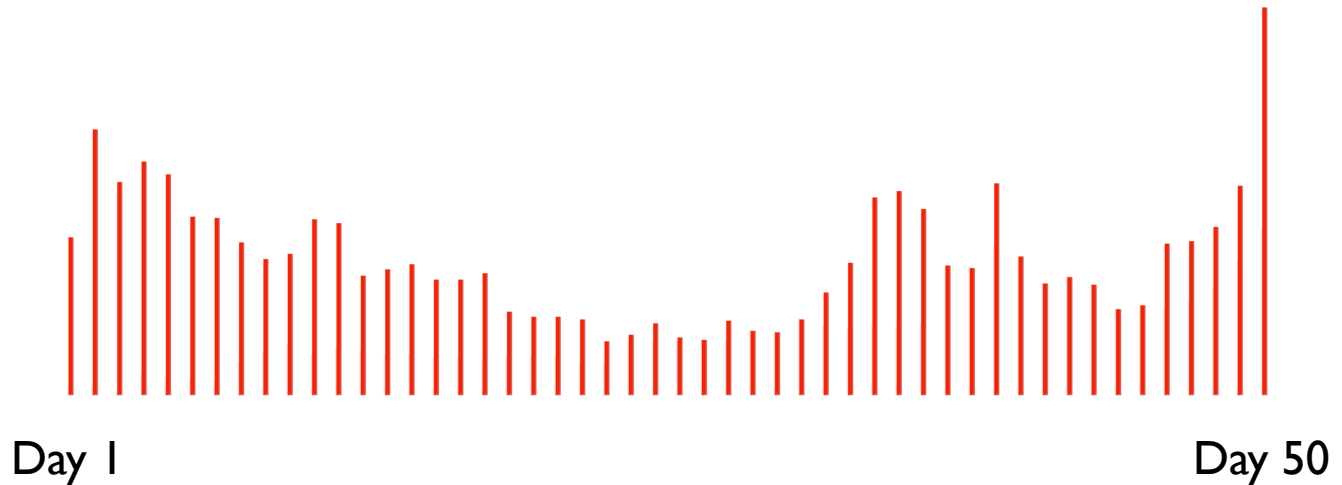


50 Days of Fundraising



- Peak Day (Dec 31st)
 - \$777,123
 - 26,041 Donors
- Average Day
 - \$320,000
 - 10,000 Donors

The Three Step Process

1. Capturing Attention

- Generating “productive” clicks

2. Making the Case

- Presenting compelling and concrete appeals

3. Simplifying Giving

- Removing barriers to conversion

Text-Only Banners

**Admit it: without Wikipedia, you never could have finished that report.
Click here to keep Wikipedia free for future students.**

**Wikipedia: Written by volunteers, supported by readers like you.
Donate today.**

"Thanks for the brain massage"

Donor: Victoria Hansen
Date: August 29, 2010
Amount: CAD 50

[Donate Now](#)

