



# Fundraising 2010

This is an archived version of this page, as edited by Dgultekin (talk | contribs) at 03:08, 14 December 2010. It may differ significantly from the current version.

(diff) ← Older revision | Current revision (diff) | Newer revision → (diff)

## The fundraiser you can [EDIT]

## FUNDRAISING UPDATES

Find out what we're doing, why we're doing it, and what we've learned.

### HOW YOU CAN HELP

#### WRITE

We need **your** personal appeal to donors

290px

#### TRANSLATE

Help us localize messages



#### DESIGN

Make better graphic banners



### Collaborative & Community-run

This is the fundraiser anyone can edit. Community suggested **messages** are requested and tested. We truly think of this as a fundraiser that is co-created by the community. **Read more about the 2010 Fundraiser & join the Committees**

### Data-Based

We're **testing** messages, banners, and landing pages & doing it all with an eye on integrity in data analysis. Our decisions are grounded in fact and well reasoned theories: not hunches or educated guesses.

#### In other languages

- In other languages:** (ar) | Azərbaycanca (az) | Беларуская (be) | Български (bg) | (bn) | Bosanski (bs) | **Chamoru** (ch) | Český (cs) | Cymraeg (cy) | **Deutsch** (de) | **English** (en) | Español (es) | (fa) | **Suomi** (fi) | Français (fr) | Galego (gl) | (he) | (hi) | Hrvatski (hr) | **Magyar** (hu) | Bahasa Indonesia (id) | Italiano (it) | (ja) | ქართული (ka) | (ko) | Македонски (mk) | (ml) | Bahasa Melayu (ms) | **Norsk (bokmål)** (nb) | Nederlands (nl) | **Polski** (pl) | Português (pt) | Română (ro) | Русский (ru) | Српски / Srpski (sr) | Shqip (sq) | **Svenska** (sv) | (th) | Türkçe (tr) | Українська (uk) | Tiếng Việt (vi) | ( ) (zh-hans) | ( ) (zh-hant) **[edit]**

Category: Fundraising 2010

# Fundraising 2010

This is an **archived version** of this page, as edited by [GoEThe](#) ([talk](#) | [contribs](#)) at 12:16, 4 January 2011. It may differ significantly from [the current version](#).

(diff) ← Older revision | Current revision (diff) | Newer revision → (diff)

The fundraiser you can [\[EDIT\]](#)

## FUNDRAISING UPDATES

Find out what we're doing, why we're doing it, and what we've learned.

THANK YOU TO EVERYONE WHO CONTRIBUTED MONEY, IDEAS, BOTH & MORE FOR THE 2010 FUNDRAISER.



The efforts of the community are truly appreciated in raising US\$16 million by January 1, 2011, in time for the new year and [Wikipedia's birthday!](#)

### Collaborative & Community-run

This is the fundraiser anyone can edit. Community suggested [messages](#) were requested and tested. We truly think of this as a fundraiser that is co-created by the community. [Read more about the 2010 Fundraiser & join the Committees](#)

### Data-Based

We're [testing](#) messages, banners, and landing pages & doing it all with an eye on integrity in data analysis. Our decisions are grounded in fact and well reasoned theories – not hunches or educated guesses.

#### In other languages

 **In other languages:** [\(ar\)](#) | [Azərbaycanca \(az\)](#) | [Беларуская \(be\)](#) | [Български \(bg\)](#) | [\(bn\)](#) | [Bosanski \(bs\)](#) | [Chamoru \(ch\)](#) | [Česky \(cs\)](#) | [Cymraeg \(cy\)](#) | [Deutsch \(de\)](#) | **English (en)** | [Español \(es\)](#) | [\(fa\)](#) | [Suomi \(fi\)](#) | [Français \(fr\)](#) | [Galego \(gl\)](#) | [\(he\)](#) | [\(hi\)](#) | [Hrvatski \(hr\)](#) | [Magyar \(hu\)](#) | [Bahasa Indonesia \(id\)](#) | [Italiano \(it\)](#) | [\(ja\)](#) | [ქართული \(ka\)](#) | [\(ko\)](#) | [Македонски \(mk\)](#) | [\(ml\)](#) | [Bahasa Melayu \(ms\)](#) | [Norsk \(bokmål\) \(nb\)](#) | [Nederlands \(nl\)](#) | [Polski \(pl\)](#) | [Português \(pt\)](#) | [Română \(ro\)](#) | [Русский \(ru\)](#) | [Српски / Srpski \(sr\)](#) | [Shqip \(sq\)](#) | [Svenska \(sv\)](#) | [\(th\)](#) | [Türkçe \(tr\)](#) | [Українська \(uk\)](#) | [Tiếng Việt \(vi\)](#) | [\( \) \(zh-hans\)](#) | [\( \) \(zh-hant\)](#) [\[edit\]](#)

Category: [Fundraising 2010](#)

Text is available under the [Creative Commons Attribution/Share-Alike License](#); additional terms may apply. See [Terms of Use](#) for details.



Content page

Discussion

Read

Edit

View history



# Fundraising 2010/Introduction

< Fundraising 2010

## Contents

- 1 About the 2010 Fundraiser
- 2 Wikimedia Fundrasing Overview
- 3 About the committee
- 4 Process
  - 4.1 Non-financial contributions
  - 4.2 Testing
  - 4.3 Communications
  - 4.4 Calendar
- 5 See also
  - 5.1 Back to Fundraising Home

## About the 2010 Fundraiser

[edit]

Like previous years, banner messages that run on top of Wikimedia websites drive the fundraiser. Banner messages must represent the spirit and mission of the Wikimedia projects. In the months prior, and now during, the fundraiser we have continued to test messages and appeals from Wikimedia readers, community members and outsiders who want to help. Together, we'll throw all our ideas into one big pot and see what rises to the top.

This year's fundraiser is a collaborative campaign. We recognize that messages that work in the United States don't always work worldwide, we're asking the community to get deeply involved with the messaging, planning, and execution of this year's fundraiser.

### Core Principles:

1. Messages will be reflective of who we are. They will represent the values and integrity of the projects and organization.
2. Messages will be considered fairly, regardless of source - any messaging that's submitted will be weighed equally (messages suggested by professionals will be given the same consideration as messages submitted by the community), and tested fairly. The primary mechanism for deciding on messaging will be to get ideas from the broad community (including staff) and consultants and test them.
3. Messaging decisions will be based in fact. Messages that are used will be tested rigorously and ones that don't work won't be used. There will be a well-defined testing methodology that provides us with appropriate and well-considered data for decision making.
4. Messages will be optimized. If a local community (chapter, language community, project) finds that a particular (appropriate) message works better in that environment, we will support

## Wikimedia Fundrasing Overview

[edit]

The Wikimedia Foundation is the non-profit organization that supports the Wikimedia projects by providing servers, bandwidth, and professional staff. The foundation runs the world's fifth most viewed website on a budget of around \$20 million dollars: an extremely lean operation, providing high value per donation. The Foundation believes that the "community giving" approach (many small donations) ensures the independence of Wikimedia projects, allows us to stay focused on our mission, and avoids exposure to interests of large funders.

The first Wikimedia fundraiser was a modest appeal to buy our first developer a new laptop. Over the years, our basic approach to fundraising has stayed the same: We're appealing to readers and contributors to support the Wikimedia projects they use.

Banner messages that run on top of Wikimedia websites drive the fundraiser. Here's the approach we're committed to following this year: Banner messages must represent the spirit and mission of the Wikimedia projects. And within that constraint, we will test different messages against each other that are suggested by Wikimedia readers, community members and outsiders who want to help. Together, we'll throw all our ideas into one big pot and see what rises to the top through testing. This year, we'd also like to experiment with some new things such as ads on Facebook and Google.

The Wikimedia Foundation is responsible for successfully raising the annual budget. In other words, Foundation staff are on the hook for running a fundraiser that reaches its goal. But we won't be able to do this without major participation from Wikimedia contributors. This year we've convened a Fundraising Committee (FRCOM) made up of volunteers and staff to guide the fundraiser. FRCOM has two jobs: drive the creative process of the fundraiser and speak for the fundraiser to the broader community.

## About the committee

[edit]

The **Fundraising Committee** is made up of community members (including members of the chapters and chapter fundraising contacts), experts, and staff members who choose to be deeply involved and committed to the fundraiser. It is a group of people who have agreed to spend significant amounts of time contributing to the success of the fundraiser. There are only a few requirements to join that committee: a sense of agreement with the vision of the fundraiser as data driven and community facing, a deep desire to see the fundraiser succeed, a commitment to working in good faith, and a time dedicated towards ensuring the success of the fundraiser. The fundraising committee will act as ambassadors for the fundraiser, and will be the people that represent the fundraiser to local communities or chapters. Because the fundraising committee is committed to the success of the fundraiser, they will have a very strong leadership role in its direction.

## Process

[edit]

The fundraising committee will work with the community, Foundation staff, and consultants to create a series of messages for testing. *We believe that the Wikimedia community is in the best position to know what messages drive donations from other Wikimedians.* In addition to donations from Wikimedians, though, we're seeking out donations from millions of readers - non-Wikimedians who care about our projects, but may not even know that we're a non-profit - and will engage with some fundraising professionals to help us craft messages to speak to those people. Messages from all sources will be treated with the same process: they'll be evaluated to see if they match the core principles (above) of the fundraiser, and added to the testing plan. Messages will be proposed on a public wiki, and will be treated to "wiki-style" processes. We will

Navigation

Main Page

Goings-on

Wikimedia News

Translations

Recent changes

Random page

Help

Community

Wikimedia Forum

Babel

Babylon

Requests

Planet Wikimedia

Communication Projects Group

Beyond the Web

Meet Wikimedians

Events

Chapters

DVDs

Wikimania

Donate

Print/export

Create a book

Download as PDF

Printable version

Toolbox

What links here

Related changes

Special pages

Permanent link

Cite this page

iterate, adjust, and ruthlessly edit messages to see what works well. With the help of an expert in experimental design, we'll be sure that our tests make sense. Local communities will be allowed to adjust messages to fit local needs, provided the messages still meet the core principles and test well. Messages and practices will be tested frequently. We ran 'drill' fundraisers in the weeks prior to the launch of the campaign, and continue to constantly tweak and test our pages. This enables us to maximize our limited fundraising time. To find your Wikimedia staff support for the 2010 campaign, you can view the [organizational chart](#).

## Non-financial contributions

[edit]

If a particular geography simply isn't effectively fundraising, we'll move towards a "contributions" campaign, to begin to build local capacity for later years. So, instead of asking for financial contributions, we'll advocate for editing contributions. Long term, it is believed that this focus on attracting new contributors will lead to the "virtuous" circle of Reach → Participation → Quality.

## Testing

[edit]

What does it mean to test messages? For the purposes of this fundraiser, we will be measuring actual performance of messages: how many people click the banner, continue on to contribute, and what's the average size of the contribution. We'll be targeting a holistic donor audience: attempting to reach a wide range of demographic targets. Obviously, because we're trying to raise a larger amount than ever before, we're going to need to optimize the messages and focus only on messages that perform exceptionally well. We've engaged an expert on experimental design to help us ensure that decisions we're making are data-driven, and that in addition to collecting a lot of data, we're actually interpreting it correctly. As the fundraiser progresses, we will continue to test and tweak banners, landing pages, and donation gateways.

## Communications

[edit]

We will engage most often here, on this wiki, and the dedicated IRC channel [#wikimedia-fundraising](#) to communicate. Fundraising staff is often available in that channel to collaborate with members of this committee or community members with ideas, suggestions, or questions. [Check the Updates page for timely information about testing](#).

## Calendar

[edit]

*This calendar is tentative, not complete, and subject to change:*

Target date	What's happening?	Comment
Ongoing	Thursday fundraisers begin	For a couple of hours, one day per week, we test the processes and messages to be sure that we're ready for full fundraising
15 November, 2010	Fundraiser begins	Maximize fundraising efficiency to support the projects.
15 January, 2011	"Wikipedia X" - the 10th birthday of Wikipedia	Fundraiser ending date

## See also

[edit]

- [Data from Previous Fundraisers](#)
- [Strategic Task Force Recommendations](#)
- [List of Pages from Strategic Planning related to Fundraising](#)

[← BACK TO FUNDRAISING HOME](#)

Categories: [Fundraising](#) | [Fundraising 2010](#)

This page was last modified on 16 January 2011, at 03:21 (UTC).

Text is available under the [Creative Commons Attribution/Share-Alike License](#); additional terms may apply. See [Terms of Use](#) for details.

[Privacy policy](#) [About Meta](#) [Disclaimers](#)



# Fundraising 2010/Updates

[< Fundraising 2010](#)

Navigation

- [Main Page](#)
- [Goings-on](#)
- [Wikimedia News](#)
- [Translations](#)
- [Recent changes](#)
- [Random page](#)
- [Help](#)

Beyond the Web

- [Meet Wikimedians](#)
- [Events](#)
- [Chapters](#)
- [DVDs](#)
- [Wikimania](#)
- [Donate](#)

Print/export

- [Create a book](#)
- [Download as PDF](#)
- [Printable version](#)

Toolbox

- [What links here](#)
- [Related changes](#)
- [Special pages](#)
- [Permanent link](#)
- [Cite this page](#)

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

**In other languages**

**In other languages:** [\(ar\)](#) | [Azərbaycanca \(az\)](#) | [Беларуская \(be\)](#) | [Български \(bg\)](#) | [\(bn\)](#) | [Bosanski \(bs\)](#) | [Chamoru \(ch\)](#) | [Česky \(cs\)](#) | [Cymraeg \(cy\)](#) | [Deutsch \(de\)](#) | [English \(en\)](#) | [Español \(es\)](#) | [\(fa\)](#) | [Suomi \(fi\)](#) | [Français \(fr\)](#) | [Galego \(gl\)](#) | [\(he\)](#) | [\(hi\)](#) | [Hrvatski \(hr\)](#) | [Magyar \(hu\)](#) | [Bahasa Indonesia \(id\)](#) | [Italiano \(it\)](#) | [\(ja\)](#) | [ქართული \(ka\)](#) | [\(ko\)](#) | [Македонски \(mk\)](#) | [\(ml\)](#) | [Bahasa Melayu \(ms\)](#) | [Norsk \(bokmål\) \(nb\)](#) | [Nederlands \(nl\)](#) | [Polski \(pl\)](#) | [Português \(pt\)](#) | [Română \(ro\)](#) | [Русский \(ru\)](#) | [Српски / Srpski \(sr\)](#) | [Shqip \(sq\)](#) | [Svenska \(sv\)](#) | [\(th\)](#) | [Türkçe \(tr\)](#) | [Українська \(uk\)](#) | [Tiếng Việt \(vi\)](#) | [\( \) \(zh-hans\)](#) | [\( \) \(zh-hant\)](#) [\[edit\]](#)

**Updates**

[Testing](#)

[Translation](#)

[Messaging](#)

 **This page is kept for historical interest. Any policies mentioned may be obsolete.** If you want to revive the topic, you can use the [talk page](#) or start a discussion on the [community forum](#).

**UPDATES FROM THE FUNDRAISING TEAM**

Information about testing, our findings & plans for the upcoming weeks

## January 7: Contrib Campaign & 10th Anniversary [\[edit\]](#)



We just switched the “Thank You” banner to ones for the [contribution campaign](#) and Wikipedia’s 10th anniversary. Traffic for anonymous users will be split between the two banners leading up to January 15th. On the English Wikipedia, the [contribution team](#) has been working hard to ensure an easy edit experience for new users, and to get current editors involved in the [the “Great Blacklog Drive.”](#)

For the Contribution campaign, we’re starting with [Ragesoss's](#) graphic banner submission of “your contribution is a piece of the puzzle” and are in the process of building more community submitted banners. If you have a good idea, it isn't too late to [submit it!](#)

The 10 year banner links to the [party planning page](#), inviting people to attend volunteer-organized parties and events, or plan their own.

We're looking to build quite a bit of excitement for the two projects, help us spread the word however you can. - [Deniz \(WMF\)](#) 19:33, 7 January 2011 (UTC)

## January 3: Fundraising Style Guide [\[edit\]](#)

As we end our 2010 fundraiser, we are focusing on putting together a style guide, or “Fundraisers Guide to the Galaxy” with everything we've learned this year. The guide will focus on testing, and how not to reinvent the wheel, so future fundraising teams can take off running.

We'll be covering outreach and community involvement, tech lessons, testing, design and form optimization, messaging, translations and feedback from the community, donors and readers.

Have suggestions for next years? Feedback about what worked well, and what didn't? [I'd love to hear them all so we can build a comprehensive guide for next year's fundraiser.](#) - [Deniz \(WMF\)](#) 01:38, 4 January 2011 (UTC)

## January 1: 2010-2011 fundraiser draws to a close [\[edit\]](#)

I'm delighted to report that the Wikimedia Foundation can ring in the New Year with the close of our seventh annual fundraiser, having exceeded our goal of \$16 million. More than half a million people pitched in an average of around \$22 each to support Wikipedia and its sister projects, in our shortest (and most successful) fundraiser to date.

Our community of volunteers is deeply honored that, in only 50 days, 500,000 people from 140 countries came together to support the only non-profit, user supported top-10 website in the world. In addition to this humbling support for the Wikimedia Foundation, our chapters around the world have raised millions of dollars from hundreds of thousands of donors of their own.

We want to thank every one of our donors for making this year a success, and on behalf of the fundraising team, I personally wish to thank the one-thousand community members who helped us create and test messages, who wrote appeals, and translated banners and letters into over

## Fundraising 2010

### Message, Testing & Strategy

- **Updates**
- [Banner testing](#)
- [Live banner stats](#)

### Get Involved

- [Write an Appeal](#)
- [Design Graphic Banners](#)
- [Suggest & discuss proposed Banners](#)
- [Social Media](#)
- [Join the Committees](#)

### Communications & Announcements

- [Blogs & Articles about the Fundraiser](#)
- [Blog posts](#)
- [Emails](#)
- [Community Giving Staff](#)
- [Meeting logs](#)
- [IRC \(#wikimedia-fundraising\)](#)

### Data, Statistics & Tech

- [Live Fundraiser Statistics](#)
- [Live Contribution Statistics](#)
- [Contribution Tracking Statistics](#)
- [Survey of Donors \(August 2010\)](#)
- [Fundraising Survey](#)
- [Donor Survey Excerpts](#)
- [Focus Group of Past Donors](#)
- [Open technical issues](#)

This box: [view](#) · [talk](#) · [edit](#)

80 languages.

In 15 days, Wikipedia will turn 10 years old. Since the beginning, Wikipedia's community of readers and editors have remained dedicated to keeping the site ad-free, and free for use for its 400 million monthly visitors. This year's success demonstrates a continued commitment to those principles.

With the close of our annual fundraiser, we are transitioning into the contribution phase of the campaign. We will be running banners for the next few days to thank everyone who came together in the spirit of creating and "effectively disseminating the sum of human knowledge available for all." We will also begin to celebrate Wikipedia's tenth birthday, with banner ads encouraging readers to join us in a local celebration.

We want to invite every one of the readers of Wikipedia and its sister sites to make their first edit, or upload their first photograph, and join our community of volunteer contributors to continue the growth of Wikipedia for the next 10 years.

Thank you again, and happy New Year! Here's to 2011, and to the next 10 years!

Regards,

Philippe Beaudette

Head of Reader Relations

## December 30: Banner Testathon

[edit]

Since Monday, the fundraising team has been conducting a big banner "testathon." The team is in the process of testing over 20 text banners with Jimmy's picture. So far we've run:

- "Only \_ days left to make a tax deductible contribution to keep Wikipedia free. Please help Wikipedia pay its bills in 2011."
- "One in 1,000 Wikipedia readers give to keep it free for the world. Please help Wikipedia pay its bills in 2011."
- "Imagine you had a nickel for every time you used Wikipedia. We need those nickels."
- "If everyone reading this donated \$1, our fundraiser would end today. Please donate to keep Wikipedia free."
- "If everyone reading this donated \$5, our fundraiser would end today. Please donate to keep Wikipedia free."
- "If everyone reading this donated \$10, our fundraiser would end today. Please donate to keep Wikipedia free."
- "Admit it, you couldn't have won that bet without Wikipedia. Please help Wikipedia pay the bills for 2011."
- "Imagine you had a nickel for every time you learned something from Wikipedia this year. We need those nickels – to pay our bills for 2010."
- "Please make a tax deductible donation to keep Wikipedia on the Internet another year."
- "How much would you donate to keep Wikipedia on the Internet?"

The two banners performing the best from Monday's tests:

- "If everyone reading this donated \$5, our fundraiser would be over today. Please donate to keep Wikipedia free"
- "Only \_ days left to make a tax deductible contribution to keep Wikipedia free. Please help Wikipedia pay its bills in 2011."

What's most exciting about these tests is that the \$5 banner has actually outperformed the "personal appeal from Jimmy Wales," that we had been unable to beat before.

On Tuesday we tested removing the "only" from Only \_ days left, but there was no significant difference between the two. We also tested \$10 against \$5 in "if everyone reading this donated \$\_\_, our fundraiser would end today. Again there was little difference between the two.

Yesterday, the team introduced an animated fading banner, which opens up a lot of great testing potential. We can now test more messages, and how different messages interact together. So far, we have seen a huge boost in donations from the new banners. We're currently running variations of the messages that have performed best over the past 2 days with the animation.

I've updated the testing page with results from the banner tests on Monday and Tuesday, take a look and tell us what you think! - Deniz (WMF) 18:20, 30 December 2010 (UTC)

## December 24: Ask Strings & Banners

[edit]

We let the December 21st ask string test run overnight; there wasn't a significant difference between the two donation strings (\$15-\$500 and \$20-\$250). On Tuesday, we ran two "non-profit" letters with the same ask strings, and tested two new banners in the afternoon.

### Banners

#### Test 1

- Control - Please read: an urgent appeal from Wikipedia founder Jimmy Wales
- Imagine - Imagine the Internet without Wikipedia. Wikipedia needs your help right now.

#### Test 2

- Control - Please read: an urgent appeal from Wikipedia founder Jimmy Wales
- Learned - You learned a lot from Wikipedia this year. Please help Wikipedia pay the bills for 2010.



## Letter & Ask Strings

- [JA050 "Last Year"](#) - \$15-\$500
- [JA051 "Last Year"](#) - \$20-\$250
- [JA054 "This Year"](#) - \$15-\$500
- [JA055 "This Year"](#) - \$20-\$250

There is a one-line difference between the two letters:

“ So far this year over 600,000 people who use Wikipedia have donated, but we still need more users to donate. ”

“ Last year about one in 1,000 people who use Wikipedia donated. To reach our goal this year, we need two in 1,000. ”

[Comments, questions & feedback always appreciated!](#)- [Deniz \(WMF\)](#) 01:56, 25 December 2010 (UTC)

## December 21: More Ask Strings [\[edit\]](#)

We continued to test radio button ask string variations overnight. There was no significant difference between the [\\$5, \\$20, \\$35, \\$100, \\$250, \\$500, \\$1,000 string](#) and the one we've been running ([\\$20, \\$35, \\$50, \\$75, \\$100, \\$150, \\$250](#)), so we removed the \$1,000 string. Currently, we are running two of Jimmy's best letters from Sunday's test, the ["I'm a volunteer"](#) and ["Temple for the mind"](#) appeals. We're still trying to find the "sweet spot" for the ask strings, and are now testing another set alongside our [control](#). The new ask string starts slightly lower, at [\\$15, and goes up to \\$500](#). We'll likely leave this test up for another day as the two ask strings being tested are so similar, it may take longer to get statistically significant data. - [Deniz \(WMF\)](#) 20:09, 21 December 2010 (UTC)

## December 20: Removing Banners for Logged-In Users [\[edit\]](#)

Today, as [Philippe announced on Foundation-l](#), we have temporarily taken down banners for all logged-in users. We expect to have them down through the end of the year, and will turn them back on sometime after the first of January for the final end-of-campaign push.

Our taking down the banners has no affect on what local chapters are running, our actions will only show up in areas where the Foundation controls messaging.

