

Using CiviCRM at Wikimedia

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CiviCRM User Meetup
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You need to fundraise?

Misconceptions

- Were a giant for profit entity raking in truck loads of money
- Were funded by a wealthy investor
- We have ads
- It's costs next to nothing to run Wikipedia because it's all done by volunteers

The reality of it all

- Were a small non profit with under 25 employees
- Our main funding source is community contributions
- We don't like to bias our articles by placing ads next to them
- We run 300+ servers and push petabytes of data each month creating the 4th most visited website according to comeScore


How do we fundraise?

- Major Gifts & Partnership Relations
- Spontaneous Donations
- Annual Fundraiser

High Level Donors

- Relationships formed through prospect research and grants
- Board members
 - Lots of our board members are just volunteers
- Sourcing civi data for prospective recurring contributions
- Grants

Spontaneous Donations



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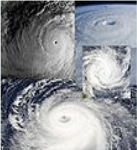
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Today's featured article



A **tropical cyclone** is a storm system characterized by a large **low pressure** center and numerous **thunderstorms** that produce strong winds and **flooding rain**. The term "tropical" refers to both the geographic origin of these systems, which form almost exclusively in **tropical** regions of the globe, and their formation in **Maritime Tropical air masses**. The term "cyclone" refers to such storms' **cyclonic** nature, with **counterclockwise** rotation in the **Northern Hemisphere** and clockwise rotation in the **Southern Hemisphere**. While tropical cyclones can produce extremely powerful winds and **torrential rain**, they are also able to produce high waves and damaging **storm surge** as well as spawning **tornadoes**. They develop over large bodies of warm water, and lose their strength if they move over land. This is the reason coastal regions can receive significant damage from a tropical cyclone, while inland regions are relatively safe from receiving strong winds. Heavy rains, however, can produce significant flooding inland, and storm surges can produce extensive coastal **flooding** up to 40 kilometres (25 mi) from the coastline. Although their effects on human populations can be devastating, tropical cyclones can also relieve **drought** conditions. They also carry heat and energy away from the tropics and transport it toward **temperate latitudes**, which makes them an important part of the global **atmospheric circulation** mechanism. As a result, tropical cyclones help to maintain equilibrium in the Earth's **troposphere**, and to maintain a relatively stable and warm temperature worldwide. It is not possible to artificially induce the dissipation of these systems with current technology. ([more...](#))


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Did you know...

From Wikipedia's newest articles:

- ... that Wing Commander **John Lerew** (*pictured*), ordered to defend Rabaul against Japanese invasion in 1942, signalled headquarters the legendary gladiatorial phrase "We who are about to die salute you"?
- ... that the many optical effects apparent in Johannes Vermeer's *The Lacemaker* indicate that he made use of the camera obscura; an early photographic device?
- ... that **Ralph Alswang** designed the Westport, Connecticut, home of actor Paul Newman?
- ... that the **Benner House** is the sole surviving German-style vernacular home built to a one-room plan in



In the news


- **Millvina Dean**, the last survivor of the sinking of the RMS *Titanic* (*artist's impression pictured*) in 1912, dies at the age of 97.
- The Pakistani military announces that it has **fully regained control** of Mingora, the largest town in the Swat Valley, from the Taliban.
- Approximately 250 people are killed in **clashes** between the Rizeigat and Messiria nomadic tribes in Sudan.
- **Soyuz TMA-15**, carrying the crew of Expedition 20, docks with the International Space Station.
- A 7.3-M_w **earthquake** kills at least six people and destroys dozens of buildings in Honduras, Guatemala and Belize.
- The discovery of a 4,000-year-old skeleton showing the earliest known evidence of **leprosy** in the Indian state of Rajasthan is announced.

[Wikinews](#) – [Recent deaths](#) – [More current events...](#)

On this day...

