

Advancement

January 2017 quarterly check-in



WIKIMEDIA
FOUNDATION

Jan 2017

**Advancement - Partnerships and
Global Reach**

9.3

Annual Goal: Remove the barrier of cost and increase readership

Quarterly Goals:	Dependencies:	Status:
LAST QUARTER		
<ul style="list-style-type: none"> Build new Wikipedia Zero partnerships Refine the Wikipedia Zero program 	Legal, New Readers teams (mainly Comms and Reading) Mobile operators in MEA countries	<ul style="list-style-type: none"> Signed agreement with mobile operator in Iraq and Nigeria. Designed the baseline phone survey pre-Wikipedia Zero Iraq launch
NEXT QUARTER		
<ul style="list-style-type: none"> New Wikipedia Zero launches in Iraq and Nigeria. New agreement signed with operator in Burundi. Run baseline phone survey in Iraq. 	Legal, New Readers teams (mainly Comms and Reading) Mobile operators in MEA countries	In progress. Finalizing launch details along with communications and press releases.
STATUS TOWARD ANNUAL GOAL: Ahead of schedule		

Annual Goal: Remove the barrier of cost and increase readership

Quarterly Goals:	Dependencies:	Status:
LAST QUARTER		
Launch one partnership with a private sector company to increase Wikipedia's reach.	Legal, Comms and external partners (local nonprofits, governments, private sector and education inst.)	<p>Launched free-WiFi pilot in Mexico Developed new partnerships pipeline in all 3 regions.</p> <p>Middle East & Africa: awareness (Social media) LatAm: usage (Offline distribution) Asia: awareness/usage (Government, Media)</p>
NEXT QUARTER		
Secure at least one partner commitment for a new partnership in each of our target regions (Asia/Eastern Europe, Middle East/Africa and Latin America/Caribbean)	Same as above	In progress. Pending MOU/agreement signature and launch.
STATUS TOWARD ANNUAL GOAL: Ahead of schedule		