At this point, almost everyone from the community or with an account who was going to donate has likely done so. We're seeing almost no money coming in from logged in users anymore - so we decided that it was better to drop the banners entirely. With that said, if you want to donate.... [you know how!](#)

As Philippe wrote, "enjoy the respite," and enjoy it until the final push, in January! - [Deniz \(WMF\)](#) 02:14, 21 December 2010 (UTC)

## December 20: Ask Strings [\[edit\]](#)

Earlier this morning we tested two different suggested donations 'asks' in the text of Jimmy's letter - ([\\$10, \\$20, \\$35](#) vs. [\\$20, \\$35, \\$50](#)). The lower ask amount tested better, which is contrary to what our testing found last month. The change may be indicative of a different time in the campaign.

Currently, we're running a similar test using radio buttons with a higher series of suggested donations on the green side of the payment form. We're testing the suggested donation string we've been running ([\\$20-\\$250](#)) and a new ask string which begins at \$5 and goes [up to \\$1,000](#). We hope to catch both the people with just a few dollars to contribute, and those making larger end-of-year tax deductible giving. -[Deniz \(WMF\)](#)

## December 19: Sunday Testing [\[edit\]](#)

We did some arranging and rearranging of the Jimmy letter and testing of a few new ways of explaining our campaign. Some things did poorly compared to the current Jimmy letter, and some things did about as well.

For example, explaining our need for more donors in this way seemed to be effective: "Last year about one in 1,000 people who use Wikipedia donated. To reach our goal this year, we need two in 1,000."

It is an inexact science, testing landing pages like this, because we don't have large enough sample sizes for 95% or higher confidence. But it still makes sense to try many different things out, looking for something that might do massively better than the control. In other words, if we test 2 letters against each other, and A does 5% better than B, we might only be 50% confident that A actually did beat B. But we can be more confident that neither A or B will do 100% or 200% better than the other if we tested it with a proper sample size.

A few of the new arrangements did within 5% of the control. A couple were 20% or so lower. None quite beat the control. We decided to test last year's letter, just for fun. It was about 50% lower! So that made us feel good that we have actually been accomplishing \*something\* this year.

At the end of the day, we left the control and the next two best letters up over night. One did 4% better than the control in donations per readers. It did 37% better than the control in total money earned. So we're leaving that one up today while we do a bunch of banner and ask string testing that Megan has planned today. [Zackexley](#)

## December 18: Chapter Update & Recap of this Week

[edit]

A short recap of what was tested and new changes:

- Ran a new letter from Jimmy
- Tested the language on the banners, and found that “please read: an urgent appeal from Wikipedia founder Jimmy Wales” performed best
- Tested border frames on the banners with different weights, which improved click-through rates. The [1pt border](#) came out ahead.
- Sue's update banner and Jimmy's new letter went up on multilingual projects
- Recurring donations are now live!
- We sent out a series of emails to past donors informing them of the new sustaining donor option
- We are currently running a banner with **urgent** bolded in the text. Looking at the initial numbers, it looks like the original, uniformly bolded banner text is better. We're running the all-bold banner now

Friday, we wrapped up testing of the Jimmy banner with two kinds of progress meters, one that has only the [dollar amount](#), and one that [wrote out how much was left to go](#). The latter meter performed better and is currently running. We had previously tested progress meters on Sue's banner, but they hurt the click-through rate. This may be because the bar is more filled in now as we're closer to our goal, or that the "please read" text is now centered over the meter.

### Chapters Update

[edit]

#### Wikimedia Hungary

The Hungarian chapter is now hosting their fundraising operation entirely on their servers. Previously we had hosted the first step, the appeal page, for them. They are currently running [a banner and letter from Tamas](#), their chapter's former Vice President at 95% and the [control Jimmy banner](#) at 5%.

#### Wikimedia Italia

Is running an active offline campaign. They had a half page spread in the Italian publication *Internazionale* last Saturday, and plan to start a campaign on Milan tramways soon using a fundraising banner they designed. They may use the same banner on it.wikipedia once they create a landing page.



The Italian Chapter also has an offline campaign using the URL <http://www.sostienilacultura.it>, which redirects to their chapter donation page.

#### Wikimedia De

The German chapter is currently running an appeal from WMDE director, Pavel; testing a banner [with](#), and [without](#) a "read now" button.

#### Wikimedia Israel

The Israeli chapter has begun running Lilaroja's editor appeal, and a banner by one of their own local editors, [Tamar](#). They are running the editor appeals alongside the control banner.

#### Wikimedia France

The French Chapter has begun to run [Lilaroja's banner](#), with text which reads “through the work of Lilaroja and thousands of volunteers, Wikipedia is always there when you need it. Today Wikipedia needs you. Make a Donation.” The banner leads to a localized landing page.

#### Wikimedia Australia

The Australian Chapter is currently running [thank you banners](#) for the State Library of Queensland, who recently donated 50,000 images from their collection to WMAu. They are using some of the donated [public domain images on these banners](#), they look really great!

#### Wikimedia Austria

The Austrian Chapter will begin running Lilaroja's editor appeal at 90%, keeping the control banner at 10%.

[Feedback & comments are always welcome](#) - Deniz (WMF) 23:38, 18 December 2010 (UTC)

## December 16: Bordered Jimmy & Emails

[edit]

Today we continued our upward trend, but unfortunately the database that hosts our [live contribution statistics](#) came down again, leaving me with nothing to refresh madly with excitement **It's back!** That particular disappointment aside, we've continued to test banners and polish language today, and work on our first ever email campaign, inviting people to make a recurring monthly gift to the Foundation.

We ran the same banner with an urgent appeal from Jimmy, only slightly tweaking it to test adding borders around the edges. We tried:

- [1pt blue border](#)
- [1pt gray border](#)
- [2pt blue border](#)



We can tentatively say that so far it appears that the new bordered banners are doing better than the non-bordered versions we've been running.

The email campaign is doing well; we have had about a thousand recurring donors sign up, and in the past few days the emails have brought in nearly half a million US dollars.

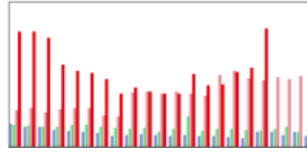
More to come, but till then – [tell us what you think](#). - Deniz (WMF) 03:19, 17 December 2010 (UTC)

## December 14: New Letter from Jimmy

[\[edit\]](#)

### See the stats for today's test

Monday, Jimmy wrote a new appeal while on a plane to Moscow. His high-altitude composition has had an incredible effect on donations. Since we put it up yesterday afternoon [our numbers](#) are swinging back upwards from the downward trend that we had seen before. That trend wasn't at all unexpected: it's a natural fatigue factor in a long campaign such as this.



[Jimmy's letter](#) is emblematic of the mission we support, and reminds readers that, like most of us, he is a volunteer.

“ 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 ”

In addition to putting up the new letter, we completed two banner tests last night and today. We ran the control text of “[Please read: a personal appeal from Wikipedia founder Jimmy Wales](#)” against “[Please read: an urgent personal appeal](#).” The urgent appeal language tested better.

Yesterday we experimented with replacing “[please read](#)” with “[urgent](#)” – there was no difference between the two.

Sue's update banner went up on multilingual projects yesterday evening; and we have an "urgent" translation request for Jimmy's new letter. If you can, [please help us localize the appeal](#). His newest letter is quite idiomatic, so we're emphasizing localizing, not translating. We imagine “temple for the mind” might not make sense in many languages :)

In addition, we're doing some email testing, primarily around a new method of giving that we're featuring: [automatic monthly donations!](#)

I've been updating the [banner testing data](#) as it becomes available, check it out, and of course, [tell us what you think](#). - Deniz (WMF) 15:52, 15 December 2010 (UTC)

## December 10: Weekly Recap & Recurring Donations

[\[edit\]](#)

Help us reach our goal: \$16 million

\$8.4M

\$16M

### Editor Appeals

On Tuesday of this week we tested Liam's appeal. We ran two banners, one with the traditional banner layout with the [image on the left](#), and one with his [picture on the right](#). The test showed that the original layout performed better. In addition to the banner test, we ran two variations of his letter. The two were similar enough that there was no significant difference in donations.

Wednesday we ran the most successful editor appeal, [Lilaroja](#), at 95%.

Last night we launched the multilingual versions of Lilaroja and Kartika, they are currently running on most projects.

### Progress Meters

We introduced progress meters on Thursday, adding two types of meters to the landing pages: one counts the [number of donors who have contributed so far](#), and the other the [amount raised so far](#). Out of the two progress bars, the one counting \$ raised has the highest donation rate, and also performed better than the landing pages with no meters.

### Sue Gardner Appeal

On Thursday we started testing an appeal from our Executive Director, Sue Gardner. People seem to be responding well, we brought in \$40,000 more than the previous day.

#### Landing Page Test:

We ran two letters from Sue testing the length of the appeal, the [shorter version](#) did better. We dropped the longer letter with the bolded phrases.

#### Banner Test :

We tried several versions of Sue's banner; testing white vs. gray banners, and the gray banners with a progress meter. Our preliminary numbers show that the [white banner](#) had a higher click-through rate, and that [banners with the progress meters](#) did not do as well as the plain ones.

We have taken down all of Sue's banners except for the winning white appeal, and tested

changing the text on the banner. We kept [“please read: an update from Wikimedia Executive Director”](#) and ran it alongside [“please read: an appeal from Wikimedia Executive Director Sue Gardner;”](#) the results were consistent with our previous tests, the ‘appeal’ banner performed best.

We also experimented with rearranging the layout of the banner; [moving the button to the far right and centering the text](#) like the Jimmy banner. The newer banner performed better.

Friday we ran two more Sue banners. One was [zoomed out](#), and the other included some of the [original photo's background](#). The zoomed out banner with the white background performed the best, it is the only Appeal from Sue banner currently running.

### Recurring Donations

Thursday night, we started a trial offering to test recurring monthly donations. We've been working on supporting sustained giving for a while now, and donors have frequently requested the option. Year-round support makes all of us in fundraising smile, and we're sure OTRS volunteers (who have to keep saying "no, we don't have that") feel the same way :). We completed testing two ways of selecting monthly donations – a [radio button at the top of the form](#), and a [button under the current credit card or Paypal payment choices](#). The button at the bottom was the clear winner. Presuming recurring donations work well, we plan to introduce them into our giving options permanently.

As always, share your [feedback & comments](#) - Deniz (WMF) 20:31, 11 December 2010 (UTC)

## December 9: Chapter Overview

[\[edit\]](#)

This year, 12 of our local chapters are participating in the Fundraiser and accepting donations in their own countries. We've asked some of their representatives to give us a short update about the progress of their campaigns so far.

### Wikimedia Deutschland

Wikimedia DE has had an incredible fundraiser so far, they have received about 40,000 donations, 100% more than last year already. They started their campaign running [last year's Jimmy banner](#), and recently introduced the updated [control banner](#). The new banner is performing three times as well as the original, and their average daily income is as high as their most successful day of fundraising in 2009.

The chapter has also been asking their donors for stories, and have received comments or stories from one third of all donors. In the coming weeks they plan to release an appeal from [Pavel](#), including a video they've produced; and an appeal from editor [Church of emacs](#). Once they've reached their goal, Wikimedia DE will continue running a different campaign that they are in the process of designing.

### Wikimedia UK

In terms of numbers, Wikimedia UK believes they have a lot of growth still to come. This year, donations have primarily come through Paypal, with only a minor percentage of checks. The chapter has been frustrated by the lack of an automated reporting system their donor database, they've had to input all their information manually. They are still working to find the best system to handle both checks and bank transfers in order to accurately record and thank donors. WMUK's volunteer team hopes to establish a credit card gateway in the near future, but it has proved to be time consuming to set up.

What have they learned so far? "Metrics are everything." Their testing has been extensive and invaluable in optimizing their processes. WMUK's findings confirm the results from our past few months of testing; the [control banner](#) has consistently outperformed other banners. They hope to have a paid staff to help them reach their fundraising potential next year.

### Wikimedia Sverige

The Swedish chapter is also running the control banner. They are using Payson, a local Paypal equivalent, to collect online donations. The chapter recently added their bank account information to their landing page and found it increased donations “a little.” Unlike Payson and other payment gateways, bank transfers have no transaction fee; however the bank doesn't collect important donor information, such as email addresses, to help build a donor database.

### Wikimedia Israel

The Israeli chapter has a much loftier target this year because they are hosting Wikimania Haifa this summer. They are running the green control banner, and have localized their landing pages in six languages, bringing in 1.5 times the total of last year's fundraiser already.

### Wikimedia Russia

The Russian chapter sites are using the control banner, with considerable success. Their projects continue to grow rapidly, and the chapter has received seven times last year's contributions.

### Wikimedia Nederland

The Dutch chapter is running the control Jimmy banner and testing changing the text of the banner. They are currently exploring possibilities for new banners.

### Wikimedia Australia

This is the first year WMAU has participated in the fundraiser. They had difficulties with Paypal at the start of the fundraiser that have since been resolved. Despite the setback, their efforts have been incredibly successful.



testing rotation for US projects. We used Victoria's appeal to test both banner text and landing pages.

#### Landing Page Test:

We ran three versions of Victoria's appeal: two letters and one two-step landing page with the "Imagine a world" quote on the second step, which used both versions of her appeal. We ran this same test last week with Sage's appeal, but the numbers were not significant enough to discern a definitive answer.

#### Banner Test:

We tested whether changing the text on the banner would influence the click-through rate. One of Victoria's banners read "Who edits Wikipedia? I do" with a "find out more" button, and the other text was our control "Please read: A personal appeal from Wikipedia author Victoria." Our control banner did noticeably, and consistently better; which is encouraging as we've been running the 'better' banner since the launch of our campaign. We have removed the "who edits" banner and are running the "please read" version at 40% now.

We had changed Sage's banner to also say "please read," to try and raise the click through rate, but it remained low. When a donor did reach the letter and donation form, the conversion rate was higher than other editor appeals. This is a strange case, but may be due to his banner's design varying so drastically from the other appeals. We have taken Sage's appeal down for the time being to allow other banners to run at a higher percentage.

#### **Current Banners**

- Victoria @ 40%
- Lilaroja @ 40%
- Gomà @ 5%
- Kartika @ 5%
- Abbas @ 5%
- Jimmy @ 5%

Today we will be testing an appeal from Liam, and are anticipating embedding the [Contribute video](#) into the landing page to test this week.

We have translation requests for Abbas', Goma's, Kartika's and Lilaroja's appeals currently. [Please help us translate these if you can.](#) –Deniz (WMF) 18:55, 7 December 2010 (UTC)

## December 4: Weekly Recap

[\[edit\]](#)

### [See the stats from today's test](#)

This week was focused on testing Editor Appeals on US projects. We ran several versions of each letter; testing the length of the appeals, the amount of the suggested donation within the appeal's text, and adding a photo of the editor on the landing page. We also looked at which messaging, themes, or individual stories resonated with donors.

We completed testing of Thursday's new appeal from editor Lilaroja, and are now running her most successful appeal, the "dollar, a love note, and a broken heart" letter. This version has a fundraising mention at the beginning of the letter, and is more reader focused than other appeals we have run. The letter also gives specific examples of many different people supporting Wikipedia in whatever way they can.

On Friday we introduced five more editor appeals: three letters from Abbas, and another two from Sage. What's unique about this batch of editor letters is the length. Abbas' letter is the longest we've run yet, and Sage's the shortest.

We're also conducting another test with Sage's appeal where the second page of the two-step payment form does not have a copy of Sage's letter – but a banner with the "Imagine a world" quote. We're interested in these findings as they may simplify the deployment of these pages on all projects.

#### **Banners Currently Running**

- Jimmy: 5%
- Kartika: 5%
- Gomà: 5%
- Lilaroja: 28%
- Abbas: 28%
- Sage: 28%

We've lowered the percent at which both Kartika and Gomà run as they've been up for a few days. These percentages will change as we introduce new editors and adjust for performance.

#### **Findings from this week of testing**

- The original two-step payment form we've been using is the most effective, it performed better than the new one-step process.
- Adding an editor's image to the landing page did not significantly affect donations.
- The click-through rates on the editor banners continue to be on par with the winning Jimmy



banner, but bring in fewer donations.

- Many donors appear to relate better to letters which focus on readers showing support instead of individuals editing.
- There has been a positive response to the new editor banners, the variety keeps our campaign interesting.

On Monday and Tuesday of next week we will introduce two more editor banners into the testing mix. We love seeing editors on banners. Want to be on one? [Write an appeal!](#)

We are still working on writing a script to automate the posting of testing numbers – we'll have them for you next week, promise :) As always, [tell us what you think!](#) - Deniz (WMF) 01:36, 5 December 2010 (UTC)

## December 3: Tweaks to the Fundraising Meta Pages [\[edit\]](#)

I visited the Wikimedia Foundation offices today in SF, and [Philippe \(WMF\)](#) immediately put me to work. They are relentless here! So [Deniz \(WMF\)](#) and I decided to take a pass at the pages here to make them a bit easier to navigate.

We decided to focus on making it as easy as possible for people who have not been actively engaged in the fundraiser to get a quick overview, then dig down into the data. To help us figure out where some of the problem areas were, Deniz used me as a guinea pig (since I am part of this target audience), watching me attempt to find information on the site. We took the results from that, came up with a list of over 20 usability fixes, then went about fixing what we could (about 19 of them).

Some highlights:

- We made the Fundraising Update link more prominent on the main [Fundraising 2010](#) page. We also eliminated the "Check out the data" link at the bottom, because it was sort of a catch-all. The Update page is a better route to that information.
- We simplified the sidebar on the subpages, moving the updates and stats sections higher, and removing outdated links.
- We removed a few tabs (although we're still having trouble with templates; help?!), and we reordered them to make more sense.
- We went through the rest of the content, updating outdated information, and adding explanatory text and labels where appropriate.

One of the big challenges right now is getting test data up on the wiki as quickly as possible. [Jalexander](#) and [Azariv](#) have been working hard on that, so there surely will be a solution soon.

Comments and, more importantly, further improvements welcome! –[Eekim](#) 00:57, 4 December 2010 (UTC)

## December 2: More Editor Appeal Testing [\[edit\]](#)

### [See the stats from today's test](#)



Over the past two days we have continued to roll out editor appeals for testing on English projects for users in the US. On Wednesday, we introduced two different appeals from [Joan Gomà](#) (1 [👍](#), 2 [👍](#)), and ran them alongside the [winning Kartika letter](#) [👍](#) from Monday. We're still working on the data from Wednesday's test, but the [longer Gomà letter](#) has out-tested the other two appeals. Today, we added two appeals from User: Lilaroja.

Both the editor and Jimmy banners have a similar click-through rate, however, Jimmy's appeal receives approximately twice the number of donations.

### **A few takeaways from the first round of editor appeals:**

- The most successful letters have a catchy, short first line. For instance, "It wasn't wrong, but it wasn't right enough."
- The length of an appeal matters; longer letters have a higher donor conversion rate.
- A higher ask in the letter (\$20, \$35, \$50 or whatever you can to keep Wikipedia free) leads to an increased average donation.

As testing continues to determine the best version of each editor's letter, we're putting out community [translation requests](#) [👍](#) and building localized landing pages to move the banners out on other projects.

Have [feedback, suggestions?](#) -[Deniz \(WMF\)](#) 03:35, 3 December 2010 (UTC)

## December 1: Translations - from Afrikaans to Yiddish [\[edit\]](#)

On November 15th, we launched our annual fundraiser with translations in over 40 languages, surpassing last year's total of 39 localizations. As of today, we've doubled that number. Our messages have been translated in over 80 languages, spanning six continents - making this year's campaign the most inclusive to date.

For 42 languages, including 5 Indian languages, this year is the first time they've had localized versions

**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)



of the appeal letter on their projects.

Hundreds of community volunteers have been deeply involved in translating the fundraising messages, and we continue to publish localizations daily. Ultimately, our goal is to represent as many of Wikimedia's 270 language projects as possible, and thanks to our dedicated international editors, we are well on our way.

- [fi/Suomi](#) (published)
- [fr/Français](#) (published)
- [he/עברית](#) (proofreading)

We still need help localizing pages. Don't see your language? Visit our [translation hub](#) and help us localize the page. If you see any incorrect or rough translations – [let us know](#) and we'll fix it!

As always, [tell us what you think](#), and check back Friday for this week's testing re-cap. - [Deniz \(WMF\)](#) 01:42, 2 December 2010 (UTC)

## November 29: Editor Appeals & New Landing Pages [\[edit\]](#)

Today we ran three versions of a personal appeal written by Wikipedia editor Kartika alongside our [control banner](#). The [winning editor appeal](#) continued to run throughout the day to test three variations of our donation form.

Currently, we are running three landing pages - our [original two-step](#) payment process, as well as a version with the [editor's image](#), and a [one-step donation form](#). We are aiming to simplify and improve the usability of our donation process by continuing to test and tweak the landing pages.

Tomorrow we will continue to test editor appeals; we'll post detailed test results for both the editor appeal and the landing page tests this week. Until then, [share your feedback](#). - [Deniz \(WMF\)](#) 03:39, 30 November 2010 (UTC)

## November 23: Week One [\[edit\]](#)

The 2010 Fundraiser has had a fantastic first week – to maintain the momentum it kicked off with, we continue to test and tweak our banners and landing pages. Most regular visitors to Wikimedia sites likely noticed we tested 12 variations of the Jimmy banner throughout the week, along with 5 versions of an editor appeal. We tested new images, background colors, changing the wording slightly and adding “Read Now” buttons to the banners.

- We found that our control banner, which the Huffington Post dubbed the “soft-toned supplicant,” the “periwinkle petitioner” and the black background banners performed best. The click-through rate increased when the “Read Now” buttons were added.
- We slightly adjusted the ask string by adding three more options. It performed better than the original, which had 4 suggested donations ranging from \$20-\$250. People like options, lesson learned.
- On November 13th we tested community-submitted messages against the Jimmy banner in 12 languages, and once again the 2.26% click-through rate of the Jimmy appeal was unmatched by any of the other messages.
- This week we will be running a second test of the Editor Appeals. Our initial test of Kartika's appeal had a higher click-through rate than our control Jimmy banner, and was the first banner we've tested to “beat Jimmy.”

As always, [tell us what you think!](#) -[Deniz \(WMF\)](#) 15:20, 23 November 2010 (UTC)

## November 4: The Schedule [\[edit\]](#)

### ***A memo to Wikimedia community, friends, staff, and other stakeholders.***

On Monday, November 15, we will launch the 2010 annual fundraising drive for the Wikimedia Foundation. As you know, our funding model relies on the support of our friends and community members. Our average donation is about \$25, and we have received more than 500,000 donations in the lifetime of the foundation. This year, we have to raise \$16,000,000. That's our biggest target yet, but it's still only a tiny fraction of what the other top-ten websites spend on their operations. It's critical that we reach our goal to maintain the infrastructure necessary to keep Wikipedia and its sister sites running smoothly.

We are a community that does great things, and does them routinely. As we begin to bring this year's fundraiser to a close, we will launch our 10th Anniversary year! It's hard to believe, isn't it? What would the world be like, if the wiki hadn't launched? If we hadn't jumped in to grow it? If we hadn't financially supported it? The world would be a far different – and far more sad – place, I think. This 10th anniversary year provides an opportunity for reflection and introspection, but it also provides a chance to refocus: to plan, to build, to grow. We've just completed the strategic planning initiative, and emerged with a cohesive, defined plan for the future growth and development of the Foundation, the projects, and the movement. Now is the time.

So let's get going.

Since August, a team of dedicated staff members and volunteers has worked to develop the fundraiser for this year. We committed early to radical and full disclosure of all the data we had, in keeping with the spirit of the transparent nature of the Wikimedia movement. We quickly identified three major points in the donation process that were “levers” we could pull to optimize the process: banner messaging, banner design, and landing/donation pages.

**Banner messaging:** Wikimedia fundraising has always been driven by site notices – banners – that run at the top of project websites. We've known for years that different banner messages



drive different numbers of people to click through and donate. Therefore, this year we began the fundraiser by inviting community members to propose new banner messages for us to test.

Almost 900 people were involved in the creation and discussion of potential banner messages. We tested dozens of iterations of banner designs, including both graphical and text, and we will continue to do so.

Many of the new banners did well. Unfortunately, none of them came anywhere near the 3% clickthrough rate of the winning banner from years past: "Please read: a personal appeal from Wikipedia founder Jimmy Wales."

But we're going to keep trying. Our research indicates that banner wins because it is simple and direct with no attempt at marketing or manipulation. So we're going to test, "A personal appeal from Wikimedia editor \_\_\_\_\_" and later in this memo, I'm going to invite you to be that editor and write an appeal for us to use in the fundraiser.