June 1: Whit Monday (Western Christianity, 2009); **Queen's Official Birthday** (New Zealand, 2009); **International Children's Day**; **Madaraka Day** in Kenya

- 1794 – The **Glorious First of June**, the first and largest fleet action of the naval conflict between the Kingdom of Great Britain and the First French Republic during the French Revolutionary Wars, was fought.
- 1813 – War of 1812: Mortally wounded during a **battle** against the Royal Navy frigate HMS *Shannon*, American naval commander James Lawrence of the USS *Chesapeake* ordered his crew to "Don't give up the ship!", today a popular battle cry.
- 1831 – British naval officer and explorer **James Clark Ross** successfully led the first expedition to reach the North Magnetic Pole.
- 1943 – Eight German Junkers Ju 88s shot down **British Overseas Airways Corporation Flight 777** over the Bay of Biscay off the coast of Spain and France, killing actor Leslie Howard (*pictured*) and several other notable passengers.



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Annual Fundraiser



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Our Goal: \$6 million

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Our Goal: \$6 million

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\$5,000,000 raised last year !

**Now what happens if someone actually
wants to donate ...**

Donation Portal

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— Jimmy Wales, *Founder of Wikipedia*

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Donation Arrives

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Tomasz Finc

Recently Viewed:  Tomasz Finc  tfinc@wikimedia.org

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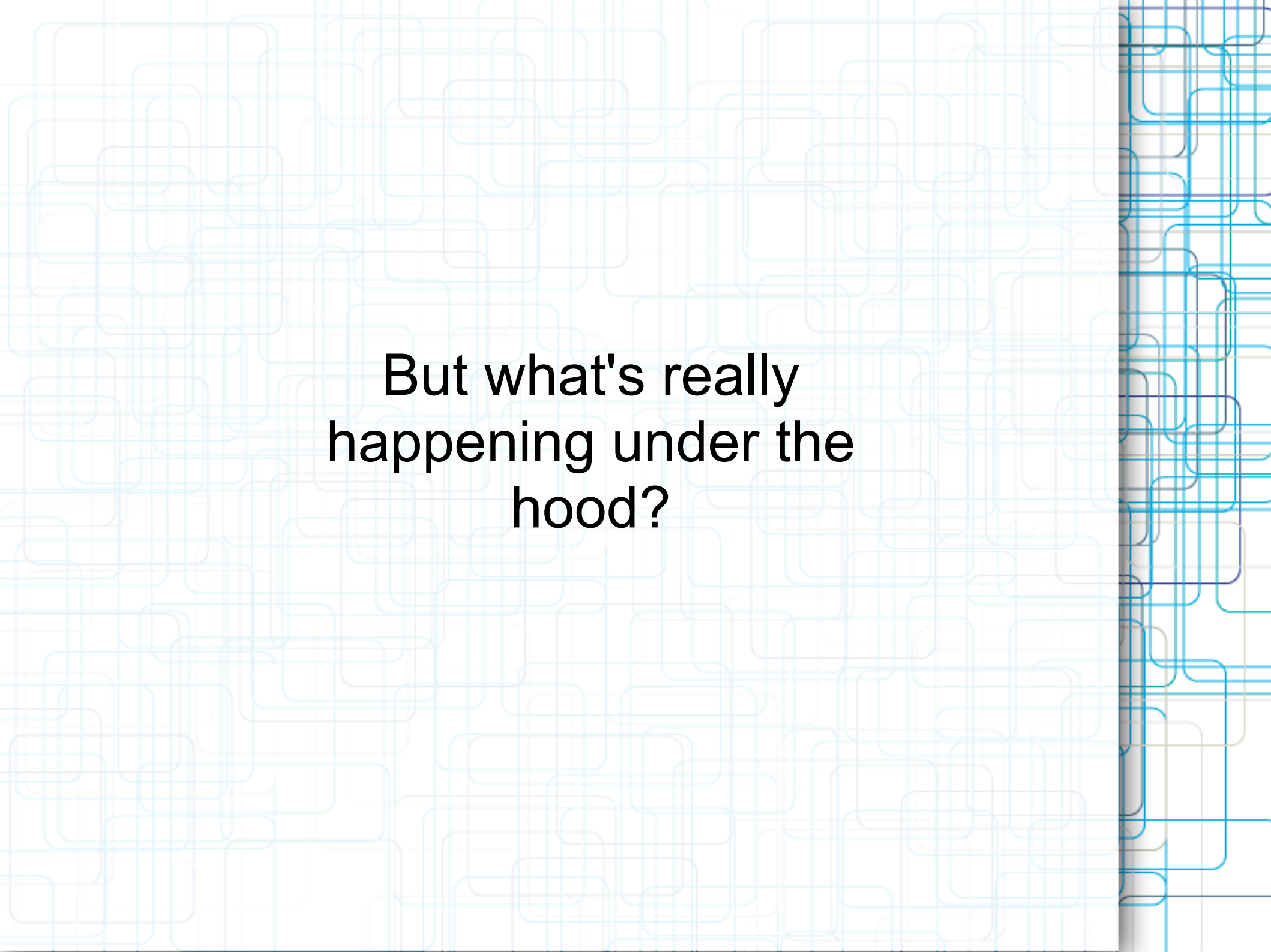
Contributions received from Tomasz Finc since inception. Click [Record Contribution \(Check, Cash, EFT ...\)](#) to record a new contribution received from this contact.

