,815.56**

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**FTW!!!!**

**\0/**

# Integration



# Integration: Custom Drupal Modules

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- Recurring
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# Hardware

- 1 front-end server running Apache
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- Outstanding community support
- CiviCRM and Drupal in particular are very flexible

# Pain Points

**You want pain?**

**This is real PAIN**

PETFUNKY.COM - SUBMITTED BY PROPHET



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# Why don't we just roll our own or find something else?

- We <3 Open Source Software
- Why reinvent the wheel when you can trick it out instead?
- We are collaborators at heart
- The open source software community is an ecosystem and we must all work to keep it healthy

Overall, our setup is

**AWESOME**

# Resources

- Drupal
  - [Http://www.drupal.org](http://www.drupal.org)
  - [Http://www.drupal.org/api](http://www.drupal.org/api)
  - [Http://www.lullabot.com](http://www.lullabot.com)
  - [Http://groups.drupal.org](http://groups.drupal.org)
  - [Http://www.drupaldojo.com](http://www.drupaldojo.com)
  - [Http://www.drupal.org/project/i18n](http://www.drupal.org/project/i18n)
  - #drupal (irc.freenode.net)
- CiviCRM
  - [Http://www.civicrm.org](http://www.civicrm.org)
  - [Http://forums.civicrm.org](http://forums.civicrm.org)
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# Any Questions?!

## Special thanks to:

- Tomasz Finc
- Danese Cooper
- Alolita Sharma
- David Strauss and FourKitchens
- Harshad, the rest of the staff and all of the awesomely energetic/enthusiastic students who helped put GNUunify on!
- SICSR

\*\*Presentation slides can be found at:

[Http://wikitech.wikimedia.org/view/presentations](http://wikitech.wikimedia.org/view/presentations)\*\*



## Self-introduction

- Name, where from, etc
- Time involved in FLOSS
- Time with the foundation
- What sort of stuff I work on
- Expertise (or lack of) in Drupal + Civicrm





## Misconceptions

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## So, we fundraise

- Major gifts/contributions
- Spontaneous donations
- Annual fundraiser

### Major gifts:

- \* Relationships built through prospect research
- \* Board members (many of whom are volunteers)
- \* Source previous fundraising data for prospective recurring gifts
- \* Grants

### Spontaneous donations:

- \* 'Donate' link on Wiki projects



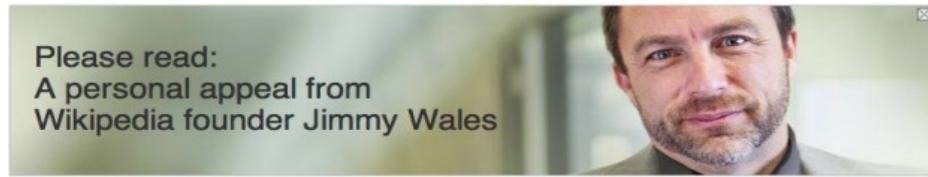
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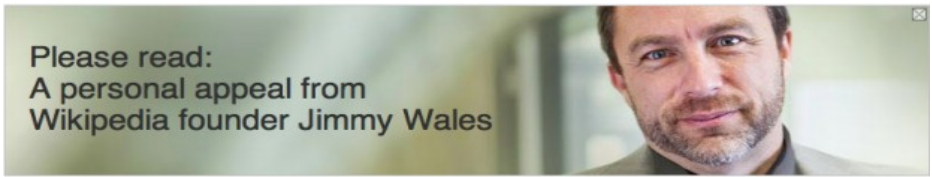
- DOUBLE what we made the previous year





This is how we did it

Extensive A/B testing of banners and landing pages to see what worked best



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20  35  50  100

Other:  USD - \$ ▾

If you'd like to make an automatic monthly donation please [click here](#).

Wikimedia Foundation  
Citibank International PLC  
1-5 Rue Paul Cezanne  
75008 Paris  
France

**IBAN** FR76 1168 9007 0000 6566 9500 597  
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“ Imagine a world in which every single person on the planet has free access to the sum of all human knowledge. ”  
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Please complete your donation below ...

Name  First  Last

Email address

Amount  1.33  USD: U.S. Dollar

Card number

Security code  [Where is this?](#)

Expiration date  1 (January)  2011

Street

City

State  Outside the U.S.

Postal code

Country/Region  Select a country

Your credit card will be securely processed.