**Banner design:** In our testing this year, we also quickly learned that graphical banners perform almost 100% better than text banners with the same message. Because of this, we will obviously be using more graphic heavy banners than we have in past campaigns.

**Landing/donation pages:** Once a user clicks a banner, they land on a page that asks for a donation and provides payment options. We have spent a lot of time and energy optimizing those landing pages. Optimization of donation forms is an art and a science that involves messaging, graphic design, and usability research.

We will have iterated through roughly 40 different designs before landing on the ones that we'll launch with. We are committed to encouraging people to beat us at our own game: we invite chapters and affiliated groups, organizations, and Wikimedians to create their own landing pages that they believe will work better than the ones we're running. If we see some that are exciting, we'll test them, and run the ones that perform best!

In countries where there are Wikimedia chapters, the chapter has the option to create their own landing page to test along side the default. We hope that chapters will beat the default everywhere there is an attempt. In countries where there are no chapters, we'd like active Wikimedians to contact us about doing the same thing.

As we proceed through the campaign, we'll be constantly testing. We'll test messages, banners, and landing pages. We'll also test timing, and font size, and hundreds of other small variations. But we're doing it all with an eye to integrity in data analysis, and an understanding of not only what the data tells us, but what it doesn't tell us. Our decisions are grounded in fact and well reasoned theories: not hunches or educated guesses.

One thing is very different this year, though. Once we hit our goal - and we will hit our goal - rather than immediately removing all banners, we're going to use some of the banner space (with a reduced banner size, frequency, and using targeted appeals) to ask people to contribute - not financially, but with their knowledge. We will target readers, and encourage them to become editors. It seems logical to us that this reader conversion effort should flow naturally from our fundraising campaign: both are forms of contribution. We also believe that it will yield financial payoff in years to come by embedding new people deeply into our community and instilling them with our key values and an understanding of the greater mission.

This is an aggressive campaign. It's an entirely achievable goal, however. The only way to have it work, though, is to have full buy-in from the community. Will you reach out to the people near you (either physically or virtually) and ask them to get involved? Tweet that you donated. Write a blog post about it. Deliver four donations from friends with your own. Help new users who make their first edit as part of the contribution campaign.

Here are some key things to know:

1. On November 15, we will launch the fundraiser.
2. You will begin to see banners consistently on the sites beginning on Friday, November 12 as we do full scale functional testing.
3. This is a "contribution" campaign, celebrating all kinds of contribution.
4. Our numbers are reasonable and attainable, but still a stretch.
5. There will not be success without the full and active engagement of the community.

We've billed this as "the fundraiser you can edit", and it's true. Community volunteers have been deeply embedded in our planning, including in all of our testing. Community suggested messages were requested and tested. We truly think of this as a fundraiser that is co-created by various parts of the community.

There are still ways that you can participate directly, right now. We're going to test appeal letters from Wikimedia editors. If you think you can write a letter that will beat Jimmy's, please go to the [meta page](#) and sign up so we know to expect your letter. You can also just send one to me by email: [donate@wikimedia.org](mailto:donate@wikimedia.org).

I'm honored to be leading the effort this year, and ask you to join with me in making a contribution on the first day of the fundraiser.

If you have any questions or comments, I'd love to hear them. Please tell me what you think by writing to [donate@wikimedia.org](mailto:donate@wikimedia.org). [Philippe \(WMF\)](#) 00:35, 5 November 2010 (UTC)

## October 28: Payment Methods

[\[edit\]](#)

On Thursday we tested PayPal v. Credit Card donations, running one Jimmy banner for two hours with 5 landing pages at 10% each for logged out users on English Wikipedia.

- [Appeal 22](#): A simplified version of our traditional landing page with most side links and the

comment box removed, the lowered ask string, and buttons for both credit card and PayPal payments.

- [Appeal 23](#): Radio links for payment methods that included major credit cards and PayPal, with one “continue to donate” button.
- [Appeal 24](#): Had an ask string and separate buttons for both credit card and PayPal, with a text box for email accompanied by an opt-out checkbox.
- [Appeal 25](#): Had an ask string and gave donors the option to contribute by credit card only.
- [Appeal 26](#): Identical to Appeal 25, except it only gave donors the option to give through PayPal.

The success of Appeal 22 showed that removing text boxes and any unnecessary text from the form makes a big, positive difference. Predictably, adding an email section to the form reduced donations. Appeals 25/26 were run to test selection bias between the two payment methods, these had a significantly higher click rate than Appeal 22, but when not given payment options, donation abandonments were twice as high as the rate on the other forms. Having both PayPal and credit card payment options is clearly important. Appeal 23's radio payment buttons also showed that too many options reduces donations.

**Check out the [detailed stats](#) or the [summary](#), & [tell us what you think!](#) –Deniz (WMF) 20:11, 3 November 2010 (UTC)**

## October 26: More Community Banners [\[edit\]](#)

Posted by: [Deniz Gültekin](#)

On Tuesday we tested the largest number of banners yet: a total of 53 community proposed and Jimmy banners on English, German, Spanish, French, Italian, Dutch, Swedish and Portuguese Wikipedias. We also ran banners on Italian Wikiquote, and geo-targeted the Portuguese banners for Portugal, Brazil, and users who had their language set to Portuguese.

**[See all banners](#) | [View summary stats](#) | [View all stats](#)**

We increased the size of the text banners to match the Jimmy Appeal banner, and made them visible to anonymous, non-logged in users only. We ran the banners at 50% each total, except for the German test, which began at 10% and increased to 40% as to test their server strength. We used a significantly [cleaned up version](#) of the landing page for the test, removing the public comment box, and a lot of the text around the donation options.

- es.Wikipedia: [4 banners](#) @ 12.5% each
- it.Wikipedia: [6 banners](#) @ 8.33% each
- it.Wikiquote: [3 banners](#) @ 16.66% each
- nl.Wikipedia: [5 banners](#) @ 10% each
- sv.Wikipedia: [4 banners](#) @ 12.5% each
- de.Wikipedia: [4 banners](#) @ 2.5% each
- fr.Wikipedia: [5 banners](#) @ 10% each
- pt.Wikipedia (non Brazil and Portugal users): [5 banners](#) @ 10% each
- pt.Wikipedia (Brazil): [7 banners](#) @ 7.143% each
- pt.Wikipedia (Portugal): [6 banners](#) @ 8.33% each
- en.Wikipedia: [3 banners](#) @ 10% each & Jimmy banner @ 20%

Stay tuned for more updates, and of course, [give us your feedback](#). –Deniz (WMF) 19:58, 28 October 2010 (UTC)

## October 25: More Testing [\[edit\]](#)

Posted by: [Philippe Beaudette](#)

As you know, we've done a tremendous amount of testing and optimizing of the fundraising pages during the past few weeks. Over the weekend, we did a lot of analysis of the numbers and what we've learned so far. The biggest finding was that the amount of knowledge we gain from each test is huge, and we really feel like one more round of testing would make a sizable difference in the overall performance of the fundraiser.

With that in mind, we're going to push the launch date back to either Friday the 12th or Monday the 15th.

We believe that we are well positioned for the most successful fundraiser in history. Our hourly totals (during an off-peak hour) during the testing period are higher than the hourly totals of the highest hour of the biggest day of last year's campaign. We honestly believe that pushing the launch back will allow us to get a few more percentage points of performance out of the landing pages and that, when applied to the fundraiser as a whole, could potentially raise the overall totals substantially.

We're aware, of course, that this fundraiser is critical for funding chapter programs over the next year. We want it to be maximally productive, and we think you'll be very pleased with the results this year.

If you have any questions, as always, please feel free to email me ([philippe@wikimedia.org](mailto:philippe@wikimedia.org)).

And as always, [give us your feedback!](#) [Philippe \(WMF\)](#) 03:59, 26 October 2010 (UTC)

## October 19: Suggested Donations [\[edit\]](#)

Posted by: [Deniz Gültekin](#)

Earlier this week we ran one banner at 60% for logged out users, and six landing pages for two hours. The landing pages tested ascending and descending suggested donations or "ask strings," and three variations of the Jimmy appeal letter. For this test we also removed the public comment option and the photo header from the landing pages.

We learned from the [October 14th test](#) that the suggested donation of \$20, \$35, \$50, and \$100 brings in more donations than the [original \\$35-\\$250 suggestion](#); so this week we experimented with a descending donation suggestion [starting at \\$100](#) versus [ascending from \\$20](#).

The landing pages had three different versions of the Jimmy letter:

1. [Last year's letter](#)
2. [Alternate text version 1](#)
3. [Alternate text version 2](#)

What did we learn?

- [Appeal 9](#) was most successful during this test, with a .89% donation rate (number of donations:number of banner clicks) and 251 donations.
- Landing pages with descending suggested donation amounts had a higher average donation
- [Alternate text version 1](#) appealed to donors most

We're currently running another test, I'll update you on our findings tomorrow! And as always, [give us your feedback!](#)-Deniz (WMF) 00:56, 22 October 2010 (UTC)

## October 14: Landing Pages

[\[edit\]](#)

Posted by: [Deniz Gültekin](#)

Yesterday we completed our 11th test, running [one Jimmy banner](#) at 60% to anonymous users only, with four variations of the donation landing page. This test was to assess what variables on the landing page lead higher donation completion, what caused donors to abandon the transactions, and if lowering the suggested donation threshold affected the average donation. During our two-hour test the banners raised a total of \$41,966.

This week's variables included our typical suggested donations of \$35, \$75, \$100 and \$250 and a lowered set of donation suggestions of \$20, \$35, \$50 and \$100. We experimented with removing the public comment option to see if it had any influence on whether people "abandoned" their donation before completing it, and ran landing pages with and without Jimmy-image mastheads.

- [Landing Page 1](#): Acted as the control in the test, it featured the Jimmy header, public comment box, and suggested donations that began at \$35 and went up to \$250.
- [Landing Page 2](#): Had the Jimmy header, public comment box, and suggested donation ranging from \$20-\$100
- [Landing Page 3](#): No header, public comment box and suggested donations of \$20-\$100
- [Landing Page 4](#): Had no public comment box, the Jimmy-picture masthead and suggested donations starting at \$20 as well.

[Landing Page 4](#) was the most successful landing page, with .98% of individuals who clicked the banner making a donation – bringing in \$11,822 in two hours. It was the only page that did not have the "leave a public comment" option. Interestingly, [Landing Page 1](#), the control page used during last year's fundraiser, raised the least, with only .65% of people who landing on the page making a donation - earning \$9,262. However, Landing Page 1, which had a suggested donation amount starting at \$35, had the highest average donation at \$33, on par with last year's average of \$34. The lowered suggested donation did bring down the average donation amount by approximately \$6, but increased the total number of donations received by more than 100 on each page.

- [Complete stats](#)

On Tuesday, October 19th we'll be running our next test, running three versions of the Jimmy appeal with new suggested donation amounts and comment options.

[Tell us what you think on the Talk Page!](#) –Deniz (WMF) 22:08, 15 October 2010 (UTC)

## October 12: A slew of community banners

[\[edit\]](#)

Posted by: [Philippe Beaudette](#)

Today we significantly stepped up our testing of community suggested banners - testing almost forty different banners that were community suggested against the control, the "Jimmy" appeal. We ran a mix of community proposed banners and consultant banners, which all had significant community support. We're still putting together the results (you can see them on [the spreadsheet](#)) but it's fairly clear that Jimmy's appeal still emerged the favorite.

In addition to the 40 english banners, we also tested [German](#) and [French](#) banners. The same held true for those projects, we haven't found the magic combination that "beats Jimmy" yet, but we're narrowing in on it!

The message that came in second to Jimmy was the [donor quote banner](#). It had a .25% click-through rate, compared to Jimmy's 3.68%. We would like to experiment further with donor quotes and test more.

We want to test adjusting the layout and design of banners as well; altering size and color, and

introducing images and animation into text-only banners.

*Check out the full stats, and leave us your thoughts on the talk page! Philippe (WMF) 00:38, 13 October 2010 (UTC)*

## October 11: Small changes bring big results! [edit]

Posted by: [Philippe Beaudette](#)

Today's testing was a little out of the norm: we ran at an abnormal time, and for two hours. We tested a total of 12 banners, all variants on the "Jimmy" theme. Several elements were varied: some were text only, some included a "Donate now" button, some included a full image banner, and some included a photo of Jimmy's face on the left. The full results from the text are on [the spreadsheet](#), but here are some really fascinating things we learned. In some cases, they're logical conclusions, but it's great to have data to support them.

- Having a "donate now" button increases our conversion rate but decreases our click-through rate.
- People want us to be polite. Saying "please read" gets us more clicks and more donations.
- Images are critical. Banners with images do better than text-only banners. We didn't use images last year, so this was a *huge* learning for us.
- Having a "donate now" button and not saying "please read" is a total killer. People don't donate.
- Saying "please read" without a "Donate now" button gets us the most clickthroughs.
- On the donation page, having a "big blue button" affected performance. The small grey buttons worked better.

*Check out the full stats, and leave us your thoughts on the talk page! Philippe (WMF) 04:03, 12 October 2010 (UTC)*

## October 8: Jimmy brings down our pages! [edit]

Posted by: [Deniz](#)

Today we ran [six variations of the Jimmy landing page](#) and donation form in order to evaluate which layouts and appeal letters perform best, as well as to test our server strength.

The different versions of the Jimmy landing page were up for 2 hours to test certain elements of each one. We wanted the test to determine which of the following are most successful:

- Landing page with a [vertical text and donation layout](#) vs. one with a [horizontal text and donation layout](#)
- [Masthead with Jimmy's image](#) vs. [landing page with no image](#)
- Form with a [small Paypal link](#) vs. a large [Paypal button](#)
- And a [one-step payment process](#) (donation amount, public comment and payment information all on the same page) vs. [two-step process](#) (donation amount and public comment on first page, payment information on a second)

We received much higher traffic than we had anticipated or scaled for – it slowed page loads to a crawl, and brought down our donation pages at one point. Some individuals who clicked on a banner experienced load times as slow as a minute, for many others the page timed out. For 10 minutes, our servers gave up all together and users received a database error page.

What we learned: While the fundraising team didn't get reliable data about landing pages from this test, we did establish that we need to expand our server capacity in order to handle the load from banners as successful as the Jimmy appeal.

Our next test will take place on **Monday, October 11th at 20:00 UTC/12:00pm PST**. We will be testing different variations of Jimmy banners then to get an idea of the best performing layout and design of banners. Join us on [Webex](#) or [IRC](#).

*Discuss this entry on [the talk page](#).*

## September 23: Banner & Appeal Tests [edit]

Posted by: [Deniz](#)

This week we ran four separate banners, and tested seven variations of landing pages. We used the Jimmy Appeal banner as a control to test the rest of the messages against, as we know it is our most successful banner. The Jimmy banner was up for a total of 30 minutes, as the text was not clickable in some versions of Firefox and had to be taken down mid-test. However, while only being up for half the test, it had a 5x higher click through rate over it's nearest competitor (Be Curious), and brought in \$1,686.56.

1. Shorter copy on landing pages leads to more donations.
2. Banners need an ask, without an ask there are no donations.
3. The Jimmy appeal was the most successful banner by far. It was up for 25-40% of the test, and still received 5x more clicks than its nearest competitor, Be Curious.

**This is not an ad. Donate today to make sure you never see one on Wikipedia.**  
**landing pages:**

- CC form [CC form #6](#) was the most successful, raising 3X the donations of the [CC form #5](#) & [CC form #7](#).
- [CC form #7](#), which had the longest copy, had the largest number of total clicks, with only 2 donations and the least amount raised.

**Stay curious. Donate today to keep Wikipedia free and strong.**  
**landing pages:**

- [CC form #3](#) had one donation, [CC form #4](#) had two, and significantly shorter copy.

### Creative

We have to get some new banner templates and landing page templates. Time for community involvement there!

## September 16: What We've Learned

[\[edit\]](#)

Posted by: [Deniz](#)

1. The "Donate Now" button does not improve click rate, but increases conversion rate.
2. Banners with an ask lead to the best conversion rate. (ex. banners which explicitly say "donate now" are clicked with the intention of donating; vague banner statements, such as "stay curious" or "for today, and tomorrow" are clicked out of curiosity, and may not convert.)
3. A soft ask is more effective than a direct ask (supported by you v. donate now)

The banners that did the best fell under the following categories:

Protect  
Ideological  
Reader Supported

The banners that failed fell under the following categories:

Emotional  
Ambiguous/curiosity

### Banners to Keep

- Fifth largest - without donate button
- This is not an ad. Make sure you never see one on Wikipedia. - try on single click system
- The sum of human knowlege, for a small sum - try again with corrected quote
- Sum of knowledge - with donate button
- Free knowledge for all: make it happen - for Facebook
- Wikipedia:share - with copy on landing page
- For today, and tomorrow. Please donate - For logged in users with better landing page copy

### Banners to Eliminate

- Free knowledge for all
- Wikipedia is there you everday. Be there for Wikipedia today. Donate.
- Be curious.
- For today, and tomorrow. Please donate. (eliminate for anonymous)
- One day people will look back and wonder what it was like not to know

### Landing Pages

- Keeping [7](#) & [8](#)
- Got rid of [9](#)
- [1](#) could be turned into a letter
- Try [8](#) for logged in users
- Mixed Reviews for [1](#) & [6](#)

Categories: [Fundraising 2010](#) | [Archives](#)

This page was last modified on 14 January 2011, at 18:30 (UTC).

Text is available under the [Creative Commons Attribution/Share-Alike License](#); additional terms may apply. See [Terms of Use](#) for details.

[Privacy policy](#) [About Meta](#) [Disclaimers](#)







everyone reading this donated \$5	2712071	11143	794	590	\$11223.5	\$9348.5	0.41%	74.31%	0.000218	\$0.0041	\$0.0035	0.0529
Only 4 days left	2644705	10532	454	277	\$8168.02	\$6556.77	0.40%	61.01%	0.000105	\$0.0031	\$0.0025	0.0263
600000 readers	2586668	10073	340	198	\$7623.98	5023.98	0.39%	58.24%	0.000077	\$0.0029	\$0.0019	0.0197

### \$10 vs. \$5 test

Banner	Impressions	Views	Clicks	Donations	Total USD	Total USD 50*	Click Rate	Conversion Rate	Donation per Impression	Amount per Impression	Amount per Impression 50*	Donations per View
If everyone reading this donated \$10	1276039	5270	285	192	\$3691	\$3421	0.41%	67.37%	0.00015	\$0.002893	\$0.0027	0.0364
If everyone reading this donated \$5	1328376	5570	362	243	\$3918	\$3368	0.42%	67.13%	0.000183	\$0.002949	\$0.0025	0.0436

### If everyone reading this donated \$5 vs. 4 days left to make tax-deductible donation test

Banner	Impressions	Views	Clicks	Donations	Total USD	Total USD 50*	Click Rate	Conversion Rate	Donation per Impression	Amount per Impression	Amount per Impression 50*	Donations per View
If everyone reading this donated \$5	1279110	5283	308	206	\$3118.5	\$2918.5	0.41%	66.88%	0.000161	\$0.0024	\$0.0023	0.039
Only 4 days left	1233431	5129	198	131	\$4522.94	\$3047.94	0.42%	66.16%	0.000106	\$0.0037	\$0.0025	0.0255

### Only vs. No Only test

Banner	Impressions	Views	Clicks	Donations	Total USD	Total USD 50*	Click Rate	Conversion Rate	Donation per Impression	Amount per Impression	Amount per Impression 50*	Donations per View
If everyone reading this donated \$5	396184	5903	323	217	\$3720.05	\$3370.05	1.49%	67.18%	0.00055	\$0.0094	\$0.0085	0.0368
Only 4 days left	176719	2809	100	57	\$2110	\$1335	1.59%	57%	0.000323	\$0.012	\$0.0076	0.0203
4 days left	175356	2781	81	45	\$1424.77	\$1174.77	1.59%	55.56%	0.000257	\$0.0081	\$0.0067	0.0162

### December 20

#### Ask String Test

[Read the Update about this test](#)

Landing Page (LP)/Ask String	LP Views	Clicks	Donations	Total USD	Completion Rate	Donations per View	USD per View	PayPal Donations	Credit Card Donations	PayPal Click Through Rat
\$5-\$1000	103897	2845	1621	\$43,756.5	56.98%	0.0156	0.4211	839	782	67.88%
\$20-\$250	103750	2538	1470	\$45,289.48	57.92%	0.0142	0.4365	756	714	67.26%

## December 16

**Bold, Bolder, Boldest border test**  
**22:55 - 23:55 UTC**

Banner	Landing Page (LP)	Donate button clicks	# of donations	Total amount	Donations / Donate button clicks	Average Donation
Jimmy C	WMFJA031	57	29	\$736	.5088	\$25.38
Jimmy C	WMFJA032	59	32	\$649	.5424	\$20.28
Jimmy C	WMFJA033	53	28	\$939	.5283	\$33.54
Jimmy D	WMFJA031	49	24	\$336	.4898	\$14
Jimmy D	WMFJA032	49	24	\$406	.4898	\$16.92
Jimmy D	WMFJA033	51	25	\$448	.4902	\$17.92
Jimmy E	WMFJA031	48	25	\$528.5	.5208	\$21.14
Jimmy E	WMFJA032	45	24	\$440.23	.5333	\$18.34
Jimmy E	WMFJA033	58	28	\$807.5	.4828	\$28.84
C Total		169	89	\$2324	1.5795	\$79.20
D Total		149	73	\$1190	1.4698	\$48.84
E Total		151	77	\$1776.23	1.5369	\$68.32

## December 15

**0055 - 0155 UTC**

Banner	Landing Page (LP)	Banner Views Total	Banner Views	LP Views	Donate Button Clicks	# of Donations	Total USD	Banner Click Rate	Donations / Donate Button Clicks	Banner Donation Rate
Jimmy - white banner	If all of Wikipedia's 400 million users	3193119	988322	7871	181	105	\$2,375	0.8%	58.01%	0.0106%
Jimmy - white banner	I'm a volunteer	3193119	989954	7884	188	99	\$2,279	0.8%	52.66%	0.01%
Jimmy - white banner	I'm a volunteer - bold	3193119	982672	7826	148	81	\$1,851	0.8%	54.73%	0.0082%
Jimmy - white banner	I'm a volunteer	1254977	1254873	12073	249	85	\$1,403	0.96%	34.14%	0.0068%

**Bold Temple Test**  
**22:55 - 23:55 UTC**

Banner	Landing Page (LP)	Banner Views Total	Banner Views	LP Views	Donate button clicks	# of donations	Total USD	Banner Click Rate	Donations / Donate button clicks	Banner Donation Rate
Jimmy - white banner	Temple bold	2891405	1016439	10273	215	127	\$3,384	1.01%	59.07%	0.0125%
Jimmy - white banner	Temple Recurring Giving	2891405	948762	9589	209	108	\$2,378	1.01%	51.67%	0.0114%
Jimmy - white banner	Temple Recurring Giving	2891405	926203	9361	210	104	\$2,134	1.01%	49.52%	0.0112%
Jimmy - white banner	Temple Recurring Giving	1310832	1310832	11254	261	95	\$1,748	0.86%	36.4%	0.0072%

## December 13

**Read the Update about this test**  
**Jimmy Banner Text Test 1855 - 1955 UTC**

Banner	Banner Views Total	Banner Views	Donate button clicks	Number of donations	Total amount	Bar
Jimmy - Urgent, Please Read	1099650	11189	233	153	\$3,683.42	1.00
Jimmy - Urgent: Personal Appeal	1096388	11321	244	154	\$3,581	1.00



# Fundraising 2010/Banner testing/Stats/Banner history

[< Fundraising 2010](#) | [Banner testing](#) | [Stats](#)

## Contents

- 1 [Live banner settings](#)
- 2 [English Wikipedia Sidebar links](#)
- 3 [Upcoming Banner tests](#)
- 4 [Past banner tests](#)

## Live banner settings [\[edit\]](#)

This is the stats history of our live banners.