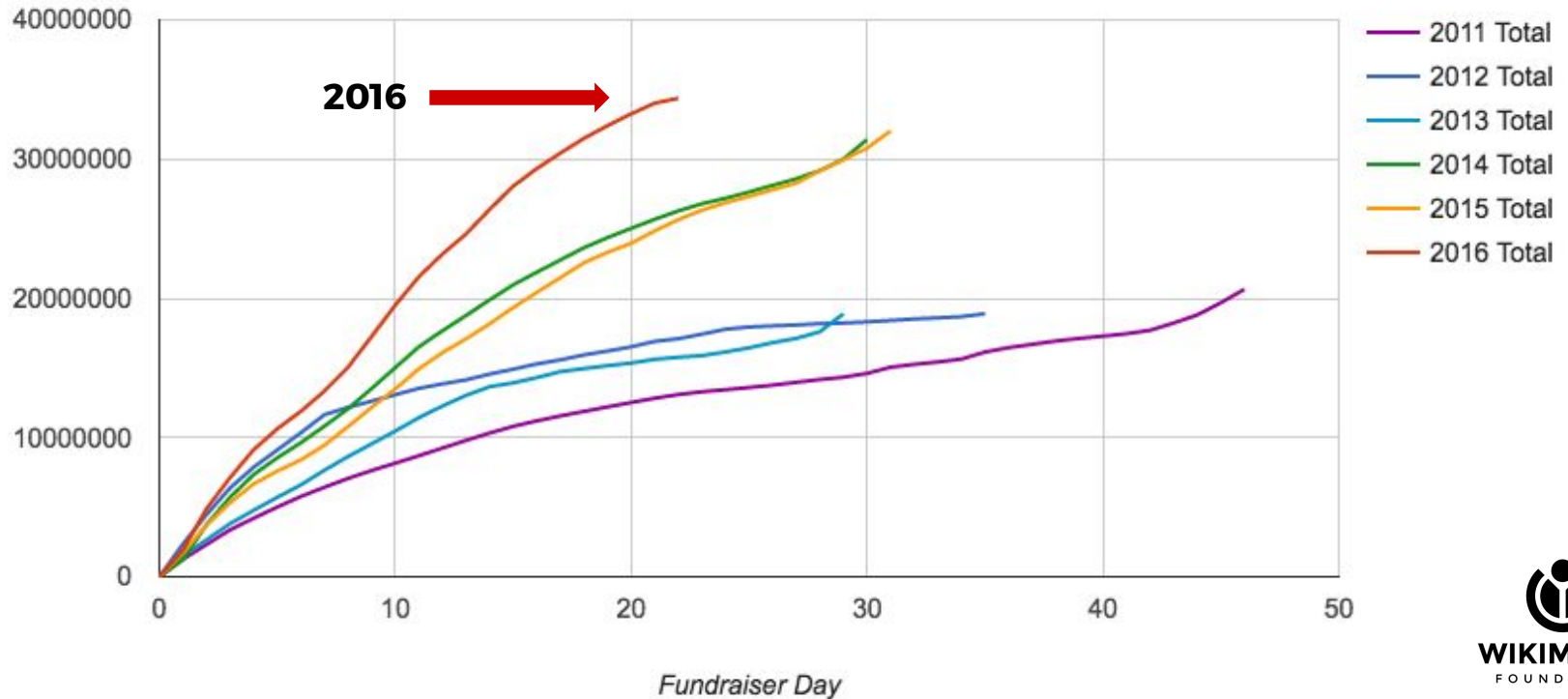
Jan 2017

Advancement - Online

Annual Goal: Raise \$57 million		
Quarterly Goals:	Dependencies:	Status:
LAST QUARTER		
\$35 million online in 8 country campaigns, including the annual English fundraiser	Fr-tech, Communications, Reading, Legal	Exceeded Q2 goal, reached FY 2016-17 goal ahead of schedule
NEXT QUARTER		
Raise \$5.8M through online campaigns in eight countries	Fr-tech, Communications, Reading, Legal	In progress
STATUS TOWARD ANNUAL GOAL: Achieved the Annual Goal! Beginning work toward FY2017-18 goal.		

We hit our December goal in record time.

Year-end Fundraiser Total Earned Rate Comparison, From Launch Day



Why?

- **Better performing banners & emails; energized readers**
- **Overall increase in giving to charities in the United States in December**
- **Stable tech and payment processing with zero downtime**
- **25% larger donor contact list, compared to previous year**

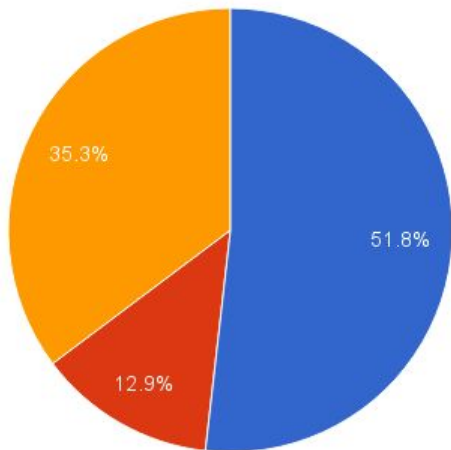
Amount raised by channel

Channel	\$ amount raised FY1516 Q2	\$ amount raised FY1617 Q2	% change
Desktop	\$18,227,000	\$20,258,000	+11%
Mobile & iPad	\$4,555,000	\$6,073,000	+33%
Email	\$12,404,000	\$16,874,000	+36%
Total	\$35,187,000	\$43,206,000	+22%

