

# Advancement

April 2017 quarterly check-in



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FOUNDATION

April 2017

# Partnerships and Global Reach

9.2

## Annual Goal: Remove the barrier of cost and increase readership

Quarterly Goals:	Dependencies:	Status:
<b>LAST QUARTER</b>		
Launch of Wikipedia Zero partnerships in Iraq (Asiacell Iraq: 11.2M subs) and Nigeria (Smile Nigeria: 200K subs)	Legal, Comms and external partners.	- Wikipedia Zero partnership <a href="#">launched in Iraq</a> .
<b>NEXT QUARTER</b>		
Launch of Wikipedia Zero partnership in Nigeria with Smile Nigeria	Same as above	- For Nigeria, the launch date for <a href="#">Smile Wikipedia Zero</a> partnership will be in next quarter.
<b>STATUS TOWARD ANNUAL GOAL: OBJECTIVE IN PROGRESS</b>		

April 2017

# Partnerships and Global Reach

9.3

## Annual Goal: Expand Wikimedia projects' awareness and usage through new partnerships

Quarterly Goals:	Dependencies:	Status:
<b>LAST QUARTER</b>		
Secure at least one partner commitment for a new partnership in each of our target regions.	Comms, Legal, Product and external Partners	<p>India: <b>Three partners</b> have committed.</p> <p>Brazil: <b>Declaration of intent to be signed with Positivo Brazil</b></p> <p>Nigeria: <b>Wikipedia Fan Club</b> is currently in the agreement phase.</p>
<b>NEXT QUARTER</b>		
Sign partnership agreement with at least one partner in our target regions.	Same as above	In progress.
<b>STATUS TOWARD ANNUAL GOAL: OBJECTIVE IN PROGRESS</b>		

# Movement Strategy: Bringing in new voices.

- Readers, partners and experts from AEE, LATAM and MEA.
- We are doing in-depth
  - 1:1 expert interviews
  - Design Research in Indonesia and Brazil
  - Strategy discussions with experts facilitated by local communities



# What we have learned from Iraq so far



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# Survey overview

- Survey conducted in **February** before Iraq Wikipedia Zero Launch
- First of 2 surveys - acts as baseline for awareness measurement
- **2 goals for this survey**
  - Country representation
  - Focus on Asiacell subscribers