## Fundraiser-en-US December 2nd 2010 [\[edit\]](#)

**Geolocated to the United States-often used for testing**  
**start time 23:50 December 1st 2010**

Test date	Banner %	Landing Page	CentralNotice	Banner text	Notes
2010-12-07	5% US	* <a href="#">US Control landing page</a>	<a href="#">2010_JA1_Banner3_Control_US</a>	Please read: A personal appeal from Wikipedia founder Jimmy Wales	US only - weight: 15
2010-12-07	5% US	* <a href="#">Kartika 13</a>	<a href="#">20101123_EA001A_US</a>	Please read: A personal appeal from Wikipedia author Kartika	US only - weight: 15
2010-12-07	5% US	* <a href="#">Goma 3</a>	<a href="#">20101123_EA003A_US</a>	Please read: A personal appeal from Wikipedia author Joan Goma	US only - weight: 15
2010-12-07	5% US	* <a href="#">Abbas 2</a>	<a href="#">20101203_EA005A_US</a>	Please read: A personal appeal from Wikipedia author Abbas	US only - weight: 15
2010-12-07	27% US	* <a href="#">Lilaroja 2</a> * <a href="#">Lilaroja 5 (with Jimmy)</a>	<a href="#">20101123_EA002A_US</a>	Please read: A personal appeal from Wikipedia author Lilaroja	US only - weight: 80
2010-12-07	27% US	* <a href="#">Victoria 1</a>	<a href="#">20101206_EA006A_US</a>	Please read: A personal appeal from Wikipedia author Victoria	US only - weight: 80
2010-12-07	13% US	* <a href="#">Liam 1</a> * <a href="#">Liam 2</a>	<a href="#">20101207_EA007C_US</a>	Please read: A personal appeal from Wikipedia author Liam	US only - weight: 40
2010-12-07	13% US	* <a href="#">Liam 1</a> * <a href="#">Liam 2</a>	<a href="#">20101207_EA007A_US</a>	Please read: A personal appeal from Wikipedia author Liam	US only - weight: 40

## Fundraiser-en December 2nd [\[edit\]](#)

**Geolocated to all countries except for Category 1 chapters and the US**  
**start time 01:30 December 2nd 2010**

Test date	Banner %	Landing Page	CentralNotice	Banner text	Notes
2010-12-02	5% US	landing check	<a href="#">20101202_CN001_EN</a>	Please read: A personal appeal from Wikipedia founder Jimmy Wales	US only - weight: 5 - white background with button
2010-12-02	95% US	landing check	<a href="#">20101202_JA006A_EN</a>	Please read: A personal appeal from Wikipedia Founder Jimmy Wales	US only - weight: 95 -city scape

## Non-English projects [\[edit\]](#)

**Geolocated to all countries except for the United States and *Category one* chapter countries who coordinate the fundraising in their**

### Navigation

- [Main Page](#)
- [Goings-on](#)
- [Wikimedia News](#)
- [Translations](#)
- [Recent changes](#)
- [Random page](#)
- [Help](#)

### Community

- [Wikimedia Forum](#)
- [Babel](#)
- [Babylon](#)
- [Requests](#)
- [Planet Wikimedia](#)
- [Communication Projects Group](#)

### Beyond the Web

- [Meet Wikimedians](#)
- [Events](#)
- [Chapters](#)
- [DVDs](#)
- [Wikimania](#)
- [Donate](#)

### Print/export

- [Create a book](#)
- [Download as PDF](#)
- [Printable version](#)

### Toolbox

- [What links here](#)
- [Related changes](#)
- [Special pages](#)
- [Permanent link](#)
- [Cite this page](#)

respective countries (see below for those campaigns)

Test date	Banner %	Landing Page	CentralNotice	Banner text	Notes
2010-11-12	100%	<a href="#">*Jimmy Appeal1 for each language that has 1. Defaults to english</a>	<a href="#">2010_JA1_Banner3</a>	Please read: A personal appeal from Wikipedia founder Jimmy Wales	When clicking system checks for interface language and directs them to that language page if it exists. If it exists it also checks for a specific country based page (for chapters mostly). If the language does not exist it goes to English.

### Right to Left

[\[edit\]](#)

Test date	Banner %	Landing Page	CentralNotice	Banner text	Notes
2010-11-12	100%	<a href="#">*Jimmy Appeal1 for each language that has 1. Defaults to english</a>	<a href="#">2010_JA1_Banner3_rtl</a>	Please read: A personal appeal from Wikipedia founder Jimmy Wales	When clicking system checks for interface language and directs them to that language page if it exists. If it exists it also checks for a specific country based page (for chapters mostly). If the language does not exist it goes to English.

### General Category 1 Chapter campaigns

[\[edit\]](#)

Does not include chapters listed separately below

Currently serving:

Test date	Banner %	Landing Page	CentralNotice	Banner text	Notes
2010-11-12	100%	<a href="#">*Individual chapter landing pages</a>	<a href="#">2010_JA1_Banner3</a>	Please read: A personal appeal from Wikipedia founder Jimmy Wales	When clicking system checks for interface language and directs them to that language page if it exists. If it exists it also checks for a specific country based page (for chapters mostly). If the language does not exist it goes to English.

### Right to left

[\[edit\]](#)

Test date	Banner %	Landing Page	CentralNotice	Banner text	Notes
2010-11-12	100%	<a href="#">*Individual chapter landing pages</a>	<a href="#">2010_JA1_Banner3_rtl</a>	Please read: A personal appeal from Wikipedia founder Jimmy Wales	Israel only (right to left banner)

### Great Britain

[\[edit\]](#)

Test date	Banner %	Landing Page	CentralNotice	Banner text	Notes
2010-11-16	100% US	<a href="#">* Great Britain ask string 1</a> <a href="#">* Great Britain ask string 3</a>	<a href="#">2010_JA1_Banner2_button_US</a>	Please read: A personal appeal from Wikipedia founder Jimmy Wales notes=	GB only. Evenly distributed between the 2 landing pages.

### France

[\[edit\]](#)

Test date	Banner %	Landing Page	CentralNotice	Banner text	Notes
2010-11-15	100%	<a href="#">*French step 1 on wmfwiki</a>	<a href="#">2010_JA1_Banner2</a>	<Centralnotice-2010_JA1_Banner2-donate-text>	France specific banner, geolocated to France- Link served through landing check

### Germany, All projects and languages

[\[edit\]](#)

Estimated start time 17:00 UTC Friday November 12th

No end time set

Test date	Banner %	Landing Page	CentralNotice	Banner text	Notes
2010-11-12	100%	<a href="https://spenden.wikimedia.de/spenden/">*https://spenden.wikimedia.de/spenden/</a>	<a href="#">2010_JA1_Banner1_wmDE</a>	Please read: A personal appeal from Wikipedia founder Jimmy Wales	German specific banner, geolocated to Germany

# Fundraising 2010/Messages

< [Fundraising 2010](#)

- Navigation
- Main Page
- Goings-on
- Wikimedia News
- Translations
- Recent changes
- Random page
- Help
- Community
- Wikimedia Forum
- Babel
- Babylon
- Requests
- Planet Wikimedia
- Communication Projects Group
- Beyond the Web
- Meet Wikimedians
- Events
- Chapters
- DVDs
- Wikimania
- Donate
- Print/export
- Create a book
- Download as PDF
- Printable version
- Toolbox
- What links here
- Related changes
- Special pages
- Permanent link
- Cite this page

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

**In other languages**

**In other languages:** [\(ar\)](#) | [Azerbaycanca \(az\)](#) | [Беларуская \(be\)](#) | [Български \(bg\)](#) | [\(bn\)](#) | [Bosanski \(bs\)](#) | [Chamoru \(ch\)](#) | [Česky \(cs\)](#) | [Cymraeg \(cy\)](#) | [Deutsch \(de\)](#) | [English \(en\)](#) | [Español \(es\)](#) | [\(fa\)](#) | [Suomi \(fi\)](#) | [Français \(fr\)](#) | [Galego \(gl\)](#) | [\(he\)](#) | [\(hi\)](#) | [Hrvatski \(hr\)](#) | [Magyar \(hu\)](#) | [Bahasa Indonesia \(id\)](#) | [Italiano \(it\)](#) | [\(ja\)](#) | [ქართული \(ka\)](#) | [\(ko\)](#) | [Македонски \(mk\)](#) | [\(ml\)](#) | [Bahasa Melayu \(ms\)](#) | [Norsk \(bokmål\) \(nb\)](#) | [Nederlands \(nl\)](#) | [Polski \(pl\)](#) | [Português \(pt\)](#) | [Română \(ro\)](#) | [Русский \(ru\)](#) | [Српски / Srpski \(sr\)](#) | [Shqip \(sq\)](#) | [Svenska \(sv\)](#) | [\(th\)](#) | [Türkçe \(tr\)](#) | [Українська \(uk\)](#) | [Tiếng Việt \(vi\)](#) | [\( \) \(zh-hans\)](#) | [\( \) \(zh-hant\)](#) [\[edit\]](#)

[Updates](#) | [Testing](#) | [Translation](#) | [Messaging](#)

## Introduction [\[edit\]](#)

The banners we run during the fundraiser are our chance to capture the attention of potential donors. While the Wikimedia Foundation has engaged some messaging consultants (designated in their username by "Watershed" or "OMP"), experience shows that the Wikimedia community often comes up with the most creative and innovative banner slogans.

All messages for the fundraiser, from both the community and consultants, are proposed and discussed on these pages. We need your input, please discuss and propose banner concepts. The banners we run in the end will be decided by a number of factors, including revenue raised during our Thursday banner tests, focus group information, and click-tracking.

## Principles [\[edit\]](#)

1. The banners we use will represent who we are as a community and what our core values and principles are.
2. We will test early and test often. The banners that are used will be the most optimized ones that we can use.
3. Collaboration is at the center of this campaign: banners will be discussed publicly, ideas will be taken from anyone who has a great one, they'll be tested, localized by communities, and all of the data that we use will be publicly available for local communities to analyze.

## Suggest a banner! [\[edit\]](#)

### Have a banner to suggest?

[Submit a new banner!](#)

(→ [Submit banners in languages other than English](#))

[Search for banners](#)

**Banners with substantial community support should be tagged with and moved to the [Testing Queue](#) for future testing.**

## Types of Banners [\[edit\]](#)

Navigation				
<a href="#">ALL banners</a>	<a href="#">Newly submitted</a>	<a href="#">By Language</a>	<a href="#">★Testing Queue</a>	<a href="#">Tested</a>
By type				
<a href="#">Mission Based</a>	<a href="#">Informative</a>	<a href="#">Technology</a>	<a href="#">Jimmy Appeal</a>	<a href="#">Traditional Fundraising</a>
	<a href="#">Testimonials</a>	<a href="#">Humor</a>	<a href="#">Chapter Specific</a>	<a href="#">By Geography</a>

## Fundraising 2010

### Message, Testing & Strategy

- [Updates](#)
- [Banner testing](#)
- [Live banner stats](#)

### Get Involved

- [Write an Appeal](#)
- [Design Graphic Banners](#)
- **[Suggest & discuss proposed Banners](#)**
- [Social Media](#)
- [Join the Committees](#)

### Communications & Announcements

- [Blogs & Articles about the Fundraiser](#)
- [Blog posts](#)
- [Emails](#)
- [Community Giving Staff](#)
- [Meeting logs](#)
- [IRC \(#wikimedia-fundraising\)](#)

### Data, Statistics & Tech

- [Live Fundraiser Statistics](#)
- [Live Contribution Statistics](#)
- [Contribution Tracking Statistics](#)
- [Survey of Donors \(August 2010\)](#)
- [Fundraising Survey](#)
- [Donor Survey Excerpts](#)
- [Focus Group of Past Donors](#)
- [Open technical issues](#)

This box: [view](#) • [talk](#) • [edit](#)

Project-specific				
<a href="#">Wikipedia</a>	<a href="#">Wikimedia Commons</a>	<a href="#">Wiktionary</a>	<a href="#">Wikibooks</a>	<a href="#">Wikinews</a>
<a href="#">Wikiquote</a>	<a href="#">Wikisource</a>	<a href="#">Wikiversity</a>	<a href="#">Wikispecies</a>	<a href="#">MediaWiki</a>

*Note: Unless banners are clearly intended to be site specific, please assume that references to particular sitemames are placeholders. Global messages will go to all sites, but project specific messages will go only to the site specified.*

## Newly Submitted Banners

[\[edit\]](#)

## Did you know...

[\[edit\]](#)

**The capital of Uzbekistan? The birth date of Abraham Lincoln? The 762nd decimal of Pi ? Stay curious!**

Proposed by: [Lineplus](#) (from a french proposition). On scope? n/d. Tested? n/d. Income: n/d. Discarded: n/d.

Submitted on: 2010-09-23

### Comments:

- I like it but needs a strong closing phrase instead of "donate to wikipedia".[Theo10011](#) 18:56, 23 September 2010 (UTC)
  - Perhaps adding "stay curious" to the end instead of "donate to wikipedia" might be worth considering, it tested pretty well earlier and does fit in to the message.[Theo10011](#) 13:31, 24 September 2010 (UTC)
    - Modified. –[Lineplus](#) 18:31, 24 September 2010 (UTC)
- I might be interested in the first two, but I'm surely not interested in more than 100 digits of pi :) –[Church of emacs talk · contrib](#) 19:04, 25 September 2010 (UTC)
- decimal→digit; Abraham Lincoln→someone else –[Cybercobra](#) 04:20, 6 October 2010 (UTC)

## How else would you know

[\[edit\]](#)

**How else would you know [rotating facts]?  
Donate today to help keep Wikipedia here.**

Proposed by: [Lexicografia](#). On scope? n/d. Tested? n/d. Income: n/d. Discarded: n/d.

Submitted on: 2010-09-23

### Comments:

- Facts could include things like the day the [Treaty of Paris](#) was signed, [Lady Gaga](#)'s real name, [Barack Obama](#)'s birthday, the motto of [Argentina](#), etc - stuff people generally would look up on Wikipedia. Possibly region-specific? [Lexicografia](#) 23:03, 23 September 2010 (UTC)
  - Answer: I can look it up in a book. Nice Idea like your other one above with rotating facts. Maybe add the "quickest" or the "easiest" way of looking up [rotating facts], just a suggestion but it works either way.[Theo10011](#) 05:45, 24 September 2010 (UTC)
    - I guess I was more thinking about things that one wouldn't find in most books, which is why I suggested Lady Gaga and President Obama. [Lexicografia](#) 14:11, 24 September 2010 (UTC)
      - Oh I assumed from the treaty of Paris and motto of Argentina to be random possible facts one can look up in a book. Also, Mr. Obama is the president of US, I am sure his real name would also show up in a lot of books but I will give you Lady gaga:) But how would you feed the rotating facts that only relate to a selective category? [Theo10011](#) 18:05, 24 September 2010 (UTC)
- I like the idea, but I don't think it'll work. You have to choose something that all people know, and what they most likely learned on Wikipedia. Considering our diverse readership, that's very difficult –[Church of emacs talk · contrib](#) 18:52, 25 September 2010 (UTC)
- I agree with Theo10011, and Church of emacs has a good point. –[Nemo](#) 07:37, 7 October 2010 (UTC)
- I would click on a link to see the answer to the fact, if I knew it or not. So, I think the "fact" should also be a link to the donate page, but a version of the page with the answer at the top, if that is possible. Ie a parameterised donation page needed that shows the param at the top.–[83.141.89.154](#) 11:37, 12 October 2010 (UTC)

## Brought to you by

[\[edit\]](#)



**{{SITENAME}} is brought to you by the same folks who make  
Wikipedia possible:  
You.**

Proposed by: [Ningauble](#). On scope? *n/d*. Tested? *n/d*. Income: *n/d*. Discarded: *n/d*.

Submitted on: 2010-09-24

#### Comments:

1. Suggested for non-Wikipedia content projects. ~ [Ningauble](#) 12:36, 24 September 2010 (UTC)
2. Cool. [Lexicografía](#) 14:10, 24 September 2010 (UTC)
3. I like it, but how will it read on Wikipedia. "Wikipedia is brought to you by the same folks who make Wikipedia..." Is that the intention? Is that awkward? [Ocaasi](#) 10:55, 25 September 2010 (UTC)
  - "Suggested for non-Wikipedia content projects." ~ [Ningauble](#) 14:47, 25 September 2010 (UTC)
  - Right. [Ocaasi](#) 03:16, 26 September 2010 (UTC)
4. I like it –[Church of emacs talk · contrib](#) 18:44, 25 September 2010 (UTC)
5. **Strong oppose.** –[Yair rand](#) 18:56, 27 September 2010 (UTC)
  - Wanna tell us why? This isn't a vote, it's a discussion. :) [Philippe \(WMF\)](#) 19:33, 27 September 2010 (UTC)
    - Same problem as the "[Bigger than an encyclopedia](#)" banner. Having a banner across a project emphasizing that its connection to Wikipedia is a major aspect of the project is a problem. –[Yair rand](#) 21:23, 27 September 2010 (UTC)
    - Thanks for the clarification. :) [Philippe \(WMF\)](#) 16:53, 28 September 2010 (UTC)
    - Like it or not, the big sister is by far the most famous. Remember we are primarily appealing to readers in the general public, not contributors who may have strong feelings about project identity and independence. For the sake of public appearances, I think it is beneficial to present Wikimedia projects as one big, happy family. ~ [Ningauble](#) 17:21, 30 September 2010 (UTC)
    - I concur with Ningauble. Sister projects have their own lives, but not hate the eldest sister any way :) –[Aphaia](#) 09:12, 6 October 2010 (UTC)
    - Huh, clearly you've never visited Wikinews... [the wub "?!"](#) 00:47, 14 October 2010 (UTC)
  - I agree with Yair rand; I was quite surprised when I understood that this was meant for non-Wikipedia projects... You're not considering that if someone is reading a banner on a website this is because he knows it and it finds it useful in itself. And anyway, I think that editors could be quite annoyed by this one (I would be). –[Nemo](#) 07:34, 7 October 2010 (UTC)
6. How about we generalize it with "the rest of Wikimedia"? :| [TelCoNaSpVe](#) :| 20:58, 28 October 2010 (UTC)

#### Acknowledging benefactors

[\[edit\]](#)

**Wikipedia is brought to you by a small donation from [[Name of Benefactor]]. You can do the same for someone else.**

Proposed by: [Theo10011](#). On scope? *n/d*. Tested? *n/d*. Income: *n/d*. Discarded: *n/d*.

Submitted on: 2010-09-24

#### Comments:

1. The idea was to acknowledge the contribution of a benefactor, If mine doesn't work I think others should consider a banner to acknowledge the benefactors with a rotating list of public donations. something along the lines of "Your search was sponsored by ..." or "the answer to your question was sponsored by...." or "Wikipedia is made possible by a donation from....and you can do the same" I think its one approach thats should be covered and is sorely missing above, putting names to our supporters. [Theo10011](#) 18:23, 24 September 2010 (UTC)
2. Really cool idea. [Mario777Zelda](#) 21:31, 25 September 2010 (UTC)
3. It's a fun idea. It's a twist on the donor comments method. I like it. [Philippe \(WMF\)](#) 19:32, 27 September 2010 (UTC)
4. I strongly support it. When we featured donors' comments and names, we found here and there their warm reactions, not only with excitement but also appreciations. I'm sure it'll enhance a positive atmosphere which surrounds our fundraising campaign. I love it. – [Aphaia](#) 19:25, 2 October 2010 (UTC)
5. I know in the past people have donated just so they can troll the banners. (e.g. Putting Wikipedia Sucks as the comment for the donation.) I think we should probably screen the names in some way to avoid that problem. [Nn123645](#) 12:38, 2 October 2010 (UTC)
6. Do we risk getting people concerned about privacy if we do this? I'm not sure I'd want my name on a banner, and even if it's possible to opt-out, it seems a little Orwellian to me. [en:user:Buddy431](#) as [130.126.213.165](#) 03:11, 7 October 2010 (UTC)
  - theres already a donor's comment page located below the messages page. There are

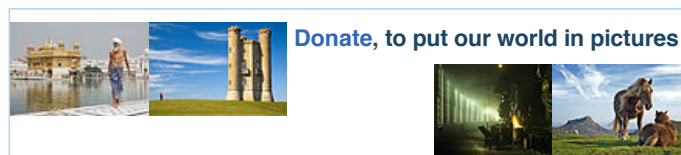
Submitted on: 2010-10-04

*Comments:*

1. Confusing, especially to those who don't know about Web 2.0, "We think about 2015" doesn't sound right either. [Theo10011](#) 16:11, 4 October 2010 (UTC)
2. +1—[OsamaK](#) 10:59, 10 October 2010 (UTC)

## Commons and pictures

[[edit](#)]



Proposed by: [TheDJ](#). On scope? n/d. Tested? n/d. Income: n/d. Discarded: n/d.

Submitted on: 2010-10-04

*Comments:*

1. Thought this would be a nice idea for Commons. [TheDJ](#) 12:27, 4 October 2010 (UTC)
2. Nice idea, but the images need better presentation or organization with the banner text, they just seem tacked on to the message. I like the concept. [Theo10011](#) 16:09, 4 October 2010 (UTC)
3. Great concept, but poor phrasing. [Cybercobra](#) 06:52, 8 November 2010 (UTC)

## Inter-generational

[[edit](#)]

**Help keep Wikipedia free for the next generation of learners.**

Proposed by: [216.38.130.165](#). On scope? n/d. Tested? n/d. Income: n/d. Discarded: n/d.

Submitted on: 2010-10-04

*Comments:*

1. Like it, I removed the "<>" but it still needs a donation page link. [Theo10011](#) 17:44, 7 October 2010 (UTC)

## Nursery rhyme

[[edit](#)]

**Jingle bells, jingle bells. Wiki in our home.  
Open world for open people. So, open your heart's door**

Proposed by: [Przykuta](#). On scope? n/d. Tested? n/d. Income: n/d. Discarded: n/d.

Submitted on: 2010-10-05

*Comments:*

1. Um... it doesn't have that jingly ring to me. Sort of clunky to read. [fetchcomms](#) 02:59, 6 October 2010 (UTC)
2. No rhymes? sorry it sounds clunky like Fetchcomms said above. [Theo10011](#) 17:43, 7 October 2010 (UTC)

## Community Equation

[[edit](#)]

**Community-oriented = Community-funded.**

Proposed by: [216.38.130.165](#). On scope? n/d. Tested? n/d. Income: n/d. Discarded: n/d.

Submitted on: 2010-10-04

*Comments:*

1. Nice, I removed the "<>", donation link needed. [Theo10011](#) 17:46, 7 October 2010 (UTC)
2. I like the idea behind it very much. It's just that I'm afraid it would give the wrong impression that we don't get/want corporate giving.—[OsamaK](#) 10:35, 10 October 2010 (UTC)
3. It's nice. [sonia](#) 03:58, 15 October 2010 (UTC)
4. I like a LOT. [Nimmolo](#) 10:16, 12 November 2010 (UTC)

## Diving Into

[[edit](#)]

**Diving into the pool of knowledge... Your donations make this pool clean!**

Proposed by: [Da voli](#). On scope? n/d. Tested? n/d. Income: n/d. Discarded: n/d.

Submitted on: 2010-10-05

*Comments:*



- [Main Page](#)
- [Goings-on](#)
- [Wikimedia News](#)
- [Translations](#)
- [Recent changes](#)
- [Random page](#)
- [Help](#)

- ▼ [Community](#)
  - [Wikimedia Forum](#)
  - [Babel](#)
  - [Babylon](#)
  - [Requests](#)
  - [Planet Wikimedia](#)
  - [Communication Projects Group](#)

► [Beyond the Web](#)

► [Print/export](#)

► [Toolbox](#)

[Content page](#)

[Discussion](#)

[Read](#)

[Edit](#)

# Fundraising 2010/Write An Appeal

[< Fundraising 2010](#)

## The Idea

[\[edit\]](#)

Did you know that almost 900 people were involved in the creation and discussion of Fundraising banner messages?

The Fundraising team and a number of volunteers from the community have been conducting weekly banner tests for the past few months to test and find the message that best motivates donors. We tested dozens of iterations of banner designs, including both graphical and text, and will continue to do so. Many of the new banners did well.

Unfortunately, none of them came anywhere near the 3% clickthrough rate of the winning banner from years past:

“ Please read, a personal appeal from Wikipedia founder Jimmy Wales. ”

But we're going to keep trying. Our research indicates that banner wins because it is simple and direct with no attempt at marketing or manipulation.

So we're going to test:

“ A personal appeal from Wikimedia editor \_\_\_\_\_. ”

A letter from an editor would create a personal connection between the users of the website and those who create the site.