* Amount raised from English campaign countries

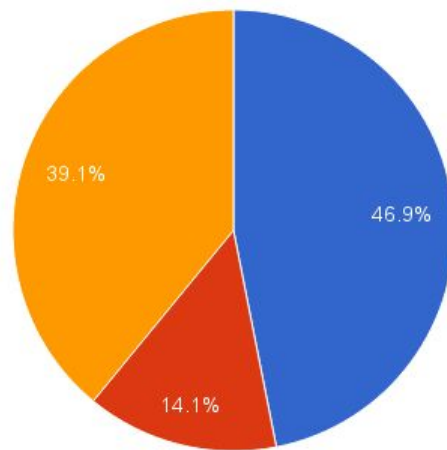
Amount raised by channel

Amount raised FY1516 Q2



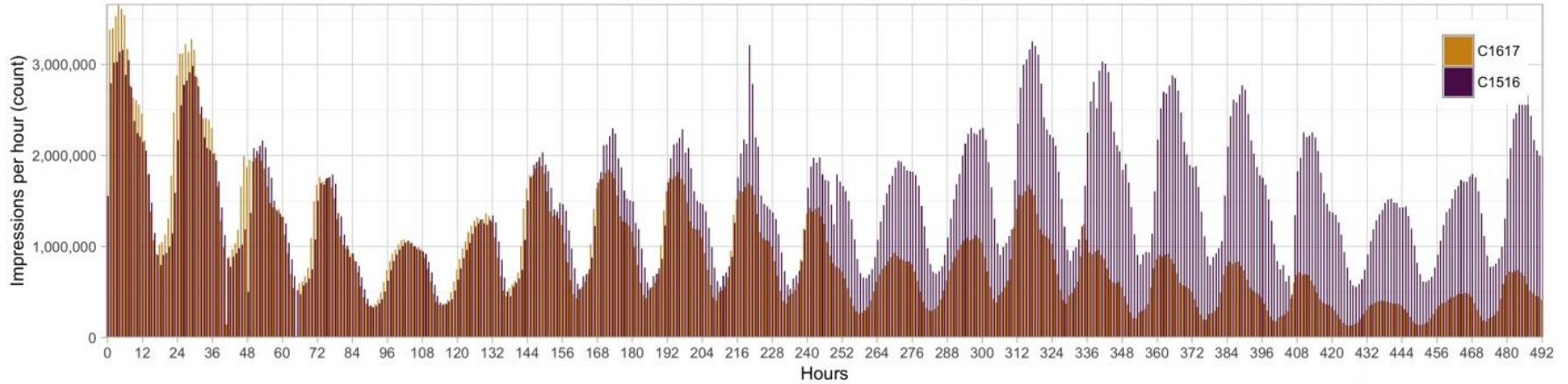
● Desktop ● Mobile/iPad ● Email

Amount raised FY1617 Q2



● Desktop ● Mobile/iPad ● Email

This year vs. last: Banner impressions per hour



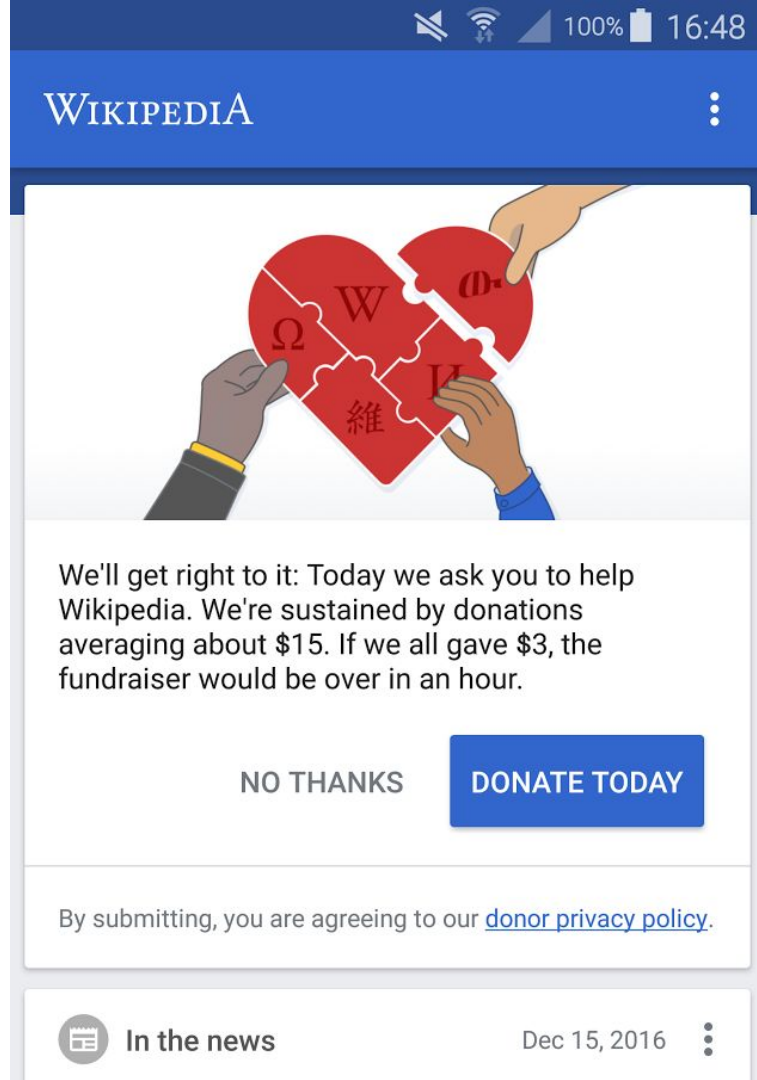
Banner impressions were limited 2 days into the campaign. Compared to 2015, readers were exposed to **37%** fewer banners on desktop alone.