[» Record Contribution \(Check, Cash, EFT ...\)](#)

Current Year-to-Date - \$ 1.00 # Contributions - 1 Avg Amount - \$ 1.00

Total Amount - \$ 1.00 # Contributions - 1 Avg Amount - \$ 1.00

Amount	Type	Source	Received	Thank-you Sent	Status	Premium	
\$ 1.00	Cash	USD 1.00	December 10th, 2008	December 10th, 2008	Completed		View Edit Delete



**But what's really
happening under the
hood?**

Donation Portal

- MediaWiki running in raw html mode
 - Custom skin and content
- Donation tracking extension
 - Allows fundraisers to gauge effectiveness
- Paypal
 - Listener enabled on Wikimedia CiviCRM

CiviCRM Listener

- fundcore.module
 - Drupal based module for payment gateways
 - Could be extended to other gateways
 - We used to use moneybookers
 - Uses PayPal verification and post back
 - Retains all information about transactional fees
 - Can handle multiple currencies and source dollar conversion
 - Allows us to pass custom data

But PayPal is a “expensive, too difficult, evil” ... isn't there some other way people can donate to us ?

YES!

- Moneybookers
 - Wire transfers
- DEXIA
 - European transactions
- Checks
 - Snail mail
- EFT/STOCK
 - Monthly statements

But all of these are manual entries



So how does all of this come together?

CiviCRM Hardware

- 1 front-end server running apache
 - 2 proc intel @ 3.0GHz
 - 4GB of RAM
- 1 shared db host
 - 4 proc intel @ 1.86GHz
 - 16GB of RAM
- 1 moderately sized database
 - 230,000+ Contacts
 - 250,000+ Contributions
 - 256M mysqldump db
 - 651M drupal db

But really its ..

Lots of love and care between
Wikimedia & our contractors

**So after two years of using
CiviCRM ... have we learned
anything?**

What we've learned

- User inputted data is rarely consistent!
 - Users will input information in the least predictable way possible
 - Review is not a luxury but a requirement
 - Establish standard guidelines at the beginning of how data will be input
 - Revisit this and make sure it's working
 - Know who is inputting what data so that you don't duplicate efforts
 - Understand clearly what each field is meant to hold rather than overloading them

Integrate into the Community

- Become part of the community as quickly as possible
- Share experiences and solutions
- Grow the core system rather than building one of solutions for long term growth
- Contribute whenever possible

Share your data

- Anonymize and publish your data often
- Support users who provide insights
- Provide data sets to core development teams to properly simulate lookup times

**But enough about
collecting data .. can we do
anything else with it?**

Fun uses for Civi data

- Live comments from our users



Real-time donor comments from around the world

[Donate](#) and add your name to the list!

