

Advancement Q3 FY 21-22 Tuning Session



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Partnerships



Objective: Grow WMF's external relationships in support of the annual plan in order to strengthen Wikimedia's role as the infrastructure of free knowledge.

Worldwide Readership (W-O6-D6)

- **Abstract Wikipedia Google Fellows:** We've signed a deal with Google.org to second 7 experienced Google employees (5 engineers, a technical PM, and a designer) to join the Abstract Wiki team for 6 months. The focus of the fellows will be to support the backend of Wikifunctions, enabling us to launch & scale ahead of schedule.

Thriving Movement: Grow in Underserved Communities (T-GUC)

- **Africa:** Signed Skills4Success, a partnership with the British Council and **Ghana's** Ministry of Education to adapt Reading Wikipedia in the Classroom across 7 colleges to support ~2,000 teachers to develop improved information literacy and factual writing skills for young learners in Ghana.
- **LatAm:** Supported the Inter-American Development Bank and WM-**Argentina** to develop and deploy a free 4-week digital skills training course. 70 students completed the course, and 10 were selected to be fellows with LATAM Chapters.
- **Asia:** IPSJ, one of the largest scientific publications in **Japan**, has agreed to join the Wikipedia Library. Thousands of paywalled articles from their digital library will now be available for free to Japanese Wikipedians.

Brand Awareness: (B-BAW)

- **MENA:** Signed an agreement with [Sowt](#), a leading podcast production agency, to create 10 podcast episodes, based on Ar-Wikipedia content, that will reach >220,000 listeners in **Saudi Arabia, Egypt, UAE, Oman, and Jordan**. Production of the first episode began in March 2022.
- **SE Asia:** MAFINDO, the most-recognized anti-mis/disinformation NGO in **Indonesia**, integrated Wikipedia Preview to their [hoax buster webpage](#). Expected reach: 150,000 direct views and 200M indirect (the hoax buster is referenced by all the major Indonesian news agencies when reporting on stories).

Partnerships



Key Results

Maintain WMF's relationships with large-scale external entities, while testing and seeding new partnership models in support of the product pilots.

Baseline: N/A

Deliver best-in-class partnerships support to WMF departments, as measured by a **Net Promoter Score >90**

Baseline: 91 Net Promoter Score

	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
Maintain WMF's relationships with large-scale external entities, while testing and seeding new partnership models in support of the product pilots.	Ongoing	Amazon: \$1M Google: Enterp. TikTok African Union IBB	Wiley African Union IDB	Google fellows British Council Sowt	
Deliver best-in-class partnerships support to WMF departments, as measured by a Net Promoter Score >90	>90	Measured Semi-Annually (Q2 and Q4)	95	Measured Semi-Annually (Q2 and Q4)	



Enterprise



Objective: In support of continued revenue growth and diversification, WMF will expand the customer base for the Enterprise API product to support small to medium-sized businesses across a wide range of industries.

Q3 highlights include:

- Product integration for our first two paying customers is progressing well, with one customer aiming to be fully moved onto the Enterprise platform by June 2022 and the other by the beginning of 2023.
 - Product development to support the launch of “pay as you go” accounts for customers, with a self-sign-up mechanism as well as free trial functionality, is on target for a release in early June 2022.
 - Product development for “credibility signals” – data that commercial customers can use to determine whether a particular page edit is a credible one, rather than mis- or disinformation – is nearing completion, targeting a beta launch to current customers by May 2022.
 - Planning for a public announcement on June 7 about our first customers, the launch of self-signup and trial accounts, and our credibility signals feature, is well underway.
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Target quarter for completion: Q4 FY21-22



Department: Advancement

Enterprise



Key Results

	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
Hit revenue target for combined new and returning customer gross sales by June 30, 2022. Baseline: 0%	100%	0%	30%	30%	
Deliver a commercial version of the Enterprise product that additionally supports medium and small enterprise customers by June 30, 2022. Baseline: 0%	100%	50%	50%	80%	
Launch and scale a customer support and success program by June 30, 2022. Baseline: 0%	100%	50%	80%	90%	



Department:
Advancement

Drill Down: Enterprise Q3 KR



The situation

Although we successfully closed an initial set of paying customers for Wikimedia Enterprise at the end of the last calendar year, and have continued to have ongoing sales conversations with additional potential customers, we have been unable to close additional customers as quickly as we projected due to unanticipated legal and product requirements, and will not hit the revenue target for FY21/22.

The impact

We are developing a clearer picture of what is required to successfully scale sales of the Wikimedia Enterprise product within our non-profit context. In particular, we need to redefine, and better articulate, the relationship between our free and paid APIs, so that we can successfully explain why they would choose our paid, commercial-grade services rather than our free APIs.

Recommendation

We are working with the legal team to develop a contractual structure that allows us to sell to a wider set of countries, and with the product team to better delineate the relationship between our free and paid API services, so that by the end of this calendar year there will be a clear value proposition that drives commercial customers to pay for the Enterprise APIs.

Revenue



Objective:

Engage readers to become donors and deepen our relationship with existing donors to support a vibrant and sustainable Wikimedia Foundation

Some high priority work includes:

- Reached the \$147.8M annual revenue target
- Appointment of Endowment Board Chair and Committee Chairs and convening of committee meetings
- Development of educational resources for movement fundraising are in progress

Target quarter for completion: Q4 FY21-22



Department: Advancement

Revenue



Key Results	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
Raise \$147.8 million for the Foundation Baseline: \$0	\$147.8million	\$ 39.8million	\$134.9 million	\$151.5 million	
Raise \$123.8M FY in Online Fundraising Baseline: \$0	\$123.8 million	\$ 34.5million	\$108 million	\$120 million	
Raise \$12 million in Major Gifts 2020-21 FY Baseline: \$0	\$12 million	\$5.4 million	\$16 million	\$19 million	
Raise \$10 million for the Endowment in 2021-22 FY Baseline: \$0	\$10 million	\$1.4 million	\$12 million	\$13.4 million	
Raise \$12 million from chapters in 2020-21 FY Baseline: \$0	\$12 million	\$935K	\$10.5 million	\$11.2million	
700 planned giving commitments Baseline: 0 planned giving commitments	700	57	426	650	



Appendix



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