**Please read:
A personal appeal from
Wikipedia founder Jimmy Wales**

Graphic Banners



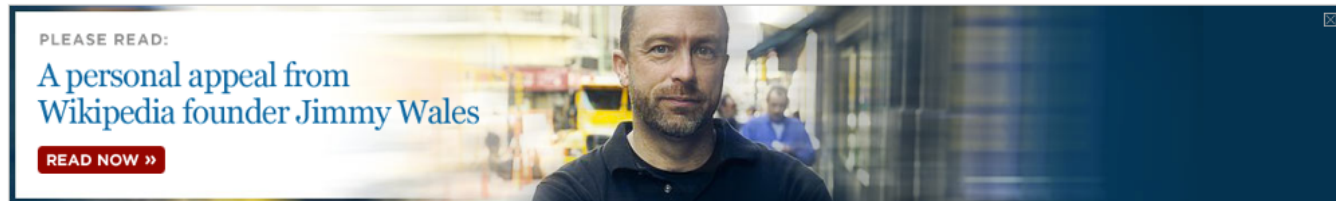
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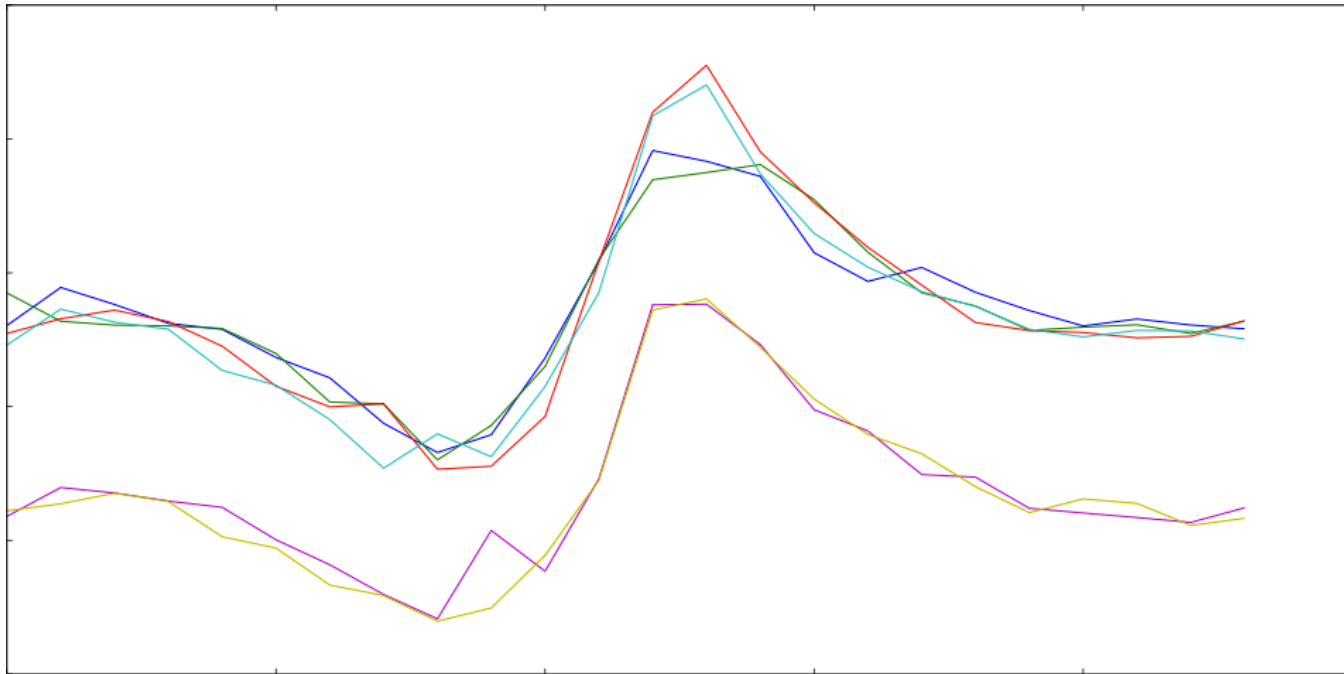


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Graphic vs. Text Banners


Conversions Over 24 Hours (Nov 21):



Editor Banners



Please read:
A personal appeal from
Wikipedia author Abbas

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Please read:
A personal appeal from
Wikipedia author Lilaroja

[Read Now](#)



Please read:
A personal appeal from a new father
and Wikipedia author

[Read Now](#)

"... that's the world I want him to grow up in."