Mobile app

In 2016, the Reading Team introduced fundraising appeals in the mobile app feed for the first time.

In a one-week test window, the total amounts raised from the mobile app feed, per device:

Android : \$8,148
iOS : \$5,410



Mobile Web Banner

2015 banner

Mail 3:52 PM 61%

en.m.wikipedia.org

take one minute to keep our work going another year.
Thank you.

Now is the time we ask.

SELECT AN AMOUNT

\$3 \$15

\$20 \$50

\$100 Other

SELECT A PAYMENT METHOD

CREDIT CARD

PayPal

amazon.com

Problems donating? | Other ways to give | Frequently asked questions | By submitting, you are agreeing to our donor privacy policy. The Wikimedia Foundation is a nonprofit, tax-exempt organization.

2016 banner

52% improvement

First time ever recurring payment option on mobile

Mail 3:47 PM 62%

en.m.wikipedia.org

Wikipedia online and growing.
Thank you.
Jimmy Wales, Wikipedia Founder

Now is the time we ask.

One-time Monthly

Select an amount (USD)

\$3 \$15 \$20

\$50 \$100 Other

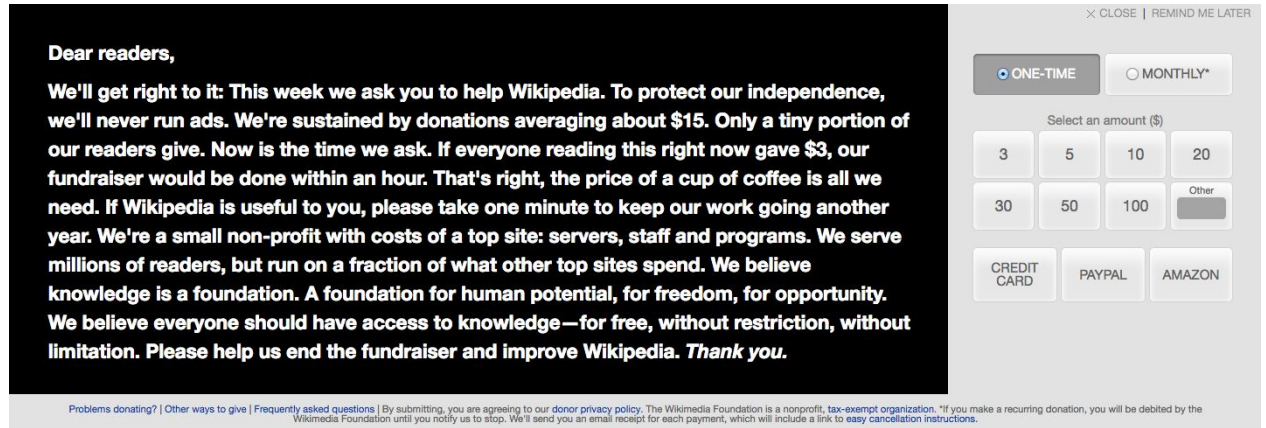
Select a payment method

Credit Card PayPal amazon.com

Maybe later

Desktop Large

2015 Desktop Large banner



Dear readers,

We'll get right to it: This week we ask you to help Wikipedia. To protect our independence, we'll never run ads. We're sustained by donations averaging about \$15. Only a tiny portion of our readers give. Now is the time we ask. If everyone reading this right now gave \$3, our fundraiser would be done within an hour. That's right, the price of a cup of coffee is all we need. If Wikipedia is useful to you, please take one minute to keep our work going another year. We're a small non-profit with costs of a top site: servers, staff and programs. We serve millions of readers, but run on a fraction of what other top sites spend. We believe knowledge is a foundation. A foundation for human potential, for freedom, for opportunity. We believe everyone should have access to knowledge—for free, without restriction, without limitation. Please help us end the fundraiser and improve Wikipedia. *Thank you.*