## The Challenge

[\[edit\]](#)

Can you write a personal appeal that is as, or more, effective than [the letter Jimmy writes each year](#)? We want to tell people who is behind the resource they value so much, our commitment to staying independent and ad-free, why we need funding, and why you support and create Wikipedia.

[Read last year's Jimmy letter](#), then sign up by "signing" below (with ~~~~) or send your letter to us by email: donate @wikimedia.org.

## I want to try!

[edit]

1. [Ivanmartinez](#) 18:34, 5 November 2010 (UTC) | Here's [my appeal](#).
2. [Matthewedwards](#) 04:43, 6 November 2010 (UTC)
3. No promises on how much it brings in, but I'll try. [fetchcomms](#) 01:25, 9 November 2010 (UTC)
4. [Appeal to donors](#) --[Ocaasi](#) 16:43, 9 November 2010 (UTC)
5. [Personal appeal #1](#), also [appeal #2](#) after a comment from Ocaasi. [Ed](#) ([talk](#)) 23:12, 10 November 2010 (UTC)
6. [My attempt](#). [GoEThe](#) 16:34, 11 November 2010 (UTC)
7. Pointed here by Philippe. Happy to write one. [Blood Red Sandman](#) ([Talk](#)) ([Contribs](#)) 18:46, 12 November 2010 (UTC)
8. Will be at [User:Fox/appeal](#). [fox](#) 20:50, 12 November 2010 (UTC)
9. I'll try, although I'm not a very regular contributor. It will end up at [User:Lexicografia/appeal](#). [Lexicografia](#) 20:48, 15 November 2010 (UTC)
10. [User:Ragesoss/appeal](#). It's time to turn up the saccharin.--[Ragesoss](#) 02:09, 18 November 2010 (UTC)
11. [User:Clementina/appeal](#) <- Not as beautiful or eloquent as other excellent editors' appeals, but I guess it's a try. :) Love, [Clementina](#) [talk](#) 13:10, 21 November 2010 (UTC)
12. [User:Shoy/Appeal](#). No guarantees, but I'm happy to try. [Shoy](#) 17:02, 22 November 2010 (UTC)
13. My Appeal: [Fundraising 2010/Write An Appeal/Tobias](#) . --[Church of emacs](#) [talk](#) · [contrib](#) 18:06, 24 November 2010 (UTC)
14. [Glalaish](#) 05:01, 27 November 2010 (UTC) My appeal @ <http://en.wikipedia.org/wiki/User:Glalaish> [✉](#)
15. [Kasperay](#) 12:07, 2 December 2010 (UTC) Signing-in, be right back with what you need... [Kasperay](#)
16. [Smartse](#) 16:43, 6 December 2010 (UTC) see [en>User:Smartse/appeal](#)
17. My appeal will be on the English and Tagalog Wikipedias within the day. :) --[Sky Harbor](#) ([talk](#)) 01:14, 13 December 2010 (UTC)
18. I've sent my appeal via email and I will also place it on my user page [NexCarnifex](#) 01:40, 14 December 2010 (UTC)
19. I'll try :) [Addihockey10](#) 01:47, 14 December 2010 (UTC)
20. I'd be willing to try and write some appeals, so long as my doing so would actually be useful and likely to result in a testable banner. If we're at a state where the shortage of 'editor appeals banners' is simply not enough editors writing appeals, please contact me on my en.wp talk page and i'll make sure to try my hand at it. --[Alecmonroy](#) 16:59, 17 December 2010 (UTC)
21. Hey I'd love to write one. [Tofutwitch11](#) 00:50, 18 December 2010 (UTC)
22. I've written one at [en>User:1234r00t/Appeal](#). It isn't polished yet and I'll probably be making new revisions for a while. Hope this helps, [Mr. ROOT](#) [Talk](#) 03:51, 25 December 2010 (UTC)
23. Another one focusing on local African content [en>User:Rgaudin/SonghayAppeal](#). [reg](#) 11:28, 28 December 2010 (UTC)
24. You know about it already since I sent an email a few weeks ago, but here's the wiki version for reference: [User:guillom/Puzzly appeal](#). With pretty mockups and everything. [guillom](#) 19:40, 30 December 2010 (UTC)

# Fundraising 2010/Graphic Banners

< Fundraising 2010  
(Redirected from Fundraising 2010/GraphicBanners)

## The fundraiser you can [EDIT]

### Text banners are boring

Through testing, we've found that graphic banners perform twice as well as text-only banners. Get creative! Can you help us come up with graphic banners?

### What we need

We're looking for 10th anniversary banners and banners to advertise the contribution campaign.

### Have a idea to suggest?

Submit a proposal!

### Guidelines and Design Specs

[edit]

- Banners must be a svg or png file.
- Banners should be 800 x 180px or 28 x 6cm
- Banners will be released under the CC-BY-SA license, and all components must also be freely licensed. By submitting, you agree to release this image under CC-BY-SA.
- Upload the banner to [Wikimedia Commons](#), and place it in [Category:2010 Fundraiser Banners](#), or email it to [donate@wikimedia.org](mailto:donate@wikimedia.org).
- Post it also at [Fundraising 2010/Graphic Banners/Proposals](#), and please leave feedback on other banners.



Wikimedia Commons has more media related to:  
*2010 Fundraiser Banners*

### Editor & Jimmy Images

Use any of these, or any CC-BY-SA images on Commons

[edit]



#### Navigation

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

#### Community

- Wikimedia Forum
- Babel
- Babylon
- Requests
- Planet Wikimedia
- Communication Projects Group

#### Beyond the Web

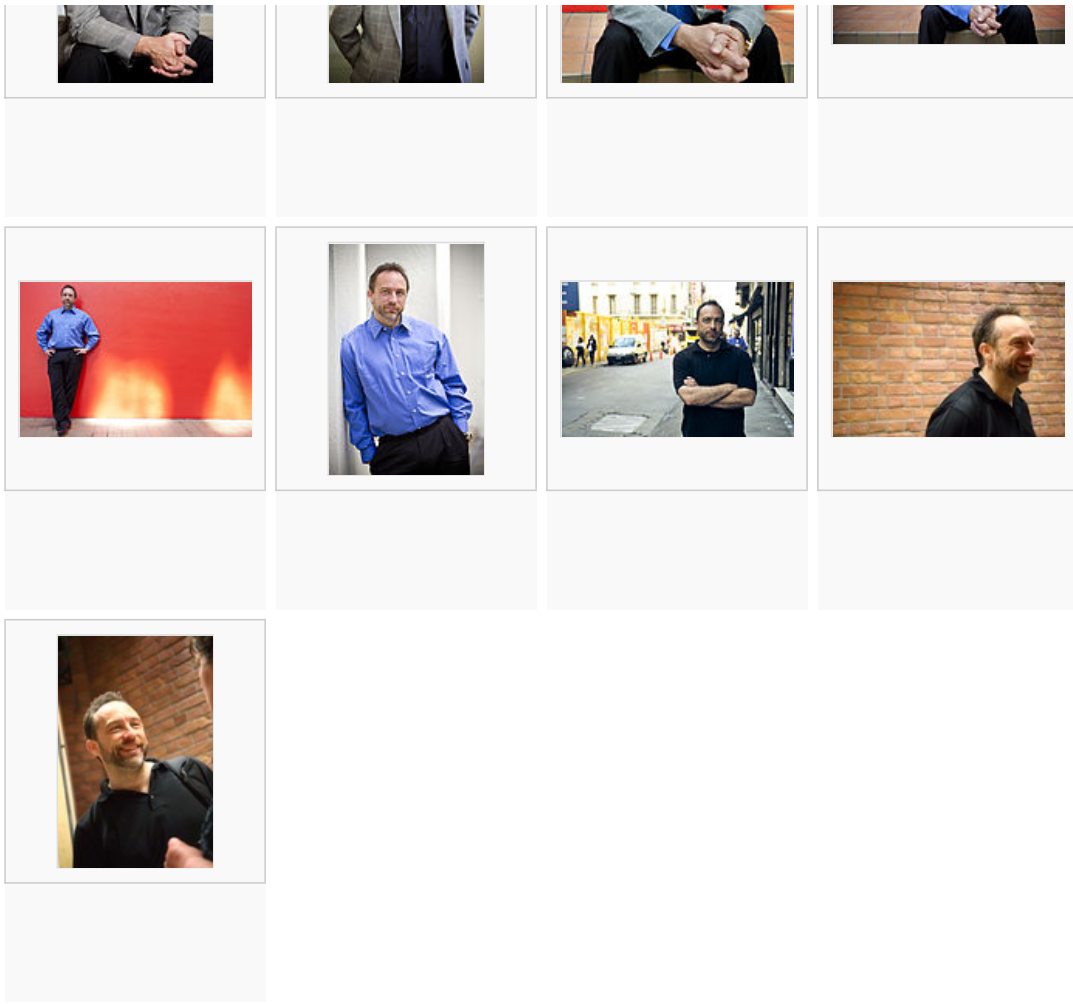
- Meet Wikimedians
- Events
- Chapters
- DVDs
- Wikimania
- Donate

#### Print/export

- Create a book
- Download as PDF
- Printable version

#### Toolbox

- What links here
- Related changes
- Special pages
- Permanent link
- Cite this page



This page was last modified on 4 January 2011, at 08:17 (UTC).

Text is available under the [Creative Commons Attribution/Share-Alike License](#); additional terms may apply. See [Terms of Use](#) for details.

[Privacy policy](#) [About Meta](#) [Disclaimers](#)







# Fundraising 2010/Graphic Banners/Proposals

[< Fundraising 2010 | Graphic Banners](#)

Navigation

- [Main Page](#)
- [Goings-on](#)
- [Wikimedia News](#)
- [Translations](#)
- [Recent changes](#)
- [Random page](#)
- [Help](#)

Community

- [Wikimedia Forum](#)
- [Babel](#)
- [Babylon](#)
- [Requests](#)
- [Planet Wikimedia](#)
- [Communication Projects Group](#)

Beyond the Web

- [Meet Wikimedians](#)
- [Events](#)
- [Chapters](#)
- [DVDs](#)
- [Wikimania](#)
- [Donate](#)

Print/export

- [Create a book](#)
- [Download as PDF](#)
- [Printable version](#)

Toolbox

- [What links here](#)
- [Related changes](#)
- [Special pages](#)
- [Permanent link](#)
- [Cite this page](#)

## Have a idea to suggest?

[Submit a proposal!](#)



Wikimedia Commons has more media related to:  
***2010 Fundraiser Banners***

Please submit banner ideas and leave comments on other ideas below. Make sure your image is in [commons:Category:2010 Fundraiser Banners](#).

### Contents

- [1 Jimmy sez](#)
- [2 Just like me](#)
- [3 Eye contact](#)
- [4 Jimmy dark](#)
- [5 Kimono](#)
- [6 Red](#)
- [7 Wikilogo yellow wall](#)
- [8 Earth](#)
- [9 Your contribution is a piece of the puzzle. \(Created\)](#)
- [10 What will you contribute?](#)
- [11 Our coders rock \(creating\)](#)
- [12 I <3 WP](#)
- [13 Jimmy appeal image series](#)
- [14 Vive la wiki](#)
- [15 Crowd appeal](#)
- [16 Progress bar](#)
- [17 Stay curious \(Created\)](#)
- [18 Puzzle](#)
- [19 Free as a bird](#)
- [20 Just like me 2](#)
- [21 Everyone](#)
- [22 Just like me 3](#)
- [23 Puzzle pieces, two](#)
- [24 Renaissance 2.0 \(Creating\)](#)
- [25 Pug Love](#)
- [26 There's more \(creating\)](#)
- [27 Crazy idea](#)
- [28 Meet me](#)
- [29 Free as a Bird 2](#)
- [30 Can't complete the puzzle without you](#)
- [31 Stay in the picture](#)
- [32 Schoolgirl 1](#)
- [33 Schoolgirl 2](#)
- [34 Child 1](#)
- [35 <enter the title of your banner here>](#)
- [36 Appeal with children](#)
- [37 Footprints](#)
- [38 Keep the knowledge going](#)
- [39 Let's Keep Building](#)
- [40 Funny looks 1](#)
- [41 Funny looks 2](#)
- [42 Just like me 4](#)
- [43 Just like me 5](#)
- [44 A personal appeal in spanish version 1](#)
- [45 A personal appeal in spanish version 2](#)
  - [45.1 English version](#)
- [46 Dona y mantenla libre](#)
- [47 Yo soy Wikipedista](#)
- [48 Not just a website...](#)
- [49 No ads. No agenda.](#)
- [50 Somos Wikipedistas](#)
- [51 Descubrimientos 2.0](#)
- [52 Flame](#)
- [53 Gift \(Creating\)](#)
- [54 Holiday 1](#)
- [55 Holiday 2](#)
- [56 Holiday 3](#)
- [57 Birthday](#)
- [58 Cake](#)

- 59 Stats
- 60 Alimenta a Wikipédia / Feed Wikipedia / Ernähre Wikipedia
- 61 Stats 2
- 62 <WELCOME TO WIKIMEDIA THE NON PROFITABLE WEBSITE >
- 63 Another personal appeal.
- 64 Help us
- 65 Help us 2
- 66 You need Wikipedia. Wikipedia Needs You. Help us Help You
- 67 WP cake 1
- 68 WP cake 2
- 69 If every reader contributed \$1, the fundraising will be over within 4 hours. Donate now button.
  - 69.1 Here are some suggestions for the appeal message:
  - 69.2 Observations on interface with the general public:
- 70 Banners of teams of wiki employees instead of single persons.
  - 70.1 <enter the title of your banner here>

## Jimmy sez

[edit]



Proposed by: [Ben Carcu](#). On scope? *n/d*. Tested? *n/d*. Income: *n/d*. Discarded: *n/d*.

Submitted on: 2010-11-10

### Comments:

1. Text is hard to read, sends the wrong message. [fetchcomms](#) 23:39, 10 November 2010 (UTC)
2. I Hope this was done for the lolz, this can't be considered seriously. I do think its funny though. [Theo10011](#) 14:45, 11 November 2010 (UTC)
3. Funny, but not appropriate. [ono](#) 01:09, 12 November 2010 (UTC)
  - I undid your archiving. This is an open discussion. There is nothing wrong with leaving it open. [fetchcomms](#) 03:18, 12 November 2010 (UTC)
4. "Hell no" comes immediately to mind. [Sven Manguard](#) 03:46, 20 November 2010 (UTC)

## Just like me

[edit]



Proposed by: [Mono](#). On scope? *n/d*. Tested? *n/d*. Income: *n/d*. Discarded: *n/d*.

Submitted on: 2010-11-10

### Comments:

1. Good idea, but use a Gill Sans font (WMF standard) or something slightly prettier. [fetchcomms](#) 23:40, 10 November 2010 (UTC)
2. Wow, really like this one.....a lot. Great Design, great concept, we should use this idea for other pics. [Theo10011](#) 14:31, 11 November 2010 (UTC)
  - Will adapt when I have time. I have a few more in the works, including an animated one. [ono](#) 01:10, 12 November 2010 (UTC)

## Eye contact

[edit]



Proposed by: [Emijrp](#). On scope? *n/d*. Tested? *n/d*. Income: *n/d*. Discarded: *n/d*.

Submitted on: 2010-11-10

### Comments:

1. We already have Jimmy's pic in the current banner, I don't think a close-up is a different approach. Plus, too much eye contact is considered creepy. [Theo10011](#) 14:43, 11 November 2010 (UTC)

## Jimmy dark

[edit]



Submitted on: 2010-11-10

Comments:

1. Flip the face so he looks at the text. Otherwise fine. [fetchcomms](#) 23:43, 10 November 2010 (UTC)

Kimono

[\[edit\]](#)

**Please read:**  
A personal  
appeal from



**Jimmy Wales**  
Founder of  
Wikipedia

Proposed by: [Emijrp](#). On scope? n/d. Tested? n/d. Income: n/d. Discarded: n/d.

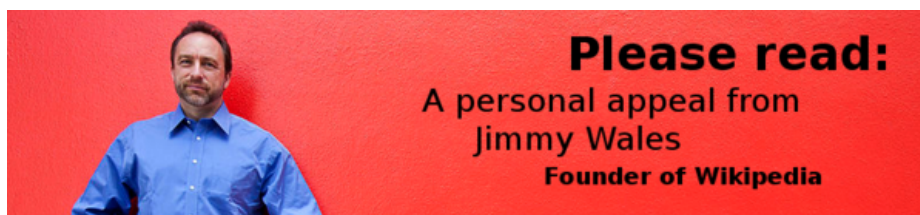
Submitted on: 2010-11-10

Comments:

1. Thinking in Japanese "market". [Emijrp](#) 12:49, 10 November 2010 (UTC)
2. Nah... His face is too small here and I don't think him in Japanese dress means much. I mean, he wont dress up like a cowboy to appeal to Texas. :P [fetchcomms](#) 23:45, 10 November 2010 (UTC)
3. No, too many double-entendres there. [Theo10011](#) 14:31, 11 November 2010 (UTC)

Red

[\[edit\]](#)



Proposed by: [Emijrp](#). On scope? n/d. Tested? n/d. Income: n/d. Discarded: n/d.

Submitted on: 2010-11-10

Comments:

1. Yes, but with a plain background, make the text stick out. Use a smoother, more engaging font and message. Maybe quote from Jimmy's appeal? [fetchcomms](#) 23:46, 10 November 2010 (UTC)
2. Red background is really loud, plus Jimmy's pic looks different and somewhat corporate. [Theo10011](#) 14:33, 11 November 2010 (UTC)  
To tone down the red background, maybe fade out into black (with white text) a little after Jimmy's body physically ends in the shot...? That was hard to describe, hope you get what I meant. [Killiondude](#) 23:12, 13 November 2010 (UTC)

Wikilogo yellow wall

[\[edit\]](#)



Proposed by: [Emijrp](#). On scope? n/d. Tested? n/d. Income: n/d. Discarded: n/d.

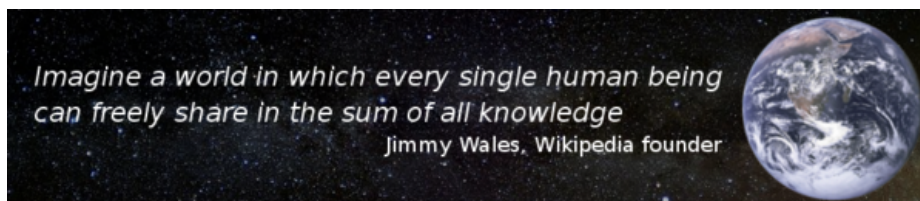
Submitted on: 2010-11-10

Comments:

1. I like this very much. Although showing more of the logo part would be nice :) [fetchcomms](#) 23:47, 10 November 2010 (UTC)
2. Add a caption, [Emijrp](#). [Theo10011](#) 14:33, 11 November 2010 (UTC)
3. Not suitable as-is, but a very good springboard for others. [HereToHelp](#) (talk) 22:33, 15 November 2010 (UTC)
4. With an appropriate caption, this would be lovely. :) —[Clementina](#) talk 04:47, 21 November 2010 (UTC)
5. Something like "Help us complete the puzzle"? [Shoy](#) 17:03, 22 November 2010 (UTC)

Earth

[\[edit\]](#)



Proposed by: [Emijrp](#). On scope? n/d. Tested? n/d. Income: n/d. Discarded: n/d.

Submitted on: 2010-11-10

Comments:

1. Overused quote, which *may* not be bad, but the background can be more engaging. Why use the satellite image of the earth closer up as the whole bg, not a star field? [fetchcomms](#) 23:48, 10 November 2010 (UTC)
2. Agreed, very overused, the text and the pic concept. [Theo10011](#) 14:34, 11 November 2010 (UTC)

Your contribution is a piece of the puzzle. (Created)

[\[edit\]](#)





- [Main Page](#)
- [Goings-on](#)
- [Wikimedia News](#)
- [Translations](#)
- [Recent changes](#)
- [Random page](#)
- [Help](#)

- ▼ [Community](#)
  - [Wikimedia Forum](#)
  - [Babel](#)
  - [Babylon](#)
  - [Requests](#)
  - [Planet Wikimedia](#)
  - [Communication Projects Group](#)

- ▶ [Beyond the Web](#)
- ▶ [Print/export](#)
- ▶ [Toolbox](#)

Content page

[Discussion](#)

Read

[Edit](#)

# Fundraising 2010/Committee

[< Fundraising 2010](#)

## About the committee

[\[edit\]](#)

Fundraising 2010 is a joint effort, organized and operated by volunteers and Wikimedia staff. There is a loose community of volunteers working together and with the Wikimedia Foundation to coordinate cross-wiki efforts of outreach, tech logistics, social media, localizing and translating messages.

Wikimedia Foundation projects are driven entirely by the efforts and good will of donating both time and money to maintain and build a repository of free knowledge. Everyone who signs up is encouraged to be proactive and motivate Wikimedians to work towards this amazing goal.

Get involved, find your interest, ask questions, and together we will make this year's fundraiser our most successful yet.

## Committee structure

[\[edit\]](#)

The Committee is broken down into four volunteer groups based on area of interest. The subpages below are for joining a specific area of our fundraising process, you can also sign up at the bottom of this page for general fundraising volunteering. The subpages will be used to collaborate and effectively communicate between members of each committee. Each group is facilitated by [Fundraising staff](#).

### Subcommittees:

1. **Technical:** Join our dedicated staff at the Wikimedia Foundation to help optimize our performance. Report bugs, assist with logistics, and help test our systems to assure a successful roll out across all wikis.
2. **Translations:** We are committed to making sure we provide proper translations and delivery of messages to our diverse language and local project base. Help make our projects as accessible as possible by recruiting and translating messages and pages.
3. **Outreach and localization:** This year's fundraiser requires a team of both staff and volunteers to work with communities and translators to promote localization efforts. Outreach volunteers will work closely with Wikimedia staff to ensure that every project

### Committee Priorities

- ▶ [Translate](#) Messages
- ▶ Write an [Appeal](#)

and its language variants are involved in messaging.

4. **Social Media**: Do you use Twitter? Facebook? Are you actively using social media and want to help discover creative ways to publicize and engage people in our Fundraiser? Sign up here.