[Newer donations](#) | [Earlier donations](#)

Name	Time and date	Amount
Firas Faham Such a great site - I wish you the best and wish I had a million dollar to support you with.	17:32, 19 May 2009	USD 10.00
Anonymous	16:14, 19 May 2009	USD 100.00
Miguel Felix Esquer	16:13, 19 May 2009	USD 2.50
Anonymous	15:45, 19 May 2009	USD 30.00
Anonymous	15:32, 19 May 2009	AUD 2.00
CHRISTIAN CHEFDEVILLE	13:55, 19 May 2009	USD 30.00
Daniel Araujo Mariño El ignorante afirma, el sabio duda y reflexiona. Gracias por hacerme más sabio.	11:37, 19 May 2009	EUR 2.00
Anonymous	10:13, 19 May 2009	USD 5.00
Anonymous	09:29, 19 May 2009	USD 70.00
Anonymous Open source information is the wind that will lift the educational sails for all of us and move us in the right direction.	02:50, 19 May 2009	USD 100.00
Raj Brar I always find wikipedia the best place for my day to day research.	02:18, 19 May 2009	USD 25.00
Karen McGilligan LU JNM	00:21, 19 May 2009	USD 25.00

Live Comments

- ContributionReporting MediaWiki extension
 - All contributions are put into a public reporting table within mysql civicrm db
 - MediaWiki cluster pulls data and formats output
 - Users can page through comments and receive permanent links to any donations
 - Available in our svn

Stats .. Stats .. Stats

- Fundraiser statistics

[special page](#)

Contribution statistics

From the Wikimedia Foundation

Daily totals for the past 7 days

Day	Contributions	Total (USD)	Average (USD)	Maximum (USD)	Total (YTD)
2009-06-01	2	39.25	19.63	20.00	7,077,706.96
2009-05-31	12	259.63	21.64	100.00	7,077,667.71
2009-05-30	21	602.06	28.67	100.00	7,077,408.08
2009-05-29	21	482.60	22.98	70.49	7,076,806.02
2009-05-28	26	616.53	23.71	156.43	7,076,323.42
2009-05-27	28	8,362.73	298.67	7,900.00	7,075,706.89
2009-05-26	26	661.82	25.45	100.00	7,067,344.16