# Behaviors among Internet Users



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**Key finding:**

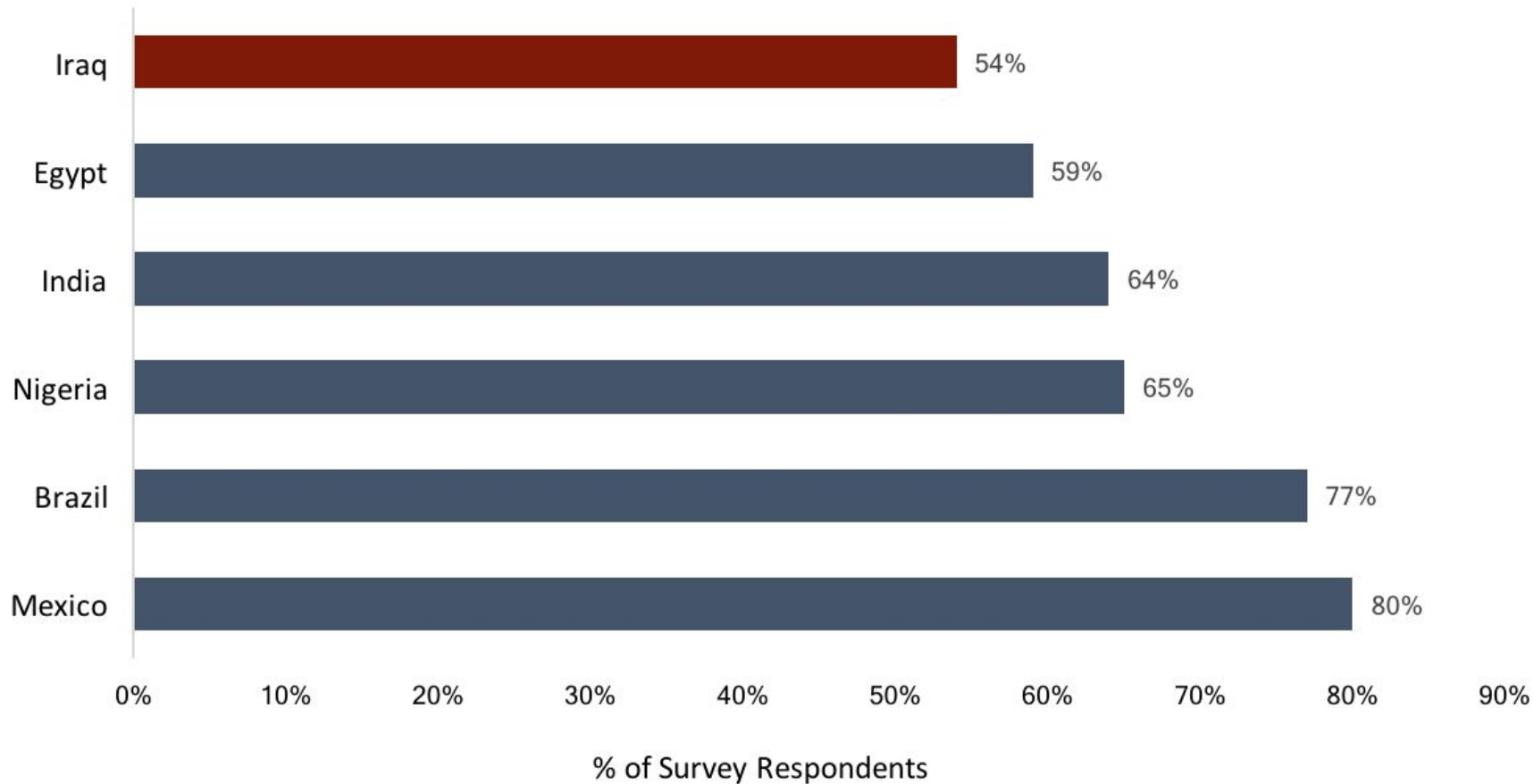
**Iraq has the lowest internet usage from all the countries we surveyed so far**

**54%**

of respondents  
said they use the internet.