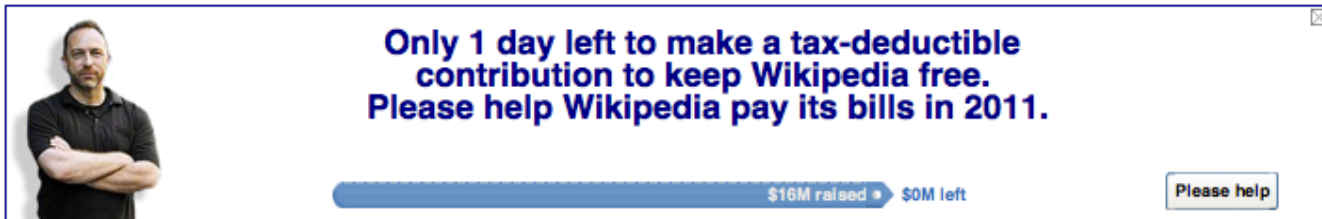
Year-End Banners



**Please read:
An urgent appeal from
Wikipedia founder Jimmy Wales**

\$10.2M ▶ \$16M

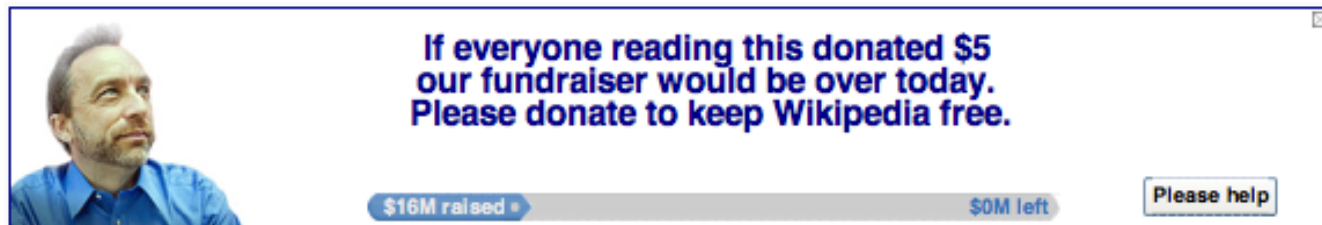
Read Now



**Only 1 day left to make a tax-deductible
contribution to keep Wikipedia free.
Please help Wikipedia pay its bills in 2011.**

\$16M raised ▶ \$0M left

Please help



**If everyone reading this donated \$5
our fundraiser would be over today.
Please donate to keep Wikipedia free.**

\$16M raised ▶ \$0M left

Please help

Banner Lessons

- Graphics:
 - Simple is Better
 - Consistency Over Novelty
 - Include Actions in Buttons
 - Progress Meter Only When Close to Goal
- Copy:
 - “Personal Appeal” Unbeatable
 - Keep Testing Until the End:
 - Urgency and Tax Deductibility
 - Rotating Copy

The Box

From Wikipedia Founder Jimmy Wales

This is it. 0 hours left.

We're at the time of year when people all over the world come together to sustain and protect Wikipedia.

Not everyone can or will donate. And that's fine, because each year just enough people support Wikipedia with a small donation. If you feel it's your turn, please make a tax deductible donation of \$5, \$25, \$50 or whatever you can to help us reach our goal before midnight.

I'm a volunteer.

I don't get paid a cent for my work at Wikipedia, and neither do our thousands of other volunteer authors and editors. But I have been here from the beginning, and I can tell you, we weren't prepared for Wikipedia to get this big.

Where your donation goes

- **Technology:** Servers, bandwidth, maintenance, development. Wikipedia is the #5 website in the world, and it runs on a fraction of what other top websites spend.
- **People:** The other top 10 websites have thousands of employees. We have about 50, making your donation a great investment in a highly-efficient not-for-profit organization.

Personal Appeal Principles

- **Length:** Substantial, but is good if most users can see it's about to end right below the fold.
- **Story:** Has to promote/stimulate/clarify people's vague understanding that Wikipedia was a crazy idea that took off. And now it needs them to keep the story going.
- **Beauty:** Wikipedia is an amazing, beautiful thing run by volunteers doing it out of the goodness of their hearts.
- **Strong, quick start:** It must have a catchy first line.
- **Importance:** We're #5 and everyone uses us!
- **Free and ad free:** People love that it's free to use, free to be used in any way, and ad free.

More principles...

- **No non-sense:** Absolutely no gimmicks or stretching of facts. Our Jedi Mind tricks don't work on these people.
- **Ask:** We need your money. We really do. (For A LOT of servers and a very small staff -- i.e. “people and technology”.) We actually just need a certain number of donations to run this huge freaking website. Please give us \$20, \$35, \$50 or whatever you can to keep Wikipedia free.
- **Authenticity:** We need to tell stories from amazing passionate Wikipedia people in their own real worlds about why they are passionate about Wikipedia and what is great about Wikipedia.

What's next?

- Brandon test!
- Where can we make gains?
- Tell stories
- The process to make this work