Problems donating? | Other ways to give | Frequently asked questions | By submitting, you are agreeing to our donor privacy policy. The Wikimedia Foundation is a nonprofit, tax-exempt organization. If you make a recurring donation, you will be debited by the Wikimedia Foundation until you notify us to stop. We'll send you an email receipt for each payment, which will include a link to easy cancellation instructions.

× CLOSE | REMIND ME LATER

ONE-TIME MONTHLY*

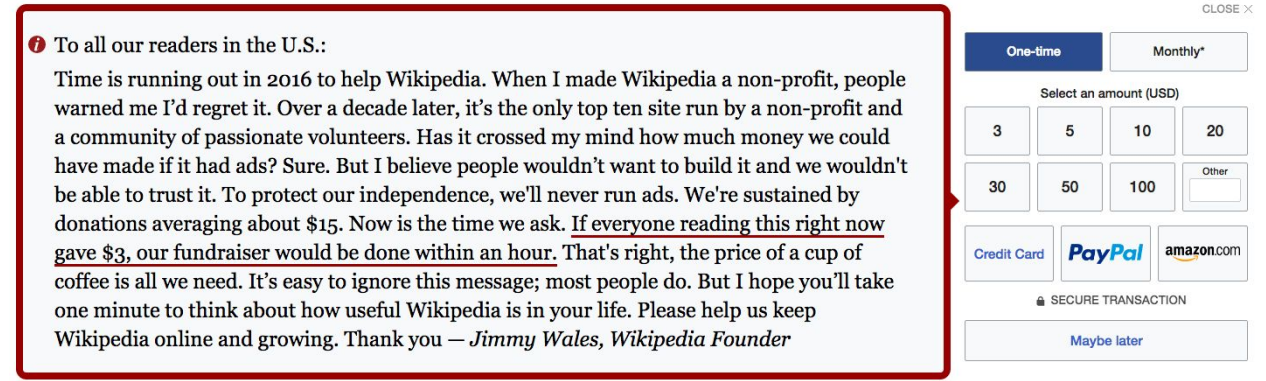
Select an amount (\$)

3	5	10	20
30	50	100	Other

CREDIT CARD PAYPAL AMAZON

2016 Desktop Large banner

45% Improvement



i To all our readers in the U.S.:

Time is running out in 2016 to help Wikipedia. When I made Wikipedia a non-profit, people warned me I'd regret it. Over a decade later, it's the only top ten site run by a non-profit and a community of passionate volunteers. Has it crossed my mind how much money we could have made if it had ads? Sure. But I believe people wouldn't want to build it and we wouldn't be able to trust it. To protect our independence, we'll never run ads. We're sustained by donations averaging about \$15. Now is the time we ask. If everyone reading this right now gave \$3, our fundraiser would be done within an hour. That's right, the price of a cup of coffee is all we need. It's easy to ignore this message; most people do. But I hope you'll take one minute to think about how useful Wikipedia is in your life. Please help us keep Wikipedia online and growing. Thank you — *Jimmy Wales, Wikipedia Founder*

CLOSE ×

One-time Monthly*

Select an amount (USD)

3	5	10	20
30	50	100	Other

Credit Card PayPal amazon.com

🔒 SECURE TRANSACTION

Maybe later

Email wins

First email 17% improvement

A year ago, you donated to keep Wikipedia online for hundreds of millions of readers. I'm surprised by and deeply grateful for your continued support. We need your help again this year.