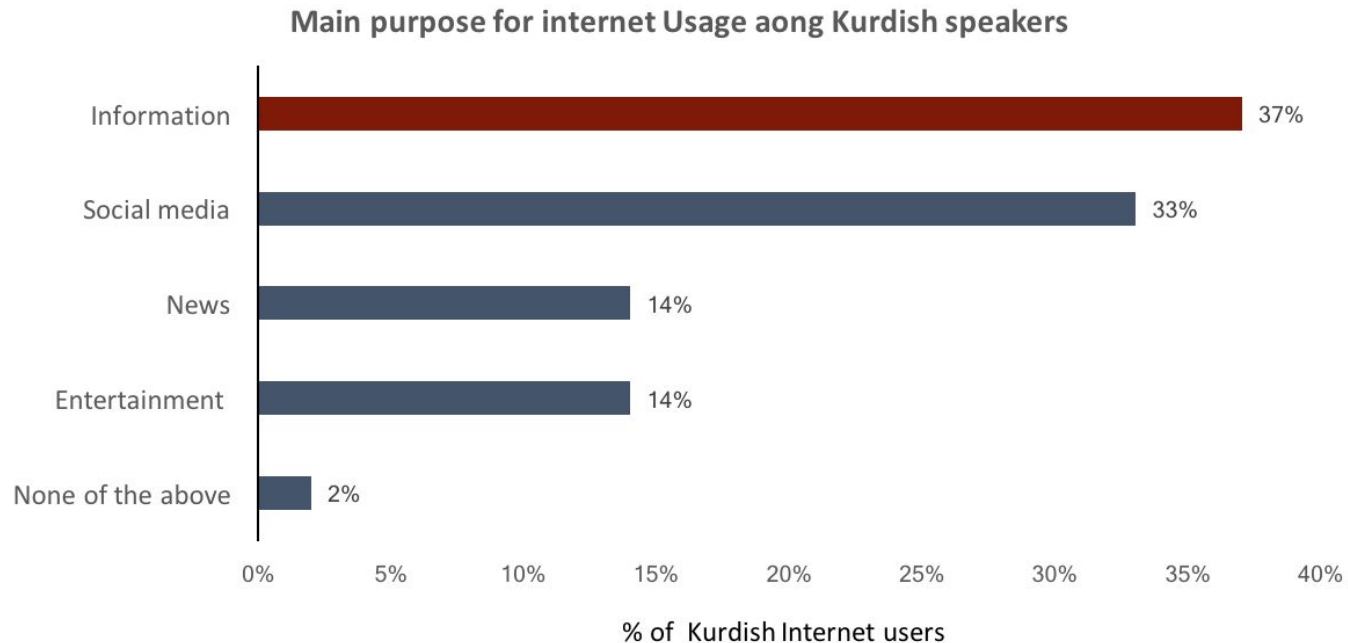


## Internet Usage in Surveyed Emerging Regions



# Key finding:

## Kurdish speakers use the internet more for information than social media

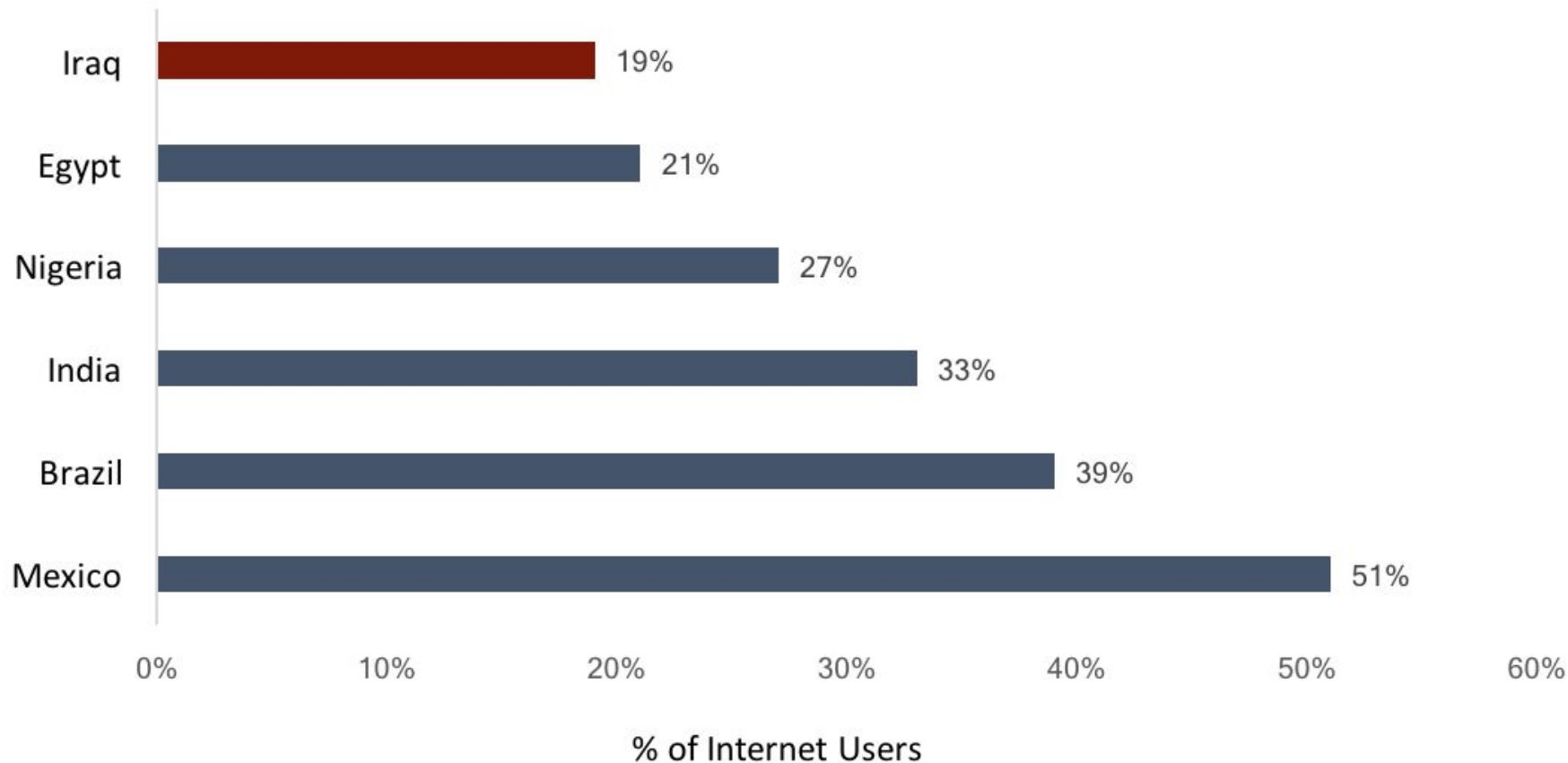


# Wikipedia awareness and use

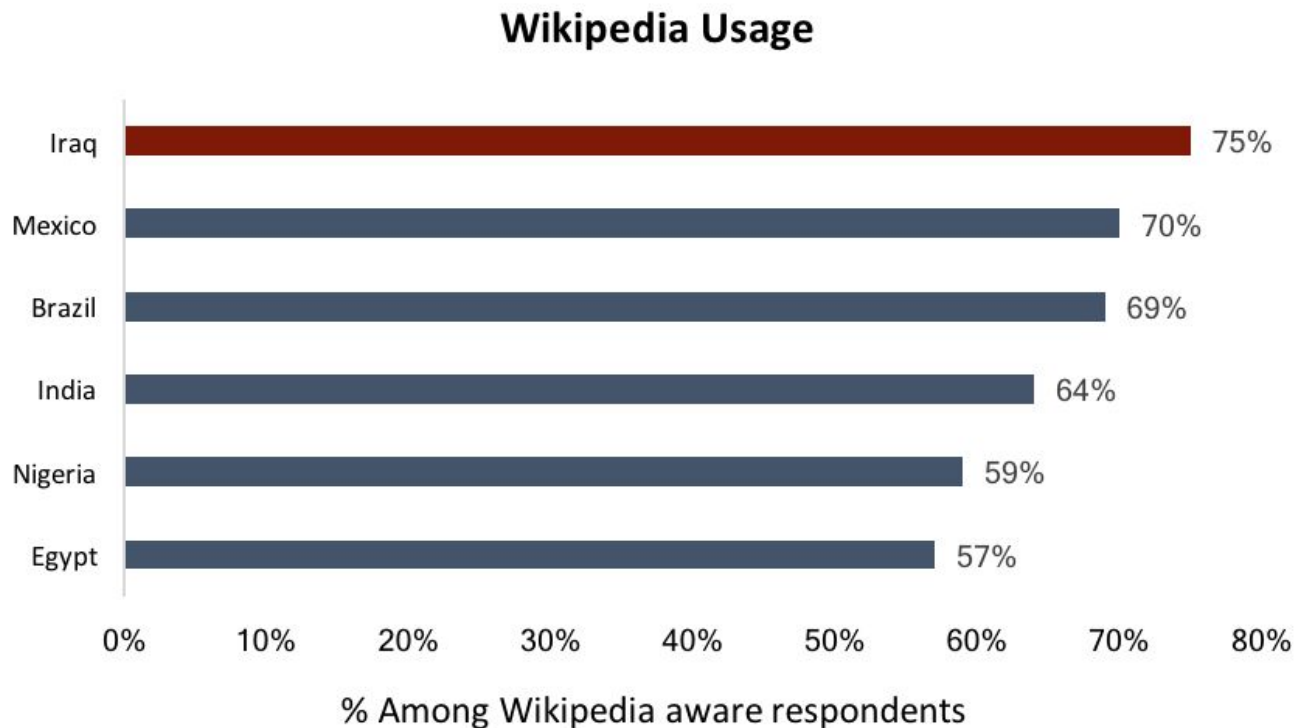


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## Lowest Wikipedia awareness so far



# Key finding: High usage among Wikipedia aware respondents



# Quick Summary

- Lowest Internet usage
- Lowest Wikipedia Awareness
- High percentage of regular usage among Wikipedia aware group
- Kurdish-speaking users are strongly information-oriented