*For previous fundraising discussions, see [2006 \(ideas\)](#), [2007](#), [2008](#), and [2009](#)*

## Fundraising Committee Signup

[\[edit\]](#)


**Sign up here to help with all aspects of the campaign, or see one of the four subcommittees above to sign up for a specific area of the fundraiser.**

1. [Philippe \(WMF\)](#) 20:24, 23 July 2010 (UTC)
2. [Rand Montoya](#) 20:37, 23 July 2010 (UTC)
3. [–SJ · talk | translate](#) 20:49, 23 July 2010 (UTC)
4. I've never participated in this particular area outside the Communications Committee, but I'd certainly like to offer my assistance in whatever way works best. ⇒[SWATJester](#) [Son of the Defender](#) 21:08, 23 July 2010 (UTC)
5. [Az1568 \(talk\)](#) 21:03, 23 July 2010 (UTC)
6. [Turtlestack \(talk\)](#) [Turtlestack](#) - I'm the guy who does the [Audio Wikinews](#) shows and I would love ideas for adding fund raising information to the top of each episode in addition to the outro I've been doing for each show since I revived the project. I was thinking something along the lines of how This American Life (podcast) does it where before the show starts, the hosts reminds listeners how free services really aren't free in that it takes time and money to bring people those services. Any other ideas would be gladly appreciated so please let me know on my talk page on Wikinews (since that's the one I check) and I'll keep watching this page too for updates. Thank you [Turtlestack](#) 22:29, 23 July 2010 (UTC)
7. [James \( T C \)](#) 22:32, 23 July 2010 (UTC)
8. [Cbrown1023 talk](#) 22:51, 23 July 2010 (UTC)
9. FTW. [Diego Grez](#) [return fire](#) 23:14, 23 July 2010 (UTC)
10. [Tempodivalse \[talk\]](#) 23:14, 23 July 2010 (UTC)
11. [Tiptoety](#) [talk](#) 23:17, 23 July 2010 (UTC)
12. [Tfinc](#) 00:07, 24 July 2010 (UTC)
13. [Joseraeiro](#) 00:51, 24 July 2010 (UTC) - I'm also interested in researching funding methods and business models for my own open educational initiatives. My goal is to reach a point where I can organize real events/formations/courses using a business model that covers for the minimal running fees of using an open infrastructure, that can offer its sheer power of quantity, quality and interaction. I think we're on the verge of being able to cut the middle man (whether it's the state or private capital) on several fields of education. So it will be a keen interest on continued funding as opposed to campaigns. But surely, it would be terrific to be able to help and learn.
14. [Morgand536](#) 05:16, 24 July 2010 (UTC)



15. [Tsugiko](#) 17:28, 24 July 2010 (UTC)
16. [Theo10011](#) 18:40, 24 July 2010 (UTC)
17. I'll help. --[Daniel Mayer \(mav\)](#) 02:00, 25 July 2010 (UTC)
18. I'd love to. [Juliana](#) 16:17, 25 July 2010 (UTC)
19. I can give general advise but also perform some testing, fix Foundation wiki, review italian translations (at least this is what I did during the last fundraising). [Nemo](#) 18:33, 25 July 2010 (UTC)
20. If it means I get some sort of say regarding the banners and how they're used and managed, sure. [fetchcomms](#) 02:09, 28 July 2010 (UTC)
21. --[Jan eissfeldt](#) 04:12, 28 July 2010 (UTC) seems that i've some [responsibility](#) ↗ for it so i can't just walk away
22. Apart from just being willing to do grunt-work, I could probably help counter cultural bias. {{Sonia|talk|simple}} 06:34, 28 July 2010 (UTC)
23. [Till Mletzko \(WMDE\)](#) 13:05, 28 July 2010 (UTC)
24. [Ziko](#) 15:40, 28 July 2010 (UTC)
25. [Megan Hernandez \(WMF\)](#)
26. [Hégésippe | ±Θ±](#) 18:41, 28 July 2010 (UTC)
27. [Awjrichards](#) 21:07, 28 July 2010 (UTC) (WMF)
28. [Kaldari](#) 22:10, 28 July 2010 (UTC)
29. --[Church of emacs talk · contrib](#) 13:46, 1 August 2010 (UTC)
30. --[Skenmy talk](#) 18:22, 3 August 2010 (UTC)
31. [Huib talk](#)<sup>Abigor</sup> 18:29, 3 August 2010 (UTC) I have been on the [LiCom](#) and helped a little bit last year [1] ↗ on request of Rand. And had email contact with Anthere before about willing to help out.[Huib talk](#)<sup>Abigor</sup> 18:29, 3 August 2010 (UTC)
32. Like Sonia, willing to get my hands dirty and add a bit of cultural diversity -- -- [AD](#) 20:59, 4 August 2010 (UTC)
33. [Mikemoral \(talk\)](#) <sup>en.wn</sup> 04:58, 5 August 2010 (UTC)
34. [Zackexley](#) 21:00, 5 August 2010 (UTC)
35. [Steven Ma](#) 11:25, 6 August 2010 (UTC)
36. [Diagramma Della Verita](#) 11.20, 8 August 2010 (UTC)
37. I like create good memes ;) [Przykuta](#) 21:12, 12 August 2010 (UTC)
38. [Anthere](#)
39. [Effeietsanders](#) 11:03, 13 August 2010 (UTC) (WMNL) - although I see little use for lists like this :)
40. [Béria Lima msg](#) 18:19, 13 August 2010 (UTC)
41. [Indexum](#) 09:23, 14 August 2010 (UTC)
42. [Bodnotbod](#) - yup, I'd like to be involved. Not quite sure how yet, but I will try to contribute to discussions and propose/expand on ideas. I will submit some ideas for banners too.
43. [dgultekin](#) 4:57, 23 August 2010 (UTC)



44. [James Salsman](#) 15:33, 3 September 2010 (UTC)
45. 
46. [Kaganer](#) 15:17, 8 September 2010 (UTC)
47. [Anya](#) 21:18, 9 September 2010 (UTC)
48. Certainly. - [Dwayne](#) was here! 🎵 01:11, 10 September 2010 (UTC)
49. For social media. I junk the Social Web. —[I-20the highway](#) 03:44, 10 September 2010 (UTC)
50. [Bejinhhan talks](#) 06:54, 15 September 2010 (UTC)
51. [taysin \(message\)](#) 07:23, 18 September 2010 (UTC)
52. [w>User:WikiCopter](#) 20:54, 27 September 2010 (UTC)
53. [Ivanmartinez](#) 04:55, 7 October 2010 (UTC) - I can help a bit translating to spanish and promoting with other wikimedians I know.
54. [johnchiu](#) I can help in Chinese translation and promotion via social media. 04:41, 8 October 2010 (UTC)
55. I've been testing things and giving feedback, and happy to help with testing aspect. [Aude](#) 21:03, 8 October 2010 (UTC)
56. I guess my work over the past few days must count or something. ;-) [James F. \(talk\)](#) 21:44, 8 October 2010 (UTC)
57. Happy to help out where I can. [the wub "?!"](#) 01:05, 14 October 2010 (UTC)
58. I can help with translation En-Hrv and Hrv-En, just leave me note on my Croatian page. Regards --[Lasta](#) 06:35, 16 October 2010 (UTC)
59. I can also help with En-Hr translation.--[Anton008](#) 10:41, 16 October 2010 (UTC)
60. I can help with translations from English to Serbian, and also I will try to submit a few banners in different languages. Feel free to contact me on [my home wiki](#) if you need any help. [micki t](#) 10:13, 17 October 2010 (UTC)
61. **Da voli**: I've translated '[Messaging](#)' page from English into Belarusian, however [it is hidden](#). :( The /be link from the 'In other languages' drop-down list leads to the other page (Introduction/be). Please correct link functioning in the languages bar. [Da voli](#) 11:09, 17 October 2010 (UTC) - I think this is fixed. [Philippe \(WMF\)](#) 04:14, 7 November 2010 (UTC)
62. [vonabisz](#) Pretty new to this but happy to help, I can translate into German, let me know [84.241.99.93](#) 14:49, 19 October 2010 (UTC)
63. I would like to help with Bengali (bn) translation. :) — [Tanvir](#) • 10:35, 25 October 2010 (UTC)
64. [Brest](#). I can translate into Macedonian, give general advise, perform some testing. I am interested in funding methods and business models. --[Brest](#)
65. [FFoCCos](#)<sup>talk</sup> 08:36, 27 November 2010 (UTC) would like to help with translation into Chinese(zh-hans/zh-hant)
66. [Dana340](#)This idea will help further the mission of the Wikimeida Foundation.
67. Is Swahili on the list?How do i get started with translation for Swahili.Am sure my colleuges and I in Kenya would be helpful. - [Limoke oscar](#) 14:13, 2 December 2010 (UTC)

# Fundraising 2010/Social Media/SM Team

< [Fundraising 2010](#) | [Social Media](#)

The fundraiser you can [\[EDIT\]](#)



[IRC: #wikimedia-contrib](#) | [@WikiContribute](#) | [Example Tweets](#) | [Have Ideas?](#)

## About our initiative

This year's social media approach is rooted in perpetuating a two-way conversation between the community and potential donors and editors. Our two primary goals are to increase financial donations, and to encourage and foster new contributions. We've got an exciting campaign ahead of us, and information on how to get involved is right here.

## Get involved

We've put together an official team of volunteers, but we still need your help. While our team is working to spread the word through channels such as [@WikiContribute](#), and get people involved with the 2010 Fundraising Contribution campaign, anyone with their own Twitter account can get involved! You can create excitement surrounding the 10 year anniversary, publicize parties, give opportunities for people to get involved, and recognize contributions!

## twitter team

[\[edit\]](#)

- [dgultekin](#)
- [Drosenthal](#)
- [Theo10011](#)
- [johnchiu](#)
- [Chase me ladies, I'm the Cavalry](#)
- [Panyd](#)
- [Cbrown1023](#)
- [Diagramma Della Verita](#)
- [the wub](#)
- [Fetchcomms](#)
- [Aude](#)
- [Nihiltres](#)

Toolbox
<b>Hashtags</b>
<ul style="list-style-type: none"> <li>• <a href="#">#keepitfree</a></li> <li>• <a href="#">#wikipedia</a></li> <li>• <a href="#">#wikimedia</a></li> </ul>
<b>Shortlinks</b>
<ul style="list-style-type: none"> <li>• <a href="http://bit.ly/WPcontrib">http://bit.ly/WPcontrib</a> Donation page</li> <li>• <a href="http://bit.ly/wpintro">http://bit.ly/wpintro</a> <a href="#">en:WP:Introduction</a></li> <li>• <a href="http://bit.ly/wmstats">http://bit.ly/wmstats</a> <a href="#">foundation:Special:FundraiserStatistics</a></li> </ul>

[\[edit\]](#)

## monitors

- [bodnotbod](#)
- [bejinhhan](#)
- [emijrp](#)
- [aleksandrit](#)

[\[edit\]](#)

## goals

- The 10th anniversary provides a unique opportunity this year that gets readers and contributors excited about Wikipedia. A conversation will form organically about the milestone, and it is our job to tap into that conversation and use it to engage new editors, and of course, raise funds.
- As in previous years, we want to focus on showing appreciation for donors and the broader editing community. A major aspect of our social media strategy is providing public recognition and thanks for donors and supporters. With a handful of volunteers this year, we are better able to acknowledge supporters, editors, and even visitors to reciprocate the "shout outs" we get throughout our fundraiser.

Navigation

- [Main Page](#)
- [Goings-on](#)
- [Wikimedia News](#)
- [Translations](#)
- [Recent changes](#)
- [Random page](#)
- [Help](#)

Community

- [Wikimedia Forum](#)
- [Babel](#)
- [Babylon](#)
- [Requests](#)
- [Planet Wikimedia](#)
- [Communication Projects Group](#)

Beyond the Web

- [Meet Wikimedians](#)
- [Events](#)
- [Chapters](#)
- [DVDs](#)
- [Wikimania](#)
- [Donate](#)

Print/export

- [Create a book](#)
- [Download as PDF](#)
- [Printable version](#)

Toolbox

- [What links here](#)
- [Related changes](#)
- [Special pages](#)
- [Permanent link](#)
- [Cite this page](#)

- Recognize and encourage all forms of contributions
- Draw attention to positive mentions in media and significant milestones, monetary or not.
- Create excitement surrounding the 10 year anniversary, publicize parties, give opportunities for people to get involved.

[edit]

## guidelines

- Tweets should not disparage or cast a negative light on others
- Follow Wikimedians and relevant handles (tech folks, donors, new editors)
- Tweets may work to clarify misinformation by providing corrections, but should not engage in argumentative behavior.
- Answer general questions and clarify legitimate misinformation, but don't act as dedicated customer support
- Direct help-seekers to OTRS e-mail accounts.

## tweets

- Post with **#keepitfree** or **#Wikipedia** hashtags whenever possible.
- RT relevant information and other Wikimedians
- [Translated messages](#)

[edit]

### Toolbox

#### Youtube Videos

- **Contribute:**  
<http://bit.ly/WP-Contrib>
- **Usernames:**  
[http://bit.ly/W\\_P\\_U](http://bit.ly/W_P_U)
- **Nice People:**  
[http://bit.ly/W\\_P\\_N](http://bit.ly/W_P_N)
- **Edit Button:**  
[http://bit.ly/W\\_P\\_E](http://bit.ly/W_P_E)
- **Great Feeling:**  
[http://bit.ly/W\\_P\\_G](http://bit.ly/W_P_G)

This page was last modified on 2 December 2010, at 17:23 (UTC).

Text is available under the [Creative Commons Attribution/Share-Alike License](#); additional terms may apply. See [Terms of Use](#) for details.

[Privacy policy](#) [About Meta](#) [Disclaimers](#)



# Fundraising 2010/Social Media

< [Fundraising 2010](#)

- Navigation
- Main Page
- Goings-on
- Wikimedia News
- Translations
- Recent changes
- Random page
- Help
- Community
- Wikimedia Forum
- Babel
- Babylon
- Requests
- Planet Wikimedia
- Communication Projects Group
- Beyond the Web
- Meet Wikimedians
- Events
- Chapters
- DVDs
- Wikimania
- Donate
- Print/export
- Create a book
- Download as PDF
- Printable version
- Toolbox
- What links here
- Related changes
- Special pages
- Permanent link
- Cite this page

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

**In other languages**

**In other languages:** [\(ar\)](#) | [Azərbaycanca \(az\)](#) | [Беларуская \(be\)](#) | [Български \(bg\)](#) | [\(bn\)](#) | [Bosanski \(bs\)](#) | [Chamoru \(ch\)](#) | [Česky \(cs\)](#) | [Cymraeg \(cy\)](#) | [Deutsch \(de\)](#) | [English \(en\)](#) | [Español \(es\)](#) | [\(fa\)](#) | [Suomi \(fi\)](#) | [Français \(fr\)](#) | [Galego \(gl\)](#) | [\(he\)](#) | [\(hi\)](#) | [Hrvatski \(hr\)](#) | [Magyar \(hu\)](#) | [Bahasa Indonesia \(id\)](#) | [Italiano \(it\)](#) | [\(ja\)](#) | [ქართული \(ka\)](#) | [\(ko\)](#) | [Македонски \(mk\)](#) | [\(ml\)](#) | [Bahasa Melayu \(ms\)](#) | [Norsk \(bokmål\) \(nb\)](#) | [Nederlands \(nl\)](#) | [Polski \(pl\)](#) | [Português \(pt\)](#) | [Română \(ro\)](#) | [Русский \(ru\)](#) | [Српски / Srpski \(sr\)](#) | [Shqip \(sq\)](#) | [Svenska \(sv\)](#) | [\(th\)](#) | [Türkçe \(tr\)](#) | [Українська \(uk\)](#) | [Tiếng Việt \(vi\)](#) | [\( \) \(zh-hans\)](#) | [\( \) \(zh-hant\)](#) [\[edit\]](#)

- [Updates](#)
- [Testing](#)
- [Translation](#)
- [Messaging](#)

## Social Media Team

### Introduction [\[edit\]](#)

Social media has been an untapped resource for the fundraising activities in the past. We want to change that this year and focus on getting more visibility and outreach using some of the popular social media sites. Anyone interested in proposing ideas and messages, giving feedback, suggestions etc. please feel free to leave a message below!

[+](#) Join the [Social Media Committee](#).

### Overview [\[edit\]](#)

This year's social media approach is rooted in perpetuating a two-way conversation between the foundation, community, and donors. The 10th anniversary provides a unique opportunity and milestone to get readers excited about Wikipedia, and will organically carry the conversation. As in previous years, we want to focus on showing appreciation for donors and the broader community.

### Goals [\[edit\]](#)

- Tell our story and invite conversation through the most effective Social Media channels
- Recognize and applaud contributions – editing, donating, compliments etc.
- Support all fundraising initiatives to encourage donations and always lead people to the donation page
- Give a transparent open and frank view of the campaign's progress
- Create buzz and excitement surrounding the 10 year anniversary – post about parties, and opportunities to get involved and celebrate.
- Draw attention to positive mentions in media and significant milestones, monetary or not.
- Create model for sustained volunteer involvement in social media answering questions and recognizing contributions year-round

### Social Networking Sites We Intend to Use [\[edit\]](#)

#### Micro-Blogging & Networking [\[edit\]](#)

- **Twitter:** 190 million users, Top penetration: 20.8% Indonesia, 20.5% Brazil.<sup>[1]</sup>  
Current Wikimedia related accounts on [twitter](#), assembled by [Dgultekin](#).
- **Identic:** Top penetration: 24.4% India, 17.8% United States <sup>[2]</sup>
- **Facebook:** 500 million users, 70% users outside United States <sup>[3]</sup>  
Most popular Facebook [fan pages](#) assembled by [ragesoss](#)  
[Wikipedia Fan Page](#)  
[Wikipedia Community Page](#)  
[Wikipedia Campus Page](#)

#### Video [\[edit\]](#)

- **Youtube:** 3rd most visited site, 23% visitors from United States <sup>[4]</sup>  
[Wikimedia Foundation YouTube Page](#)
- **Vimeo**

## Fundraising 2010

### Message, Testing & Strategy

- [Updates](#)
- [Banner testing](#)
- [Live banner stats](#)

### Get Involved

- [Write an Appeal](#)
- [Design Graphic Banners](#)
- [Suggest & discuss proposed Banners](#)
- [Social Media](#)
- [Join the Committees](#)

### Communications & Announcements

- [Blogs & Articles about the Fundraiser](#)
- [Blog posts](#)
- [Emails](#)
- [Community Giving Staff](#)
- [Meeting logs](#)
- [IRC \(#wikimedia-fundraising\)](#)

### Data, Statistics & Tech

- [Live Fundraiser Statistics](#)
- [Live Contribution Statistics](#)
- [Contribution Tracking Statistics](#)
- [Survey of Donors \(August 2010\)](#)
- [Fundraising Survey](#)
- [Donor Survey Excerpts](#)
- [Focus Group of Past Donors](#)
- [Open technical issues](#)

This box: [view](#) · [talk](#) · [edit](#)

## Twitter/Identi.ca

[[edit](#)]

Twitter is most effective as two-way conversation with donors and supporters. It's our opportunity to disseminate information and support about the fundraiser – and then engage in the conversation that unfolds.

**We are setting up a Twitter team to run the contribution handle, interested? [Email me](#)**

- Recognize Donors
- Draw attention to positive blogs/reviews of the campaign from about the campaign and Wikimedia- we receive substantial news coverage during the campaign, but don't want to link to major stories.

## Facebook

[[edit](#)]

On Facebook we have the opportunity to provide more in-depth content, and to publicly engage in the comments on each post. Unlike Twitter, Facebook posts will be limited to two a day to get the max value out of each post.

- We have the largest audience of any of our social media sites on Facebook with nearly 400,000 fans on our page, a community page 12,000 strong, and 14 unrelated fan sites with 35,000-550,000 fans each.
- We will not be promoting Causes, we have concerns about their privacy policy and fewer than 1% of those who join a cause donate through the application.<sup>[5]</sup>
- We've increased the number of posts weekly, now we need to personalize our page with photos of meetups, Wikimedians and around the office. (Licensing issues)

### Fan Sites

Engage the admins of the fan sites with a 'fundraising contest' asking them to rally their members and friends to donate through a personalized URL.

### Separate Fundraiser page on Facebook

There should be a separate "Wikimedia Foundation Fundraiser 2010" page on Facebook, just like there was a "[Rally to Restore Sanity](#)" [page](#) that was separate from the [Daily Show with Jon Stewart](#) page. The current Wikipedia Facebook page (with close to 500,000 fans) is the way to make people aware of the fundraiser page. At the fundraiser page, people should be able to click a button that says "I donated to the Wikipedia Fundraiser", just as at the Rally page, people could select "I'm going to attend".

The point of a separate fundraiser page is that when people click to say that they donated (other options could be "I'm thinking of donating" and "I didn't donate this year, but I still support Wikipedia"), that action will show up as a post on their home page, and their friends will see the post on their Wall as well, and are likely to check out the Fundraiser page. The Fundraiser page, of course, will have a direct link to where donations can be made.

None of which can be done without a separate fundraiser page on Facebook. [John Broughton](#) 18:58, 6 November 2010 (UTC)

'Other Ideas ....

## YouTube/Vimeo

[[edit](#)]

We currently have only one active handle on YouTube: [Wikimedia Foundation](#) [page](#) with 159 subscribers and 24,503 uploads visits (also [on Vimeo](#) [page](#)).

- We are now part of the YouTube Non-profit program, which gives us full-page branding, and features our videos on the non profit channel.

**Other Ideas:** ...

## Messages

[[edit](#)]

Got anything funny, clever or heartfelt that you think would work on these sites. Think about your friends, family - how would you tell them about Wikimedia's Fundraising drive this year and then selflessly ask them to donate. Its your chance to be creative so go ahead.

Write a post, upload an image or a video. We will try to use them in the campaign -

- "Facebook wants to eat Wikipedia" -ragesoss
- "Hypochondriacs for Wikipedia"
- "servers dont grow on trees kids, and the server farms are not what you think"
- "Wikipedia-the living encyclopedia, needs your support....don't hurt its feelings"
- "140 characters to tell you about wikimedia fundraising, still a non-profit, need support to keep it all running now can I haz your moneyz"
- "Help make Wikipedia, your favorite encyclopedia, a better place. Donate for a good cause."
- "~~Wikipedia needs your money to survive.~~" After second thoughts, this sounds a wee bit too grovel-y.  
[Bejinhn talks](#) 11:44, 10 November 2010 (UTC)

## Holiday related

[[edit](#)]

- "New year's resolution that you can do instantly - help fight illiteracy. Donate now"
- "This holiday season give someone the gift of knowledge. Donate now."



# Fundraising 2010/Internet Speaks

< [Fundraising 2010](#)

- Navigation
- [Main Page](#)
  - [Goings-on](#)
  - [Wikimedia News](#)
  - [Translations](#)
  - [Recent changes](#)
  - [Random page](#)
  - [Help](#)

- Community
- [Wikimedia Forum](#)
  - [Babel](#)
  - [Babylon](#)
  - [Requests](#)
  - [Planet Wikimedia](#)
  - [Communication Projects Group](#)

- Beyond the Web
- [Meet Wikimedians](#)
  - [Events](#)
  - [Chapters](#)
  - [DVDs](#)
  - [Wikimania](#)
  - [Donate](#)

- Print/export
- [Create a book](#)
  - [Download as PDF](#)
  - [Printable version](#)

- Toolbox
- [What links here](#)
  - [Related changes](#)
  - [Special pages](#)
  - [Permanent link](#)
  - [Cite this page](#)

Contents	
1	<a href="#">The Internet Weighs In</a>
1.1	<a href="#">Some great blogs, articles &amp; various media about the 2010 Fundraiser</a>
1.2	<a href="#">Have other good posts or articles? Share them on the talk page!</a>
2	<a href="#">January</a>
3	<a href="#">December</a>
4	<a href="#">November</a>

## THE INTERNET WEIGHS IN

Some great blogs, articles & various media about the 2010 Fundraiser

Have other good posts or articles? [Share them on the talk page!](#)

### January

[\[edit\]](#)

[Read Write Web - Wikipedia Raises \\$16 Million to Remain Ad-Free](#)

[CNET - Wikipedia's Happy New Year: \\$16 million in support](#)

[CBS News - Wikipedia Raises \\$16M to Remain Ad-Free](#)

[Huffington Post - Wikipedia Fundraiser Reaches \\$16 Million Goal In Record Time](#)

[International Business Times - Wikipedia stays ad-free; turns 10 on Jan. 15](#)

[PC Mag - Wikipedia Raises \\$16M in Site's Shortest Fundraiser Yet](#)

[Geekosystem - Wikimedia Reaches Its Fundraiser Goals; No More Giant Jimmy Wales Banners?](#)

[The Atlantic - Wikipedia Raises \\$16 Million, Stops Asking for Donations](#)

### December

[\[edit\]](#)

[IDG - Wikimedia Foundations vd: "Det här gör vi med dina pengar"](#)

[New Comm Biz - Why I Finally Donated to Wikipedia](#)

- [Seth Godin – Who Owns Wikipedia?](#)

[Swims With Fishes - Wikipedia: Why You Should Care](#)

[The Express Tribune - Can you imagine a world without Wikipedia?](#)

[Washington Post - What is Wikipedia Worth?](#)

[Amir Hafizi - Wikipedia Needs You\(r Money\)](#)

[Vondell Swain - Project for Awesome 2010: The Wikimedia Foundation \(Video\)](#)

[Tech Crunch - Wikipedia Still \\$1M Short Of Fundraising Goal For 2010 \(And Why I Donated\)](#)

[Device Magazine - Donate a Million Dollars on New Year's Eve 2011: Will Wikipedia reach \\$16 million goal before the New Year comes in?](#)

[Jess3 Blog - Why Wikipedia is Like Care Bear Stare](#)



**Philanthropy** - [Wikipedia Puts New Fund-Raising Model to the Test](#) ↗

**Huffington Post** - [Wikipedia Fundraising Begins: \\$16 Million Needed To Stay Free](#) ↗

**Liberate Media** - [Wikipedia, Jimmy Wales and the True Value of Socially Created Knowledge](#) ↗

**Read Write Web** - [Wikipedia Has Raised in a Week What Took a Month in 2009](#) ↗

**Read Write Web** - [Wikipedia: We Need 16 Million to Stay Free](#) ↗

**Information is Beautiful** - [The Science Behind Wikipedia's Jimmy Appeal](#) ↗

**Franco J Torres** - [Why I donated to Wikipedia](#) ↗

**Pocket Lint** - [Wikipedia Appeals for your Donations](#) ↗

**Financial Post** - [Wikimedia Launches Annual Fundraising Campaign](#) ↗

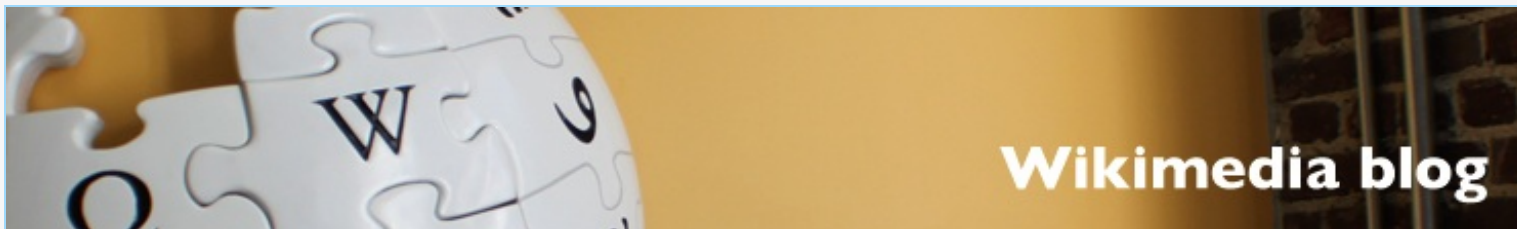
**Hi Tech** - ["Википедии" опять кончились деньги. Основатель проекта просит помощи](#) ↗

This page was last modified on 3 January 2011, at 22:04 (UTC).