[I ask you, humbly: please renew your donation today.](#)

When I made Wikipedia a non-profit, people warned me I'd regret it. And here we are, over a decade later, and it's still the only top ten website that's run by a non-profit and a community of passionate volunteers.

Has it crossed my mind how much money we could have made if we were a traditional website? Sure. But I believe people wouldn't feel motivated to create content for Wikipedia, and you wouldn't trust it, if we were in this for our own benefit. Wikipedia isn't mine, it's for everyone.

If all our past donors gave again today, our fundraiser would be over within an hour. We're not there yet. Please help us end the fundraiser and improve Wikipedia.

You may have heard people say that in today's online media environment, facts have become subjective. At Wikipedia, we reject that idea. When you find yourself in despair about the state of the world, remember: Wikipedia is one of the most popular websites on the planet. And that's because at the end of the day, people share a common thirst for high-quality, neutral information. We are proud to offer a place where people of all backgrounds and ideologies can come to think, learn, and find neutral ground together.

We are sustained by donations from our readers. Now is the time we ask. [If Wikipedia is useful to you, please take one minute to keep it online, ad-free, and growing another year.](#)

<https://donate.wikimedia.org>

Thanks,
Jimmy Wales
Wikipedia Founder

[Renew your donation »](#)



Second email 16% improvement

When you gave in 2015, you kept Wikipedia thriving for yourself and millions of other readers.

We need your help this week. [Will you match your last gift?](#)

Every year, I'm happily stupefied by the response from our donors. But we haven't reached our fundraising goal, and we don't have a lot of time left. Our team doesn't have the capacity to chase your renewal for months -- and frankly, that isn't our style. I hope you know, sincerely, how important donors like you are to keeping Wikipedia healthy.

We're a non-profit. Less than 1% of our readers give, but we manage to serve hundreds of millions of people per month. Imagine if everyone gave? We could transform the way knowledge is shared online.

We're not salespeople. We're librarians, archivists, and information junkies. We rely on our readers to become our donors, and it's worked for fifteen years.

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

[Renew your donation »](#)

[Give \\$5 »](#)

[Give \\$20 »](#)

[Give \\$35 »](#)

[Give another amount »](#)

If everyone who used Wikipedia this year donated, we wouldn't need to fundraise for years to come. We're sustained by the support of our donors, who choose to do something exceptional.

Thank you.

Jimmy Wales
Wikipedia Founder

Third email 11% improvement

Millions of people read Wikipedia,
but only 1% of our readers give.



We're burning the candle at both ends, working to protect Wikipedia's future. [I'm asking you, sincerely: please take one minute to renew your donation to Wikipedia.](#)

A lot has changed in the world since you last gave. There's added pressure on all of our shoulders to be informed, inquisitive, and involved. And there's an equal need to find an escape in the esoteric, in facts that are fantastic, strange, even other-worldly. Wikipedia is here to serve you the facts so you can find whatever, whenever you want. No restrictions, no judgments, just room to learn.

If everyone who uses Wikipedia gave today, we could keep it thriving for years to come.

We're a nonprofit. We're independent. We don't run ads or sell services to our readers. Though our size requires us to maintain the server space and programming power of a top site, we are sustained by the support of our donors who give an average of about \$15. This year, will you take one minute to keep our work going?

[\\$5 »](#)

[\\$20 »](#)

[\\$35 »](#)

[Other »](#)

[Renew your donation »](#)

Thank you,
Jimmy Wales
Wikipedia Founder

[DONATE NOW »](#)

Email messaging

Copy change: “facts have become subjective”

We are the non-profit that runs one of the top websites in the world. Wikipedia is something special. It is like a library or a public park. It is like a temple for the mind, a place we can all go to think and learn.