# What we have learned about awareness this quarter



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# Missed opportunities

**US/Europe:** Navigation System OEM  
for car manufacturers who will use  
Wikipedia / Wikidata content



**Jordan:** Endless Mobile  
With UNICEF, offline Wikipedia in Za'tari  
refugee camp computer labs



**Philippines:** ABS-CBN TV boxes  
Free Wikipedia on TV-boxes



**Mexico:** Endless Mobile  
Offline Wikipedia to 300K students

**India:** Naiim TV boxes  
Free and preloaded Wikipedia on  
TV sets and cable



**South Africa:** Digisoft  
Offline Wikipedia with projectors



**Argentina:** Myriad  
Wikipedia (text-version) via USSD and SMS  
in rural areas without data coverage

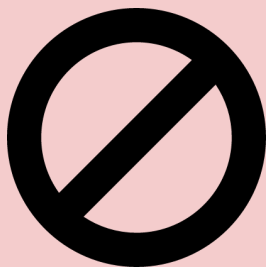


**With an intermediate mark, we could have positioned Wikipedia in front of over 1M people across the globe, without investing a cent. Instead, all these 3rd parties are still using Wikipedia content, but their users have no idea where the information is coming from.**



# No mark

**Hidden** attribution  
**No** awareness  
**Current** scenario



**NO** as only answer.

CC attribution is only mention to WP,  
**usually hidden**

# Intermediate mark

**Better** attribution  
**Increased** awareness  
**Faster** legal process

"...*Using* **Wikipedia**"

"...*Built with* **Wikipedia**"

"...*Gracias a* **Wikipedia**"

"...*Powered by* **Wikipedia**"

# Full <sup>TM</sup> license

**Existing** process  
**High bar** to obtain  
**Partners or licensees**  
with exclusive use



WIKIPEDIA

# What we have learned working with Google this quarter



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# Improving our relationship

## BEFORE



- Lack of cross-team coordination
- Working with Wikimedia was not seen as strategic
- Limited interest in working with us

## AFTER



- Partnership staff assigned
- Better awareness of WMF's relevance to Google's priorities
- Strong interest in developing new joint efforts

A group of diverse young children, including boys and girls of various ethnicities, are smiling and making peace signs with their hands. The background shows an outdoor setting with trees and a person holding a camera. The overall mood is positive and hopeful.

# Next Billion Users = New Readers/Editors

- Building on our shared mission
- Focus on awareness and local relevant content

# Next Steps

- Continue to emphasize awareness and local content
- Pilot local, limited scale projects with community buy-in and participation
- Continue to improve internal coordination

April 2017

# Major Gifts & Foundations

n/a [[LINK](#)]

## Annual Goal: Raise \$6 million

Quarterly Goals:	Dependencies:	Status:
<b>LAST QUARTER</b>		
<ol style="list-style-type: none"> <li>1. Close out Annual Appeal &amp; analyze effectiveness</li> <li>2. Send Annual Report</li> <li>3. FR event in London: 75-100 attendees, 10+ follow up conversations</li> </ol>	Comms, Executive Office, FR-Tech, Fr-Ops, External vendors (Donation Processing, Payment Processing)	<ol style="list-style-type: none"> <li>1. Donation Processing done. A/B test results in progress.</li> <li>2. Done</li> <li>3. Event held, follow up conversation in progress</li> </ol>
<b>NEXT QUARTER</b>		
<ol style="list-style-type: none"> <li>1. NYC &amp; SF donor events</li> <li>2. Increase donation processing efficiency</li> <li>3. Engagement with Top Prospects</li> </ol>	Comms, Executive Office, FR-Tech, Fr-Ops, External vendors (Donation Processing, Payment Processing)	<ol style="list-style-type: none"> <li>1. NYC event held, SF event May 10th</li> <li>2. In progress</li> <li>3. In progress</li> </ol>
<b>STATUS : Annual Goal Exceeded: \$8.4 million raised</b>		

April 2017

# Major Gifts & Foundations

n/a [[LINK](#)]

## What you learned working on this objective or workflow:

### Did anything unexpected (good or bad) happen?

- In conjunction with Fr-Tech, we created a less manual process for processing corporate matching gifts, saving dozens of hours and increasing accuracy. The process has served as a inspiration to further assess how we can better automate the processing of other lower volume, high average amount donation methods.

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

- **Annual Report Process:** Next year, we'll put more emphasis on project management, interdepartmental communications, and more thoroughly scoping the hard copy version of the report
- **Spring Event Series:** Planning Spring fundraising events, while still closing out the Annual Appeal, is difficult and early fundraising totals are lower than events held in the fall. In FY 17-18, we'll host 2 events in the fall and fewer (or different) events in the Spring.