-OR-  
PayPal

## Powered By...

- DonationInterface
- ContributionTracking
- VariablePage

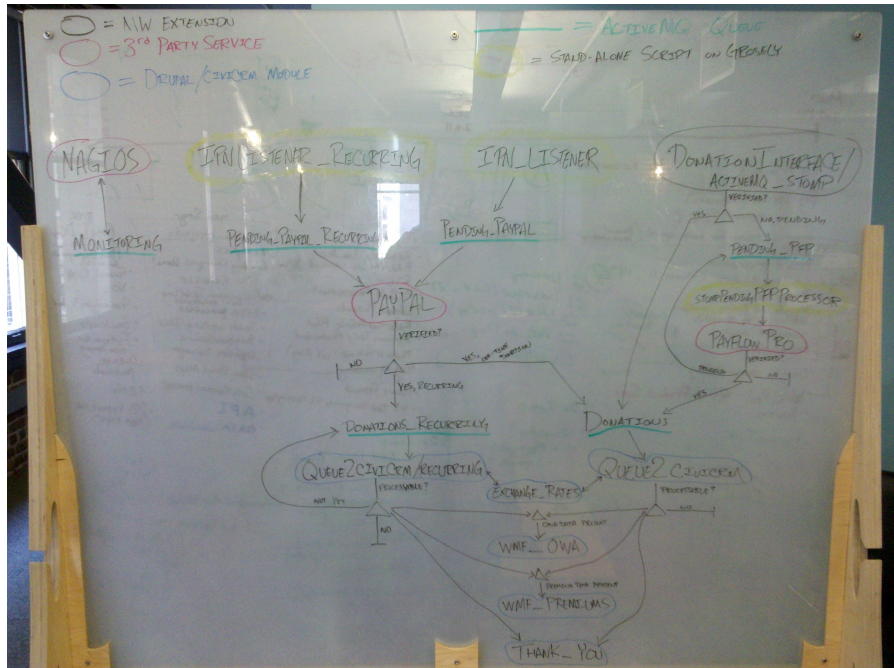


All of this happens in MediaWiki

Input validation  
Fraud filtering

Except for PayPal – which later responds to our IPN listener

# After a donation is made...





Drupal + CiviCRM live outside of the normal Mediawiki architecture

Effectively on their own LAMP stack

Donor + contribution information parsed and inserted into Drupal/CiviCRM with custom Drupal modules

Make use of CiviCRM's API



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- An open source (GPL) Content Management System (CMS)
- Runs on LAMP (as well as other setups, like with lighttpd, nginx, PostgreSQL, SQLite, etc)
- Rapidly build rich, interactive, complex websites
- Easy to customize look, feel and function
- Robust module system
- Huge community of developers and users
- Excellent localization
- But can also be used as a framework for building complex back-ends, with or without UI





## Fast Facts

- Written by Dries Buytart, first open sourced in 2001
- Content Management System
- Over 700 contributed modules
- Drupal derived from 'drupel', which means 'water drop' in Dutch

- \* Originally written by Dries Buytart
- \* Written in 2000 as a news/messaging service for Dries' friends
- \* Went open source in 2001
- \* Over 7000 free modules
- \* Sometimes described as a 'Content Management FRAMEWORK' rather than system, b/c of modularity
- \* So named 'druppel' – dutch word for 'drop'
- \* Released version 7 on 5 January 2011
- \* We use 6.20



## Big-deal Websites Using Drupal

- Whitehouse.gov
- Data.gov.uk
- New York Observer
- AOL Corporate
- Yahoo! Research
- Penn State University
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- MTV UK
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\*\* HOW MANY OF YOU UNDERSTAND WHAT I JUST SAID?!?!?! \*\*

- \* Think about it as a database of contacts and contact information.
- \* The UI gives you the power to perform many types of actions an organization may want to perform on a group of contacts – mass email, tracking demographics, tracking donations
- Uses Drupal's user system and can be extended with Drupal modules
- 
- 
- Internationalized/Localized



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How these projects have impacted the open source community

- \* open source in general

- \* Global participation

- \* But we need more!!!

- \* Some drawbacks

- \*\* performance

- \*\* Clunkiness

- \*\* Takes a long time for codebase to change

## Integration



Spend a lot of time here

Talk about the different modules and what they do

- Custom Drupal modules that take advantage of the CiviCRM API for creating contacts and tracking contributions
  - Queue2civicrm
    - Recurring
  - exchange\_rates
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- 1 shared db host
  - 4 proc Intel @ 1.86GHz
  - 16 GB of RAM

Not a lot, really

More or less siloed from the rest of the WMF architecture

Talk about database set up

## Painless Integration?

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Modules!!! Whoohoo!!!

Easy to build and hook together

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Mmmm yeah

The idea is use it so even when we upgrade, we don't have to do a lot to our custom modules

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- Outstanding community support

Incredibly active communities – IRC, forums, issue tracking

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Tough given PayPal

Maybe do third party address validation before hand?

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Talk about TDD, simpletest module

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- The open source software community is an ecosystem and we must all work to keep it healthy

We believe it's in our best interest not to.

We are strongest when we support other projects that support us

Overall, our setup is

**AWESOME**

Really happy with Civi and Drupal

It's allowed us to do so much by doing a lot of the hard work for us

Yes, we've put a lot in but we've gotten so much more out

Plus our architecture is so loosely coupled and fault tolerant, we are highly adaptable



# Resources

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# Any Questions?!

## Special thanks to:

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\*\*Presentation slides can be found at:

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