11% improvement

You may have heard people say that in today's online media environment, facts have become subjective. At Wikipedia, we reject that idea. When you find yourself in despair about the state of the world, remember: Wikipedia is one of the most popular websites on the planet. And that's because at the end of the day, people share a common thirst for high-quality, neutral information. We are proud to offer a place where people of all backgrounds and ideologies can come to think, learn, and find neutral ground together.

Subject line/copy change: “regret”

Subject line: %%firstname%%, I'll keep it short

We are the small non-profit that runs one of the top websites in the world. We only have about 300 staff but serve millions of users, and have costs like any other top site: servers, power, programs, and people.



14% improvement

Subject line: %%firstname%% - People warned me I'd regret it

When I made Wikipedia a nonprofit, people warned me I'd regret it. And here we are, over a decade later, and it's still the only top ten website that's run by a nonprofit and a community of passionate volunteers.

Has it crossed my mind how much money we could have made if we were a traditional website? Sure. But I believe people wouldn't feel motivated to create content for Wikipedia, and you wouldn't trust it, if we were in this for our own benefit. Wikipedia isn't mine, it's for everyone.



WIKIMEDIA
FOUNDATION

2016 messaging

- *I love Wikipedia because it provides verified facts for a world that needs them more than ever.*
- *People say we live in a media environment where facts have become subjective. At Wikipedia, we reject that idea. We believe facts matter.*
- *Now, more than ever, the world needs access to reliable, neutral information.*
- *With “fake news” spreading across the internet, we believe facts matter.*
- *Wikipedia isn’t mine, it’s for everyone.*
- *#ilovewikipedia*
- *At Wikipedia, we believe it’s essential to maintain spaces where truth is determined through dialogue, and not simply dictated by the highest bidder.*
- *It’s harder to spread fake news when citations are required.*
- *When I made Wikipedia a non-profit, people warned me I’d regret it. And here we are, over a decade later, and it’s still the only top ten website that’s run by a non-profit and a community of passionate volunteers.*

Community Engagement

Feedback sessions

Question of the day

Comms social media management



By Victorgrigas (Own work) [CC BY-SA 3.0]

Jan 2017

Fundraising Operations

Annual Goal: Support for FR, Donors, Store & Community

Quarterly Goals:

Dependencies:

Status:

LAST QUARTER

1. Change Store Fulfillment Vendor
2. Re-calibrate fraud filter
3. CentralNotice - Improve community practices

1. Legal, Finance, Comms, Vendors
2. Fr-tech, Donor Support
3. Online FR & Reading Design

1. Done. Signed a new vendor, closed previous contract
2. Done. Impact: 1) More donors were able to donate on the first attempt & with a better experience 2) WMF received more donations (~\$200k) 3) DS increased bandwidth due to less tickets
3. Done - New Workflow for community A/B testing developed using pageviews api. New responsive community banners between 50%-100% more effective on mobile and desktop.

NEXT QUARTER

1. Setup Fulfillment Vendor
2. Re-calibrate fraud filter for future campaigns
3. CentralNotice - Further improvement community practices

1. Store Team, Vendors, Contractor
2. Fr-tech, Donor Support
3. Online FR

1. In progress- Set up due mid February
2. Ideally will recalibrate each country/campaign/PSP as we run it. Contingent on Fr-tech bandwidth
3. Ensure broader adoption of new workflows and banner designs. Further refinement of banner designs and public documentation.

STATUS TOWARD ANNUAL GOAL: On Schedule

Jan 2017

Fundraising Operations**What you learned working on this objective or workflow:****Did anything unexpected (good or bad) happen?**

1. New contract was written with clauses that safeguard us from any changes during peak season.
2. The changes in the filter criteria had virtually no effect on Chargeback and Fraud rates, while decreasing the # of trxs stuck in manual review from 2% to 0.2% in December (Ingenico credit card)
3. Rudimentary A/B testing workflow enabled confirmation of new more effective banner designs resulting in 50% more traffic on mobile and 100% traffic on desktop to community landing page. (Good)

What would you do differently if you had to do it again?