### Did you struggle with anything?

-

April 2017

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

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

Endowment Board, Executive Office,  
 C-Team

- 1) In progress; Candidate identified and is being vetted
- 2) Done; Held a successful dinner in London
- 3) Done; Began outreach to new targets

**NEXT QUARTER**

Complete Communications  
 Collateral for the Endowment;  
 Recruit the 6th Board member;  
 Begin Planned Giving Outreach  
 Plan

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

In Progress



CHECK IN

TEAM/DEPT

PROGRAM

April 2017

**Fundraising Tech**n/a [[LINK](#)]

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FOUNDATION  
ANNUAL PLAN

## Annual Goal: Raise \$57 million

Quarterly Goals:	Dependencies:	Status:
<b>LAST QUARTER</b>		
<ol style="list-style-type: none"> <li>1. Paypal Express Checkout integration</li> <li>2. Start Ingenico reintegration</li> <li>3. Central Notice Banner Sequence feature</li> </ol>	<ol style="list-style-type: none"> <li>1. Paypal</li> <li>2. Ingenico</li> <li>3. None</li> </ol>	<ol style="list-style-type: none"> <li>1. Partially Done: blocked by code freeze</li> <li>2. Done: scoped project and started using some of their API</li> <li>3. Partially Done: work is carrying over</li> </ol>
<b>NEXT QUARTER</b>		
<ol style="list-style-type: none"> <li>1. Import Silverpop data into Civi</li> <li>2. Continue Ingenico reintegration</li> <li>3. Central Notice Design Research Project</li> </ol>	<ol style="list-style-type: none"> <li>1. Email Team</li> <li>2. Ingenico</li> <li>3. Design Research (advice only)</li> </ol>	<ol style="list-style-type: none"> <li>1. Scoped and started</li> <li>2. Ingenico scoped and started</li> <li>3. Interviews started in Q2</li> </ol>

**STATUS : Ahead of schedule**

April 2017

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

- We discovered several servers and tools were reaching their end of life. This resulted in a code freeze in March
- We extended an offer to a new engineer!

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

- We now have an end of life schedule. It will be reviewed quarterly
- We need more engineers trained in CentralNotice to facilitate development and help code review

**Did you struggle with anything?**

- The end of life event revealed many upgrade problems. We need to know about these sooner and investigate and test before starting work.

# April 2017 **Advancement - Online**

<b>Annual Goal: Raise \$57 million</b>		
<b>Quarterly Goals:</b>	<b>Dependencies:</b>	<b>Status:</b>
<b>LAST QUARTER</b>		
\$6.5 million raised in online campaigns in five European countries	Fr-tech, Communications, Reading, Legal	Exceeded Q3 goal, reached FY 2016-17 goal ahead of schedule
<b>NEXT QUARTER</b>		
Raise \$4M through online campaigns in Latin America and Europe	Fr-tech, Communications, Reading, Legal	In progress
<b>STATUS TOWARD ANNUAL GOAL: Achieved the Annual Goal! Beginning work toward FY2017-18 goal.</b>		

April 2017

# Fundraising Operations

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

### Quarterly Goals:

### Dependencies:

### Status:

#### LAST QUARTER

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

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

1. New, more reliable, less expensive fulfillment vendor in place
2. Blocked transactions rate improved with no increase in fraud or chargeback rates
3. New draft design guidelines, new draft request process. Beginning of CentralNotice Design and Usage research.

#### NEXT QUARTER

1. Donor Services focus on Latin America & Iberia, E. Europe
2. New Donor Services hire and training ready for Q1
3. Store - Settling after changeover
4. Central Notice - User Research + New banners and campaigns

1. Fr-tech, Fr-online
2. T&C
3. n/a
4. Fr-tech, Design Research

1. Review of Astropay/Local procedures w/Donor Services team
2. Interviews underway
3. Refinements continue to implementation, reporting and merchandise
4. Continuing CN research. Insuring uptake of new banner designs across all campaigns. Exploration work on new editor recruitment campaigns.

**STATUS TOWARD ANNUAL GOAL: On Schedule**