Text is available under the [Creative Commons Attribution/Share-Alike License](#); additional terms may apply. See [Terms of Use](#) for details.

[Privacy policy](#) [About Meta](#) [Disclaimers](#)





- [Home](#)
- [FAQ](#)
- [Our projects](#)
- [News](#)
- [Press room](#)
- [Contact us](#)
- [Current staff](#)
- [Job openings](#)
- [Local chapters](#)



Your donation will support **Wikipedia** and its sister projects and is **tax-deductible** in the United States.

[» Donate now!](#)

You are currently browsing the archives

## Archive for the 'Fundraising' Category

[« Older Entries](#)

### [2010-2011 fundraiser draws to a close](#)

Saturday, January 1st, 2011

I'm delighted to report that the Wikimedia Foundation can ring in the New Year with the close of our seventh annual fundraiser, having exceeded our goal of \$16 million. More than half a million people pitched in an average of around \$22 each to support Wikipedia and its sister projects, in our shortest (and most successful) fundraiser to date.

Our community of volunteers is deeply honored that, in only 50 days, 500,000 people from 140 countries came together to support the only non-profit, user supported top-10 website in the world. In addition to this humbling support for the Wikimedia Foundation, our chapters around the world have raised millions of dollars from hundreds of thousands of donors of their own.

We want to thank every one of our donors for making this year a success, and on behalf of the fundraising team, I personally wish to thank the one-thousand community members who helped us create and test messages, who wrote appeals, and translated banners and letters into over 80 languages.

In 15 days, [Wikipedia will turn 10 years old](#). Since the beginning, Wikipedia's community of readers and editors have remained dedicated to keeping the site ad-free, and free for use for its 400 million monthly visitors. This year's success demonstrates a continued commitment to those principles.

With the close of our annual fundraiser, we are transitioning into the contribution phase of the campaign. We will be running banners for the next few days to thank everyone who came together in the spirit of creating and "effectively disseminating the sum of human knowledge available for all." We will also begin to celebrate Wikipedia's tenth birthday, with banner ads encouraging readers to join us in a local celebration.

We want to invite every one of the readers of Wikipedia and its sister sites to make their first edit, or upload their first photograph, and join our community of volunteer contributors to continue the growth of Wikipedia for the next 10 years.

Thank you again, and happy New Year! Here's to 2011, and to the next 10 years!

for the Fundraising category.

▼ RSS

[Entries \(RSS\)](#)

[Comments \(RSS\)](#)

► [Pages](#)

► [Archives](#)

► [Categories](#)

► [Blogroll](#)

► [Maintenance](#)



This work is licensed under a [Creative Commons Attribution 3.0 Unported License](#).

Regards,

Philippe Beaudette

Head of Reader Relations

Posted in [Fundraising](#), [Wikimedia](#), [Wikipedia](#) | [28 Comments](#) »

## Bad Jokes and Other Deleted Nonsense

Tuesday, November 16th, 2010



This page contains material that is kept because it is considered **humorous**.

Wikimedia's [contribution campaign](#) for 2010 is a serious endeavor. As Philippe told you yesterday, in a relatively short time period we need to raise the funds that keep Wikipedia and the other Wikimedia projects available for free to everyone.

Millions of people use Wikipedia every day. It's clear that more than a few of our readers have noticed yesterday's launch. Nearly all of the responses we find are constructive for thinking about how to keep Wikipedia free. Some of them are simply hilarious. Too hilarious not to share, in fact.

Here's our list of the best, or rather the most amusing, tidbits about this year's fundraiser. We're glad we're not the only folks with a healthy sense of humor. We consider this post to be in the tradition of Wikipedia humor, of which a favorite example is [Bad Jokes and Other Deleted Nonsense](#).

- Thanks to a link from [O'Reilly Radar](#), Information is Beautiful created a rather [stunning infographic](#) about our appeals. Not to be outdone, Flowing Data has [their own take](#).
- The Huffington Post also has a smart [rundown on our banner testing](#) strategy, and includes a poll where you can choose which of two banners you prefer.
- Time.com's Techland blog declared Jimmy's expression "[Don Draper-esque](#)." We're unofficially declaring that a win for Wikipedia's cool factor.
- A blogger from Indiana wrote a [satire](#) which expresses another strong but nevertheless funny reaction to the banners.
- New York Magazine's Daily Intel blog has a [short but sweet post](#) that reminds readers of the somewhat surprising list of Wikipedia's most popular articles.
- The community at social news site Reddit has several hysterical threads about the campaign, including [Photoshop jokes](#) and [unfortunate coincidences](#). The same Reddit posts often have [practical advice](#) for how to help us improve the donation system.

Of course, Twitter is awash with 140 character analysis of the campaign so far. There's really too much to link to, but



# Fundraising 2010/Committee/Meetings

< Fundraising 2010 | Committee

Navigation

- Main Page
- Goings-on
- Wikimedia News
- Translations
- Recent changes
- Random page
- Help
- Community
- Wikimedia Forum
- Babel
- Babylon
- Requests
- Planet Wikimedia
- Communication Projects Group

Beyond the Web

- Meet Wikimedians
- Events
- Chapters
- DVDs
- Wikimania
- Donate

Print/export

- Create a book
- Download as PDF
- Printable version

Toolbox

- What links here
- Related changes
- Special pages
- Permanent link
- Cite this page

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

**In other languages**

**In other languages:** (ar) | [Azərbaycanca](#) (az) | [Беларуская](#) (be) | [Български](#) (bg) | (bn) | [Bosanski](#) (bs) | [Chamoru](#) (ch) | [Česky](#) (cs) | [Cymraeg](#) (cy) | [Deutsch](#) (de) | [English](#) (en) | [Español](#) (es) | (fa) | [Suomi](#) (fi) | [Français](#) (fr) | [Galego](#) (gl) | (he) | (hi) | [Hrvatski](#) (hr) | [Magyar](#) (hu) | [Bahasa Indonesia](#) (id) | [Italiano](#) (it) | (ja) | [ქართული](#) (ka) | (ko) | [Македонски](#) (mk) | (ml) | [Bahasa Melayu](#) (ms) | [Norsk \(bokmål\)](#) (nb) | [Nederlands](#) (nl) | [Polski](#) (pl) | [Português](#) (pt) | [Română](#) (ro) | [Русский](#) (ru) | [Српски / Srpski](#) (sr) | [Shqip](#) (sq) | [Svenska](#) (sv) | (th) | [Türkçe](#) (tr) | [Українська](#) (uk) | [Tiếng Việt](#) (vi) | (zh-hans) | (zh-hant) [\[edit\]](#)

Updates	Testing	Translation	Messaging
---------	---------	-------------	-----------

This fundraiser will be very community-driven with tons of support from the Foundation staff, contractors, chapters, editors, and other volunteers. As such, there will be quite a few different meetings both with the [Fundraising Committee](#) and the whole community so that we can discuss things and collaborate in real time.

**Upcoming meetings** [\[edit\]](#)

N/A

**Past meetings** [\[edit\]](#)

**Introductory meetings** [\[edit\]](#)

- 2010-08-12
- 2010-08-13

**Testing Meetings** [\[edit\]](#)

- 2010-10-07 IRC log
- Monday, October 11 20:00UTC/12:00PST: Testing Jimmy banners

**Fundraising 2010**

**Message, Testing & Strategy**

- Updates
- Banner testing
- Live banner stats

**Get Involved**

- Write an Appeal
- Design Graphic Banners
- Suggest & discuss proposed Banners
- Social Media
- Join the Committees

**Communications & Announcements**

- Blogs & Articles about the Fundraiser
- Blog posts
- Emails
- Community Giving Staff
- Meeting logs**
- IRC ([#wikimedia-fundraising](#))

**Data, Statistics & Tech**

- Live Fundraiser Statistics
- Live Contribution Statistics
- Contribution Tracking Statistics
- Survey of Donors (August 2010)
- Fundraising Survey
- Donor Survey Excerpts
- Focus Group of Past Donors
- Open technical issues

This box: [view](#) • [talk](#) • [edit](#)

Category: [Fundraising 2010](#)

This page was last modified on 5 February 2011, at 00:40 (UTC).

Text is available under the [Creative Commons Attribution/Share-Alike License](#); additional terms may apply. See [Terms of Use](#) for details.

[Privacy policy](#) [About Meta](#) [Disclaimers](#)





Content page

[Discussion](#)

Read

[Edit](#)

[View history](#)

# Fundraising 2010/Communications

< [Fundraising 2010](#)

Navigation

- [Main Page](#)
- [Goings-on](#)
- [Wikimedia News](#)
- [Translations](#)
- [Recent changes](#)
- [Random page](#)
- [Help](#)

Community

- [Wikimedia Forum](#)
- [Babel](#)
- [Babylon](#)
- [Requests](#)
- [Planet Wikimedia](#)
- [Communication Projects Group](#)

Beyond the Web

- [Meet Wikimedians](#)
- [Events](#)
- [Chapters](#)
- [DVDs](#)
- [Wikimania](#)
- [Donate](#)

Print/export

- [Create a book](#)
- [Download as PDF](#)
- [Printable version](#)

Toolbox

- [What links here](#)
- [Related changes](#)
- [Special pages](#)
- [Permanent link](#)
- [Cite this page](#)

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

In other languages	
<b>In other languages:</b>	(ar) <a href="#">Azerbaycanca</a> (az)   <a href="#">Беларуская</a> (be)   <a href="#">Български</a> (bg)   (bn)   <a href="#">Bosanski</a> (bs)   <a href="#">Chamoru</a> (ch)   <a href="#">Česky</a> (cs)   <a href="#">Cymraeg</a> (cy)   <a href="#">Deutsch</a> (de)   <a href="#">English</a> (en)   <a href="#">Español</a> (es)   (fa)   <a href="#">Suomi</a> (fi)   <a href="#">Français</a> (fr)   <a href="#">Galego</a> (gl)   (he)   (hi)   <a href="#">Hrvatski</a> (hr)   <a href="#">Magyar</a> (hu)   <a href="#">Bahasa Indonesia</a> (id)   <a href="#">Italiano</a> (it)   (ja)   <a href="#">ქართული</a> (ka)   (ko)   <a href="#">Македонски</a> (mk)   (ml)   <a href="#">Bahasa Melayu</a> (ms)   <a href="#">Norsk (bokmål)</a> (nb)   <a href="#">Nederlands</a> (nl)   <a href="#">Polski</a> (pl)   <a href="#">Português</a> (pt)   <a href="#">Română</a> (ro)   <a href="#">Русский</a> (ru)   <a href="#">Српски / Srpski</a> (sr)   <a href="#">Shqip</a> (sq)   <a href="#">Svenska</a> (sv)   (th)   <a href="#">Türkçe</a> (tr)   <a href="#">Українська</a> (uk)   <a href="#">Tiếng Việt</a> (vi)   ( ) (zh-hans)   ( ) (zh-hant) <a href="#">[edit]</a>

Updates	Testing	Translation	Messaging
<p><b>Emails about the fundraiser</b> <a href="#">[edit]</a></p>			
<p><b>August 2010</b> <a href="#">[edit]</a></p> <ul style="list-style-type: none"> <li><a href="#">Banner tests announced</a></li> <li><a href="#">Philippe announces an IRC meeting</a></li> </ul>			
<p><b>September 2010</b> <a href="#">[edit]</a></p> <ul style="list-style-type: none"> <li><a href="#">Keegan doing outreach</a></li> <li><a href="#">Philippe provides an update</a></li> <li><a href="#">James starts wiki on enWiki</a></li> </ul>			
<p><b>October 2010</b> <a href="#">[edit]</a></p> <ul style="list-style-type: none"> <li><a href="#">Beat Jimmy</a></li> </ul>			
<p><b>November 2010</b> <a href="#">[edit]</a></p> <ul style="list-style-type: none"> <li><a href="#">Fundraiser 2010: A memo to the community</a></li> <li><a href="#">Report from Day 1 of technical testing</a></li> </ul>			
<p><b>December 2010</b> <a href="#">[edit]</a></p> <ul style="list-style-type: none"> <li><a href="#">Banners coming down for most logged in users</a></li> <li><a href="#">Monthly Recurring Giving</a></li> </ul>			
<p><b>January 2011</b> <a href="#">[edit]</a></p> <ul style="list-style-type: none"> <li><a href="#">Fundraising banners</a></li> </ul>			

**Fundraising 2010**

**Message, Testing & Strategy**

- [Updates](#)
- [Banner testing](#)
- [Live banner stats](#)

**Get Involved**

- [Write an Appeal](#)
- [Design Graphic Banners](#)
- [Suggest & discuss proposed Banners](#)
- [Social Media](#)
- [Join the Committees](#)

**Communications & Announcements**

- [Blogs & Articles about the Fundraiser](#)
- [Blog posts](#)
- Emails**
- [Community Giving Staff](#)
- [Meeting logs](#)
- [IRC \(#wikimedia-fundraising\)](#)

**Data, Statistics & Tech**

- [Live Fundraiser Statistics](#)
- [Live Contribution Statistics](#)
- [Contribution Tracking Statistics](#)
- [Survey of Donors \(August 2010\)](#)
- [Fundraising Survey](#)
- [Donor Survey Excerpts](#)
- [Focus Group of Past Donors](#)
- [Open technical issues](#)

This box: [view](#) • [talk](#) • [edit](#)

Category: [Fundraising 2010](#)

This page was last modified on 6 January 2011, at 00:21 (UTC).

Text is available under the [Creative Commons Attribution/Share-Alike License](#); additional terms may apply. See [Terms of Use](#) for details.

[Privacy policy](#) [About Meta](#) [Disclaimers](#)





Content page

[Discussion](#)

Read

[Edit](#)

[View history](#)

# Fundraising 2010/Staff

< [Fundraising 2010](#)

Navigation

- [Main Page](#)
- [Goings-on](#)
- [Wikimedia News](#)
- [Translations](#)
- [Recent changes](#)
- [Random page](#)
- [Help](#)
- 
- [Community](#)
- [Wikimedia Forum](#)
- [Babel](#)
- [Babylon](#)
- [Requests](#)
- [Planet Wikimedia](#)
- [Communication Projects Group](#)

Beyond the Web

- [Meet Wikimedians](#)
- [Events](#)
- [Chapters](#)
- [DVDs](#)
- [Wikimania](#)
- [Donate](#)

Print/export

- [Create a book](#)
- [Download as PDF](#)
- [Printable version](#)

Toolbox

- [What links here](#)
- [Related changes](#)
- [Special pages](#)
- [Permanent link](#)
- [Cite this page](#)

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

In other languages	
<p><b>In other languages:</b></p> <p><a href="#">Česky</a> (cs)   <a href="#">Cymraeg</a> (cy)   <a href="#">Deutsch</a> (de)   <a href="#">English</a> (en)   <a href="#">Español</a> (es)   <a href="#">(fa)</a>   <a href="#">Suomi</a> (fi)   <a href="#">Français</a> (fr)   <a href="#">Galego</a> (gl)   <a href="#">(he)</a>   <a href="#">(hi)</a>   <a href="#">Hrvatski</a> (hr)   <a href="#">Magyar</a> (hu)   <a href="#">Bahasa Indonesia</a> (id)   <a href="#">Italiano</a> (it)   <a href="#">(ja)</a>   <a href="#">ქართული</a> (ka)   <a href="#">(ko)</a>   <a href="#">Македонски</a> (mk)   <a href="#">(ml)</a>   <a href="#">Bahasa Melayu</a> (ms)   <a href="#">Norsk (bokmål)</a> (nb)   <a href="#">Nederlands</a> (nl)   <a href="#">Polski</a> (pl)   <a href="#">Português</a> (pt)   <a href="#">Română</a> (ro)   <a href="#">Русский</a> (ru)   <a href="#">Српски / Srpski</a> (sr)   <a href="#">Shqip</a> (sq)   <a href="#">Svenska</a> (sv)   <a href="#">(th)</a>   <a href="#">Türkçe</a> (tr)   <a href="#">Українська</a> (uk)   <a href="#">Tiếng Việt</a> (vi)   <a href="#">( )</a> (zh-hans)   <a href="#">( )</a> (zh-hant) <a href="#">[edit]</a></p>	<p>(ar)   <a href="#">Azərbaycanca</a> (az)   <a href="#">Беларуская</a> (be)   <a href="#">Български</a> (bg)   <a href="#">(bn)</a>   <a href="#">Bosanski</a> (bs)   <a href="#">Chamoru</a> (ch)</p>

- [Updates](#)
- [Testing](#)
- [Translation](#)
- [Messaging](#)

This year's Fundraising Staff consists of a tech team, and community associates in charge of Wiki outreach, statistics, and communication.

## Outreach Process

We have a dedicated outreach team working to reach out to local communities and Wikimedia projects in each language to make this year's fundraiser a community driven process. The Foundation's message to our chapter volunteers: own the fundraiser. Tell us what's going to work in Sweden, collaborate to make it the most effective and profitable fundraiser yet. Foundation staff are working to identify people who are willing to lead and organize discussions on their wikis and to engage on the Fundraising meta pages. It's impossible for the handful of staff to know what's going work best on every wiki, so we strongly encourage local communities to get involved. Our goals are to translate, localize, and get the entire community involved in messaging and planning for this year's fundraiser.

If you'd like to help organize or get your community involved, contact a Community Associate for any additional support and start rallying!

## Fundraising Staff

### Fundraising & Community Outreach

- [Philippe Beaudette](#), Head of Reader Relations
- [Megan Hernandez](#), Community Officer
- [Deniz Gültekin](#), Community Associate
- [James Alexander](#), Community Associate
- [Keegan Peterzell](#), Community Associate
- [Alex Zariv](#), Community Associate
- [Kelly Lyman](#), Community Associate
- [Dan Rosenthal](#), Community Associate
- [Sam Chapman](#), Community Associate
- [Salmaan Haroon](#), Community Associate
- [Molly Connelly](#), Development Associate, Personal Assistant
- [Josh VanDavier](#), Development Associate

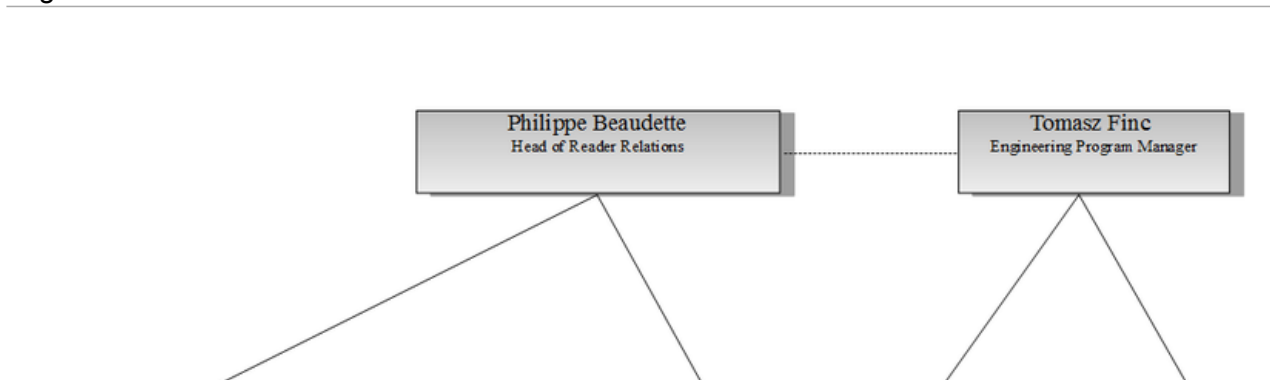
### Global Campaigns/Chapter Contact

- [Moushira Elamrawy](#), Community Associate (chapters contact)

### Tech Team

- [Tomasz Finc](#), Engineering Program Manager
- [Ryan Kaldari](#), Software Developer
- [Arthur Richards](#), Software Developer

## Organizational Flowchart





**Megan Hernandez**  
Community Officer

**Arthur Richards**  
Software Developer  
Fundraising

**Ryan Kaldari**  
Software Developer  
Fundraising

**Molly Connelly**  
Development Associate and  
Assistant

**Alex Zariv**  
Associate Community Officer  
•CN design and administration  
and outreach

**James Alexander**  
Associate Community Officer  
•Statistics and wiki outreach

**Deniz Gültekin**  
Associate Community Officer  
•Social Media and wiki Outreach

**Keegan Peterzell**  
Associate Community Officer  
•Wiki Outreach

Category: Fundraising 2010

This page was last modified on 1 February 2011, at 23:59 (UTC).

Text is available under the [Creative Commons Attribution/Share-Alike License](#); additional terms may apply. See [Terms of Use](#) for details.

[Privacy policy](#) [About Meta](#) [Disclaimers](#)





# Fundraising 2010/Translation

[< Fundraising 2010](#)

Navigation

- [Main Page](#)
- [Goings-on](#)
- [Wikimedia News](#)
- [Translations](#)
- [Recent changes](#)
- [Random page](#)
- [Help](#)

Community

- [Wikimedia Forum](#)
- [Babel](#)
- [Babylon](#)
- [Requests](#)
- [Planet Wikimedia](#)
- [Communication Projects Group](#)

Beyond the Web

- [Meet Wikimedians](#)
- [Events](#)
- [Chapters](#)
- [DVDs](#)
- [Wikimania](#)
- [Donate](#)

Print/export

- [Create a book](#)
- [Download as PDF](#)
- [Printable version](#)

Toolbox

- [What links here](#)
- [Related changes](#)
- [Special pages](#)
- [Permanent link](#)
- [Cite this page](#)

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

**In other languages**

- In other languages:** [\(ar\)](#) | [Azərbaycanca \(az\)](#) | [Беларуская \(be\)](#) | [Български \(bg\)](#) | [\(bn\)](#) | [Bosanski \(bs\)](#) | [Chamoru \(ch\)](#) | [Česky \(cs\)](#) | [Cymraeg \(cy\)](#) | [Deutsch \(de\)](#) | [English \(en\)](#) | [Español \(es\)](#) | [\(fa\)](#) | [Suomi \(fi\)](#) | [Français \(fr\)](#) | [Galego \(gl\)](#) | [\(he\)](#) | [\(hi\)](#) | [Hrvatski \(hr\)](#) | [Magyar \(hu\)](#) | [Bahasa Indonesia \(id\)](#) | [Italiano \(it\)](#) | [\(ja\)](#) | [ქართული \(ka\)](#) | [\(ko\)](#) | [Македонски \(mk\)](#) | [\(ml\)](#) | [Bahasa Melayu \(ms\)](#) | [Norsk \(bokmål\) \(nb\)](#) | [Nederlands \(nl\)](#) | [Polski \(pl\)](#) | [Português \(pt\)](#) | [Română \(ro\)](#) | [Русский \(ru\)](#) | [Српски / Srpski \(sr\)](#) | [Shqip \(sq\)](#) | [Svenska \(sv\)](#) | [\(th\)](#) | [Türkçe \(tr\)](#) | [Українська \(uk\)](#) | [Tiếng Việt \(vi\)](#) | [\( \) \(zh-hans\)](#) | [\( \) \(zh-hant\)](#) [\[edit\]](#)

- [Updates](#)
- [Testing](#)
- [Translation](#)**
- [Messaging](#)

## Welcome to the 2010 Translation Hub [\[edit\]](#)

This is the page where we will link you to all of the fundraising translation requests. The 2010 Fundraiser is intended to be a collaborative and global effort. Like past fundraisers, we will rely heavily on our team of translators to translate the banners, forms, information pages, and more into different languages. With the help of volunteer translators from all across the world our hope is to communicate these core messages to as many people as possible so that every single person on the planet has free access to the sum of all human knowledge.