3. There is a need for more resources to be put towards FR-tech to allow them to support movement programmatic work.

Did you struggle with anything?

1. Launching an RFP during Q2 was extremely hard and time consuming. Legal and Finance were a huge help.
2. Such changes still depend on fr-tech and future tweaks may be limited due to their capacity
3. Creating workarounds that are limited in their efficacy and scalability for community members. The pageviews.api can take days to fully load. It also doesn't afford the necessary granularity of data. Difficult

Jan 2017

Major Gifts & Foundations

Annual Goal: Raise \$6 million

Quarterly Goals:	Dependencies:	Status:
LAST QUARTER		
<ol style="list-style-type: none"> Raise \$2 million Experiment with the Annual Appeal Send a Save the Date for Spring events 5 donor meetings for ED 	Comms, Executive Office, FR-Tech, Fr-Ops, External vendors (Donation Processing, Payment Processing)	All Complete \$2.9 million raised (preliminary total) in Q2 \$5.4 million raised in FY
NEXT QUARTER		
<ol style="list-style-type: none"> Close out Annual Appeal & analyze effectiveness Send Annual Report FR event in London: 75-100 attendees, 10+ follow up conversations 	Comms, Executive Office, FR-Tech, Fr-Ops, External vendors (Donation Processing, Payment Processing)	In Progress
STATUS TOWARD ANNUAL GOAL: Ahead of schedule		

Jan 2017

Major Gifts & Foundations

n/a [[LINK](#)]

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

- **Structured Data on Commons grant - good!**
- **Anti-Harassment Tools grant - good!**
- **16% Increase in postal mail volume - mixed blessing - processing is labor intensive, avg donation is low**

What would you do differently if you had to do it again?

- **See below**

Did you struggle with anything?

- **Maintaining the services needed during the office shut down (Admin & Finance & Ops)**
- **Cross-team planning & budgeting capabilities are needed if we are to plan, secure funding, and execute large projects with multiple dependencies (ie Structured Data & Anti-Harassment)**
- **Improved communication is needed between Fr-Tech, Ops, IT, and our team to clarify service roles & responsibilities**

Jan 2017

Advancement - Endowment**Annual Goal: Raise \$5 million****Quarterly Goals:****Dependencies:****Status:****LAST QUARTER**

Raise \$1 million, Complete Endowment Structure Plan, Recruit 4th Board Member

Endowment Board, Outside Legal Counsel, Executive Office, Communications, C-Team

Completed. \$1.1M raised. Nominated and confirmed as the 4th Board member.

NEXT QUARTER

Recruit 5th Board Member, March Event in London, Finalize Endowment Pipeline

Endowment Board, Executive Office, C-Team, Communications,

In Progress

Jan 2017

Fundraising Techn/a [[LINK](#)]**Annual Goal: Raise \$57 million**

Quarterly Goals:	Dependencies:	Status:
LAST QUARTER		
<ol style="list-style-type: none"> Fix bugs, prep and support Big English Cross train with ops 	<ol style="list-style-type: none"> All of Advancement None 	<ol style="list-style-type: none"> Done! Most stable campaign EVER Partially done. Kicked off new hire for ops
NEXT QUARTER		
<ol style="list-style-type: none"> Launch new paypal integration Start Ingenico reintegration Central Notice banner Sequence 	<ol style="list-style-type: none"> Paypal Ingenico Fr-online feedback 	<ol style="list-style-type: none"> Paypal partially complete Ingenico scoped Central notice banner sequence Scoped

STATUS : Ahead of schedule

Jan 2017

Fundraising Techn/a [[LINK](#)]**What you learned working on this objective or workflow:****Did anything unexpected (good or bad) happen?**

- We had the most stable English Campaign and the best revenue day ever.

What would you do differently if you had to do it again?

- We need a cross-team checklist for Big English (started for next year)
- We need an earlier cutoff for the thank you email (noted in checklist)
- We need better, proactive messaging to WMF when Big English changes happen (David Strine to own)

Did you struggle with anything?

- The team was distracted with a high volume forward planning. We would like the option to delay some conversations until after the fundraiser.