We are looking for translators who are willing to contribute to this project by helping translate and localize messages into their own language. We recognize that certain messages may not necessarily translate well, or appeal to every audience, so when translating you do not have to do an exact literal translation if you feel that you can offer a wording that achieves a similar effect, linguistically or culturally. If there's no wording that will work, just indicate that inside the translation request and leave a message on the [talk page](#).

Help us maximize the potential of this year's fundraiser by translating core messages, banners, and meta pages. We want everyone in the community to get involved to make sure this fundraiser represents all of us in the Wikimedia community. Thank you in advance for your efforts in translating and adapting these messages and contributing to the sustainability of a remarkable pool of human knowledge - all for the purpose of sharing.

### General Tips [\[edit\]](#)

- To get started go to the [FAQ](#)
- To see what this year's banners and design looks like, see the [tested banners](#) and [landing pages](#)
- Please annotate your translations with **\*\*\*** if you feel your contribution needs work or if you feel there is another that should not be used.
- **Note:** Some of these messages are the same as (or are based on) those from previous years. You may be able to reuse some of the old translations: [2009](#), [2008](#), [2007](#).

### See an incorrect translation? [\[edit\]](#)

- Please record it [here](#), and we'll fix it!

### Translation Requests [\[edit\]](#)

### Wiki Pages (Meta-Wiki) [\[edit\]](#)

Most fundraising items (like information pages, landing pages, banners, etc.) are translated here on Meta-Wiki.

- [Contribution Campaign Banners](#) (source • status)
- [Jimmy's Thank You](#) (source • status)
- [Jimmy Appeal](#) (source • status)
- [FAQ](#) (source • status)
- [Core messages](#) (source • status)
- [Benefactors](#) (source • status)
- [Social Media Sharing](#) (source • status)
- **Editor Appeals**
  - [Kartika Appeal](#) (source • status)
  - [Lilaroja Appeal](#) (source • status)
  - [Abbas Appeal](#) (source • status)

## Fundraising 2010

### Message, Testing & Strategy

- [Updates](#)
- [Banner testing](#)
- [Live banner stats](#)

### Get Involved

- [Write an Appeal](#)
- [Design Graphic Banners](#)
- [Suggest & discuss proposed Banners](#)
- [Social Media](#)
- [Join the Committees](#)

### Communications & Announcements

- [Blogs & Articles about the Fundraiser](#)
- [Blog posts](#)
- [Emails](#)
- [Community Giving Staff](#)
- [Meeting logs](#)
- [IRC \(#wikimedia-fundraising\)](#)

### Data, Statistics & Tech

- [Live Fundraiser Statistics](#)
- [Live Contribution Statistics](#)
- [Contribution Tracking Statistics](#)
- [Survey of Donors \(August 2010\)](#)
- [Fundraising Survey](#)
- [Donor Survey Excerpts](#)
- [Focus Group of Past Donors](#)
- [Open technical issues](#)

This box: [view](#) • [talk](#) • [edit](#)

- [Joan Gomà Appeal \(source • status\)](#)
- [Waldir Appeal \(source • status\)](#)
- [Sue's appeal \(source • status\)](#)
- [Jimmy appeal 2 \(source • status\)](#)
- [Ways to give \(source • status\)](#)
- [Tamar Appeal \(source • status\)](#)
- [Logged in survey \(source • status\)](#)
- [Logged out survey \(source • status\)](#)

If you haven't translated on Meta-Wiki before, read the [Translation FAQ](#) and leave questions on [Meta talk:Babylon](#).

## MediaWiki Extensions (Translatewiki)

[\[edit\]](#)

We will be translating the MediaWiki extensions used for the Fundraiser on [Translatewiki.net](#) – the wiki for translating the MediaWiki software.

At the moment, there are two extensions to translate:

- [Donation Interface - Donate Interface](#)
- [Donation Interface - Payflow Pro Gateway](#)

If you have not used Translatewiki before, see the [introduction](#) for help.

Categories: [Fundraising 2010](#) | [Translation requests archive](#)

This page was last modified on 18 January 2011, at 15:29 (UTC).

Text is available under the [Creative Commons Attribution/Share-Alike License](#); additional terms may apply. See [Terms of Use](#) for details.

[Privacy policy](#) [About Meta](#) [Disclaimers](#)



# Fundraising 2010/Open issues

< [Fundraising 2010](#)

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

- Navigation
- [Main Page](#)
- [Goings-on](#)
- [Wikimedia News](#)
- [Translations](#)
- [Recent changes](#)
- [Random page](#)
- [Help](#)
- Community
- [Wikimedia Forum](#)
- [Babel](#)
- [Babylon](#)
- [Requests](#)
- [Planet Wikimedia](#)
- [Communication Projects Group](#)

- Beyond the Web
- [Meet Wikimedians](#)
- [Events](#)
- [Chapters](#)
- [DVDs](#)
- [Wikimania](#)
- [Donate](#)
- [Print/export](#)
- [Create a book](#)
- [Download as PDF](#)
- [Printable version](#)
- [Toolbox](#)

- [What links here](#)
- [Related changes](#)
- [Special pages](#)
- [Permanent link](#)
- [Cite this page](#)

**In other languages**

**In other languages:** [\(ar\)](#) | [Azərbaycanca \(az\)](#) | [Беларуская \(be\)](#) | [Български \(bg\)](#) | [\(bn\)](#) | [Bosanski \(bs\)](#) | [Chamoru \(ch\)](#) | [Česky \(cs\)](#) | [Cymraeg \(cy\)](#) | [Deutsch \(de\)](#) | [English \(en\)](#) | [Español \(es\)](#) | [\(fa\)](#) | [Suomi \(fi\)](#) | [Français \(fr\)](#) | [Galego \(gl\)](#) | [\(he\)](#) | [\(hi\)](#) | [Hrvatski \(hr\)](#) | [Magyar \(hu\)](#) | [Bahasa Indonesia \(id\)](#) | [Italiano \(it\)](#) | [\(ja\)](#) | [ქართული \(ka\)](#) | [\(ko\)](#) | [Македонски \(mk\)](#) | [\(ml\)](#) | [Bahasa Melayu \(ms\)](#) | [Norsk \(bokmål\) \(nb\)](#) | [Nederlands \(nl\)](#) | [Polski \(pl\)](#) | [Português \(pt\)](#) | [Română \(ro\)](#) | [Русский \(ru\)](#) | [Српски / Srpski \(sr\)](#) | [Shqip \(sq\)](#) | [Svenska \(sv\)](#) | [\(th\)](#) | [Türkçe \(tr\)](#) | [Українська \(uk\)](#) | [Tiếng Việt \(vi\)](#) | [\( \) \(zh-hans\)](#) | [\( \) \(zh-hant\)](#) [\[edit\]](#)

- [Updates](#)
- [Testing](#)
- [Translation](#)
- [Messaging](#)

## Open Issues [\[edit\]](#)

### General [\[edit\]](#)

Items	Severity	Owner	Bug #
Robust monitoring of payments cluster/pipeline	High	arthur/tomasz	<a href="#">rt #405</a>
Donation through paypal that don't use a paypal account have to click on a button to see the WMF thank you page	Low	tomasz	Deferred
Time-outs when sending trxn to Payflow often lead to double-transactions	medium	arthur	<a href="#">26340</a>
Rather than using <code>_cache_=true</code> in the URL for a resource we wish to cache on Payments, Squid should cache everything except POST requests.	Deferred	arthur/nimish	
Connect audit framework to ipn retransmit	Medium	tomasz	
Research why the ActiveMQ 5.4.1 webserver shows different data on reload	Low	arichards	<a href="#">25758</a>
Post donation comment form	Medium	tomasz	Deferred
Version landing pages in analytics	Low	tomasz	
Buy verisign cert	Low	tomasz	<a href="#">rt #406</a>
Larger X button on cn banners	Medium	James	<a href="#">25952</a>
Shared php sessions between payments boxes for improved load balancing	Low	tomasz	Deferred
Version banners	Very Low	tomasz	
Cleanup tripwire	High	tomasz	

### Stats [\[edit\]](#)

Items	Severity	Owner	Bug #
What's with all the "Nones" in the landing page impression stats?	Medium	tomasz and ops	
Allow Special:FundraiserStatistics to report in EST	Low	tomasz	

### Donation Interface [\[edit\]](#)

Items	Severity	Owner	Bug #
Session handling on CC form wonky, particularly on cc validation errors	Medium	kaldari	<a href="#">25194</a> - Deferred
Browsers that dont accept cookies spin	Medium	Arthur	<a href="#">25287</a> - Deferred

## Fundraising 2010

### Message, Testing & Strategy

- [Updates](#)
- [Banner testing](#)
- [Live banner stats](#)

### Get Involved

- [Write an Appeal](#)
- [Design Graphic Banners](#)
- [Suggest & discuss proposed Banners](#)
- [Social Media](#)
- [Join the Committees](#)

### Communications & Announcements

- [Blogs & Articles about the Fundraiser](#)
- [Blog posts](#)
- [Emails](#)
- [Community Giving Staff](#)
- [Meeting logs](#)
- [IRC \(#wikimedia-fundraising\)](#)

### Data, Statistics & Tech

- [Live Fundraiser Statistics](#)
- [Live Contribution Statistics](#)
- [Contribution Tracking Statistics](#)
- [Survey of Donors \(August 2010\)](#)
- [Fundraising Survey](#)
- [Donor Survey Excerpts](#)
- [Focus Group of Past Donors](#)
- **[Open technical issues](#)**

This box: [view](#) · [talk](#) · [edit](#)

Users need to be told cookies are required to use the CC form	Low	arthur	<a href="#">25622</a> - Deferred
Appropriate suggested donation amounts	Low	tomasz	<a href="#">25527</a>
Geopip smart donation form (form awareness of the country the donor comes from)	Wont Fix	tomasz	<a href="#">25526</a>
secure/non secure thank you page redirect	Low	tomasz	<a href="#">26421</a>
Get downtime message into i18n file for translation	Low	tomasz	- Deferred
Analyze and tweak fraud data + CAPTCHA/error handling	Medium	faulkner	
Error message on credit card form when all forms not filled out is long, and email is listed twice	Med	tomasz	Deferred

## CiviCRM

[\[edit\]](#)

Items	Severity	Owner	Bug #
Some contacts in CiviCRM have incorrect state/country (see <a href="http://issues.civicrm.org/jira/browse/CRM-7125">http://issues.civicrm.org/jira/browse/CRM-7125</a> )	Medium	david strauss	<a href="#">24830</a>
*CIVI* Spacing in auto TY email	Medium	tomasz	

Category: [Fundraising 2010](#)

This page was last modified on 13 January 2011, at 21:39 (UTC).

Text is available under the [Creative Commons Attribution/Share-Alike License](#); additional terms may apply. See [Terms of Use](#) for details.

[Privacy policy](#) [About Meta](#) [Disclaimers](#)





# Fundraising 2010/Focus group

[< Fundraising 2010](#)

## Focus Group [\[edit\]](#)

Wikimedia, through our contractor OMP, conducted a focus group of past donors in the New York City area in September 2010. It's important to note that this was a single focus group, and in a single city. We'll need to do more to make sure that results correlate universally. But we came out of it with a few important take-away points:

**The most powerful image is of Wikipedia as a global community of people who freely share their knowledge and self-police the product.**

For everyone who participated, the idea of a global community of people sharing knowledge that is accessible to anyone who wants it free of charge is incredibly powerful. Respondents in this group were highly unlikely to be editors themselves; most consider themselves users.

They love the idea of the community and want to support it, but they are reluctant to put themselves out there by being more than a user and a donor.

**Keeping the projects ad-free is a powerful motivator.**

Respondents were unanimous that keeping Wiki[m,p]edia ad free should be a priority, even if it meant that Wiki[m,p]edia would be approaching them for money more often. Accepting paid ads could corrupt the values and discourage the free flow of information.

**Independence is critically important.**

These respondents consume a lot of media, and they place a high premium on the free flow of information. They have little patience for "sponsored" news or information that excludes other perspectives. The Wikimedia model of openness and community engagement facilitates that.

**It's a cause because it's a tool.**

This may sound a bit like a chicken/egg argument, but it's actually an important nuance. These folks use Wikimedia every day for things from simple curiosities to serious research. So it's a tool that lets them get what they need. But it has grown to 17 million articles in 270 languages. Because it has that kind of depth and it reaches so many people around the world, it's worth protecting what the community so successfully built. And that makes it a cause too.

**Growing isn't always a good thing, when positioning for donors.**

Like many tech savvy folks, our respondents are a suspicious lot. The idea of Wikimedia growing brings up concerns about what Wikimedia would become, and fears about the path of companies like Facebook. It's not just a privacy concern; it's a concern about what would happen to the democratic model of Wikimedia inside a growth strategy. Supporting the organic growth of the community doesn't raise the same concerns.

**Supporters strongly reject any agenda being attached to Wikimedia, even when that agenda would extend the current offerings.**

An agenda implies ownership, and respondents feel pretty strongly that the community owns Wikipedia. They think of Wikipedia as an organic thing, not like a typical nonprofit, and any attempt to steer it would disrupt that. Community support is one of the key values, and not everyone in the community would support new initiatives.

**There is room to fundraise more aggressively.**

Across the board, respondents were surprised that they didn't have the opportunity to give to Wikimedia more often. Obviously, there is a balance and a PBS-style solicitation schedule wouldn't make sense both for Wikimedia's personality and for this audience, but there is much more space available than we are taking.

**Wikimedia donors are highly suspicious of marketing gimmicks.**

Simple, direct messages are likely to work best. Jimmy's message worked not so much because he was the founder, but because it was a simple plea for support delivered authentically.

As we know, that's something that also needs quantitative testing to prove. Sometimes donor response in a focus group and donor activity don't line up exactly. But, some things already line up with early tests. The more gimmicky the banner, the less likely it is to drive donations even if it increases clicks.

Reaction to banners like "572 have donated in New York today" also raised concerns about privacy – not a good reaction in an already suspicious audience. Appeals to "keep us growing" or that highlight a contributor's work raise earlier concerns about an agenda.

This page was last modified on 7 December 2010, at 02:22 (UTC).

Text is available under the [Creative Commons Attribution/Share-Alike License](#); additional terms may apply. See [Terms of Use](#) for details.

[Privacy policy](#) [About Meta](#) [Disclaimers](#)



- Navigation
- [Main Page](#)
- [Goings-on](#)
- [Wikimedia News](#)
- [Translations](#)
- [Recent changes](#)
- [Random page](#)
- [Help](#)
- Community
- [Wikimedia Forum](#)
- [Babel](#)
- [Babylon](#)
- [Requests](#)
- [Planet Wikimedia](#)
- [Communication Projects Group](#)
- Beyond the Web
- [Meet Wikimedians](#)
- [Events](#)
- [Chapters](#)
- [DVDs](#)
- [Wikimania](#)
- [Donate](#)
- Print/export
- [Create a book](#)
- [Download as PDF](#)
- [Printable version](#)
- Toolbox
- [What links here](#)
- [Related changes](#)
- [Special pages](#)
- [Permanent link](#)
- [Cite this page](#)





# Fundraising 2010/Survey

< Fundraising 2010

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

- Navigation
- Main Page
- Goings-on
- Wikimedia News
- Translations
- Recent changes
- Random page
- Help
- Community
- Wikimedia Forum
- Babel
- Babylon
- Requests
- Planet Wikimedia
- Communication Projects Group
- Beyond the Web
- Meet Wikimedians
- Events
- Chapters
- DVDs
- Wikimania
- Donate
- Print/export
- Create a book
- Download as PDF
- Printable version
- Toolbox
- What links here
- Related changes
- Special pages
- Permanent link
- Cite this page

**In other languages**

**In other languages:** (ar) | [Azərbaycanca](#) (az) | [Беларуская](#) (be) | [Български](#) (bg) | (bn) | [Bosanski](#) (bs) | [Chamoru](#) (ch) | [Česky](#) (cs) | [Cymraeg](#) (cy) | [Deutsch](#) (de) | [English](#) (en) | [Español](#) (es) | (fa) | [Suomi](#) (fi) | [Français](#) (fr) | [Galego](#) (gl) | (he) | (hi) | [Hrvatski](#) (hr) | [Magyar](#) (hu) | [Bahasa Indonesia](#) (id) | [Italiano](#) (it) | (ja) | [ქართული](#) (ka) | (ko) | [Македонски](#) (mk) | (ml) | [Bahasa Melayu](#) (ms) | [Norsk \(bokmål\)](#) (nb) | [Nederlands](#) (nl) | [Polski](#) (pl) | [Português](#) (pt) | [Română](#) (ro) | [Русский](#) (ru) | [Српски / Srpski](#) (sr) | [Shqip](#) (sq) | [Svenska](#) (sv) | (th) | [Türkçe](#) (tr) | [Українська](#) (uk) | [Tiếng Việt](#) (vi) | (zh-hans) | (zh-hant) [\[edit\]](#)

- Updates
- Testing
- Translation
- Messaging

This is the planning space for the [2010 Fundraiser Survey](#), based off of [last year's survey attempt](#). We will be re-using some of the questions and translations from last year's survey, however, we are approaching the work differently and some things may change. [Rand Montoya](#) 19:07, 24 February 2010 (UTC)

## Purpose [\[edit\]](#)

The Wikimedia Foundation raises three-quarters of its annual revenue in small individual donations. To garner the support needed to protect Wikipedia and other projects for the long term, the foundation is committed to building strong, lasting relationships with its donors. Deepening this connection with individual donors is directly linked to the foundation's dedication to listening to, working with and meeting the needs of its global community of users, editors and supporters.

To build those relationships, the foundation has an opportunity and a need to understand better who its individual donors are, how they perceive the foundation's work, and what kinds of interactions would be most valuable in maintaining long-term philanthropic relationships. And we believe there's no better way to find out than to ask our donors directly. [Rand Montoya](#) 19:07, 24 February 2010 (UTC)

I'd like to add that this body of information is going to be useful from a communications perspective as well, for the Foundation and hopefully for the Chapters who are looking for guidance in reaching out to our core donor audience. Increasingly, and with the growing size of our donor base, it's becoming clear that having specific information about our donors will be critical in building effective products (annual report, donor emails, stories, videos, presentations etc) - and using our limited financial resources carefully.

We won't get it all in the first effort of course - it will take a few versions and we'll continue to improve our information. And this information changes often. New technologies emerge, behaviors change, people will have different outlooks in a year, two years, ten years.

Some of the things we'd like to know more about:

- what other causes do donors support (environmental causes? open-source?)?
- what styles of engagement resonate with our donors (email, blog - would they like more or less?)
- what do they think of our current or past outreach efforts?
- and of course we're interested in knowing more basic information about donors - simple details that will help us build our understanding of this group.

[JayWalsh](#) 20:09, 24 February 2010 (UTC)

## Methodology [\[edit\]](#)

We plan to engage only those donors who volunteered to be contacted by the foundation in two ways:

- A randomized list of 2,000 donors recently received an invitation to participate in a three-day online focus group about Wikipedia and the Wikimedia Foundation. Of those who volunteered to participate, 30 have been chosen to engage in this deeper conversation. Sea Change Strategies, a firm that works exclusively with nonprofits, will lead the discussion. Respondents' identities and personal information will be kept confidential.
  - This process was completed in early March, 2010. We appreciate the donors who volunteered to be a part of this process. We are going to use the information gained from the focus group as a way to pinpoint and highlight areas of interest in the survey. [Rand Montoya](#) 18:16, 29 March 2010 (UTC)

## Fundraising 2010

### Message, Testing & Strategy

- Updates
- Banner testing
- Live banner stats

### Get Involved

- Write an Appeal
- Design Graphic Banners
- Suggest & discuss proposed Banners
- Social Media
- Join the Committees

### Communications & Announcements

- Blogs & Articles about the Fundraiser
- Blog posts
- Emails
- Community Giving Staff
- Meeting logs
- IRC ([#wikimedia-fundraising](#))

### Data, Statistics & Tech

- Live Fundraiser Statistics
- Live Contribution Statistics
- Contribution Tracking Statistics
- Survey of Donors (August 2010)
- Fundraising Survey
- Donor Survey Excerpts
- Focus Group of Past Donors
- Open technical issues

This box: [view](#) · [talk](#) · [edit](#)

- Secondly, almost all donors to the 2009-2010 fundraiser who agreed to be contacted by the foundation will be offered the opportunity to provide input through an online survey. The survey invitation will be distributed via e-mail, and responses will be aggregated so that respondents are anonymous and their personal information is protected.

Donors' responses to the survey and online focus group will inform the foundation's future communications with its donors — the goal being to provide the type and amount of information and interaction that our donors want.

## Survey Audience [edit]

An invitation to participate in the survey will be sent via email to all Wikimedia Foundation donors who have not opted out of receiving emails from the Foundation. The email will only go out in English but we will try to have translated versions of the email available. We intend to translate the survey into at least the 7 most fundraising prevalent languages and will provide an option for the community to translate into other languages as desired.

## Survey General Process Line [edit]

1. Gather community input on topics to be explored in the survey. (April 6th, 2010)
2. Review community input and assess what changes and additions need to be made, and make any changes accordingly. (April 13th, 2010)
3. Translate survey into 7-12 languages. (End of June, 2010)
4. Program and test survey. (Week of July 5, 2010)
5. Survey invitation is sent out. (Early August, 2010)
6. Compile survey responses. (End of August, 2010)

## Survey Topics [edit]

At the conclusion of the focus group, SeaChange has identified the following areas of interest for the donor survey:

- How do donors typically use Wikipedia; and how often?
- What do donors like most about Wikipedia?
- What motivates donors to support Wikipedia, and how likely they are to donate again?
- What concerns do donors have about the future of Wikipedia?
- Besides Wikipedia itself, what other online services or information sources donors use?
- Standard demographic questions (for research purposes only; all answers will be kept anonymous)

Please post on the discussion page if there are additional areas of focus or knowledge that you would want added to the survey. We want to acknowledge at the onset that we intend to keep the survey to a manageable length and cannot fit in all areas of inquiry. Tradeoffs may need to be made in order to keep the survey a reasonable length. If a new topic is added, a different topic may need to be removed or explored in less depth.

## Discussion [edit]

Please leave questions and thoughts about what you would like to learn about our donors on the Discussion page. [Rand Montoya](#) 00:56, 2 April 2010 (UTC)

## Results [edit]

Wikimedia produced a random sample of 20,000 individuals from the much larger number of individuals, from many countries, contributing less than \$1000 between November 1 2009 and June 30 2010. These individuals were invited to participate in a 29 item (but around 70 question) survey. 3760 agreed to participate, and the survey was conducted in August 2010. The participants probably differ from those who declined in ways that are associated with survey answers. Hence the respondents do not represent an entirely representative sample of the < \$1000 donors.

The survey participants are committed to Wiki[p/m]edia, visiting it frequently. They say that they are very likely to donate again, and they support all the survey-mentioned reasons for donation. They were not aware of Wikipedia chapters. A majority of respondents did not appear greatly concerned about possible threats to Wikipedia's identity. About 1/3 of these individuals have edited, though not frequently. Those who express more support for Wikimedia as a cause appear more prone to edit. Those who have not contributed in this way say mostly that they haven't thought about it—suggesting that they haven't really considered the possibility—or that they don't have time. Europeans and the highly educated especially stress lack of time.

Some subgroup differences were found within the sample. The likelihood of writing or editing does vary a bit by subgroup, for example. Overall, however, responses did not vary greatly by subgroup, whether "demographic" (nationality, education, sex) or behavioral (e.g., degree of on-line activity).

- The full details of the survey can be found [here](#).
- A short overview can be found [here](#).