Monthly totals for the past 12 months

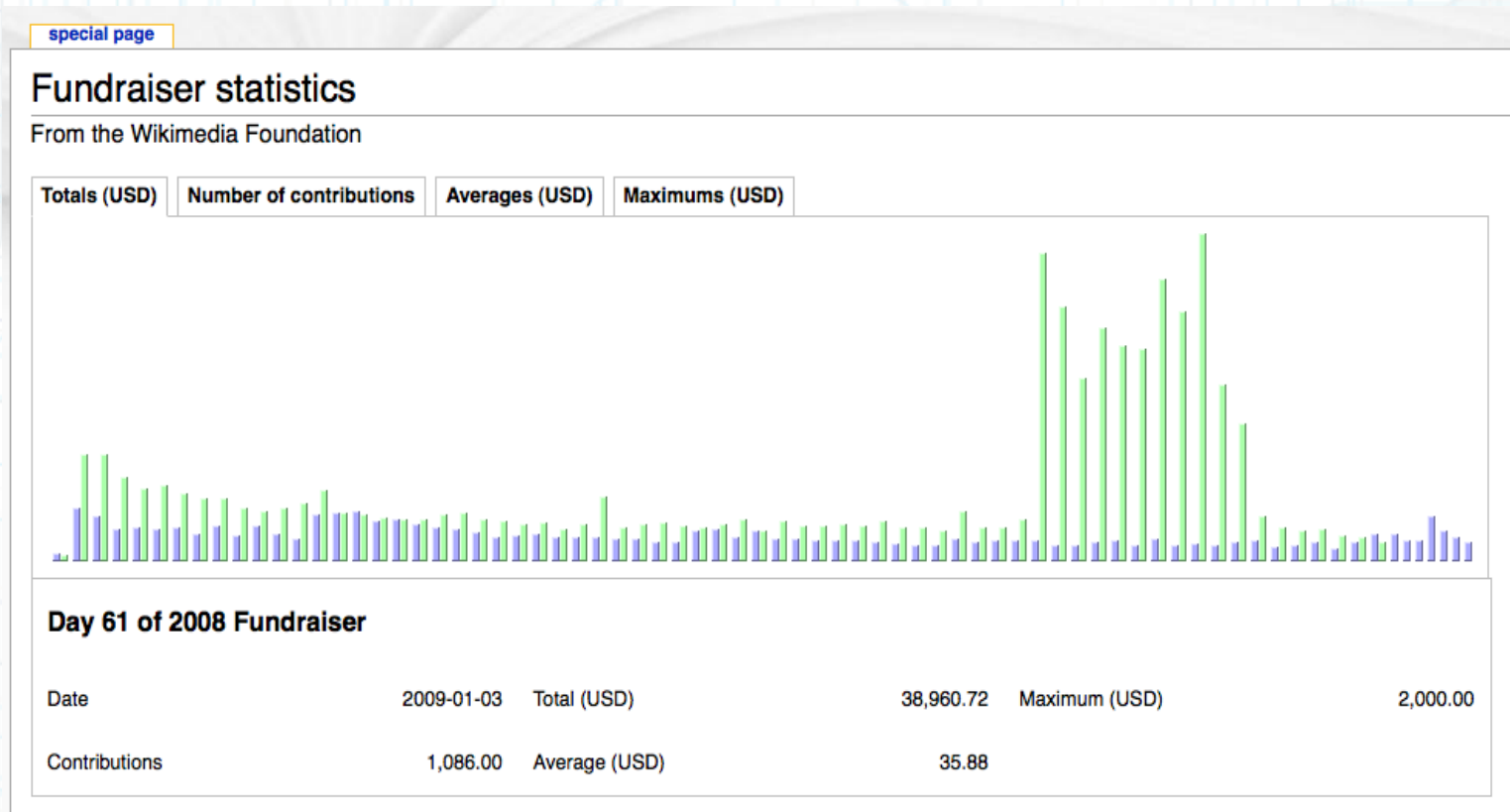
Month	Contributions	Total (USD)	Average (USD)	Maximum (USD)	Total (YTD)
2009-06	2	39.25	19.63	20.00	7,077,706.96
2009-05	1,283	141,142.23	110.01	50,000.00	7,077,667.71
2009-04	957	70,894.55	74.08	33,000.00	6,936,525.48
2009-03	1,064	57,648.33	54.18	10,000.00	6,865,630.93
2009-02	1,290	1,067,765.10	827.72	1,000,000.00	6,807,982.60
2009-01	14,984	596,219.22	39.79	25,000.00	5,740,217.50
2008-12	79,638	2,905,035.16	36.48	29,173.00	5,143,998.28
2008-11	45,307	1,607,612.99	35.48	254,948.20	2,238,963.12
2008-10	961	71,527.76	74.43	10,000.00	631,350.13
2008-09	1,002	220,729.09	220.29	177,375.50	559,822.37
2008-08	967	34,784.75	35.97	2,274.37	339,093.28
2008-07	1,020	304,308.53	298.34	262,000.00	304,308.53

Contribution Statistics

- Live tally of donations
- Breakdown by
 - Day
 - Month
 - Currency
 - Dollar Ranges
- Part of contribution reporting and available in svn

But how are we really doing...

- Live comparison of last years fundraiser to this years



Fundraiser statistics

- Visual graph of fund raising data allowing easy comparison
- Breakdowns by
 - Total
 - Number of contributors
 - Averages
 - Maximums
- Part of contribution reporting and available in svn

What's Next?

- CiviReports
 - Reporting framework ported to 2.2 branch
- Usability improvements
 - Speed up and simplify common actions
- Integrating our own internal developments like exchange rate conversion or banner tracking into core
- Create permission model to allow our national chapters to access donation data

Thanks!

David Strauss – Wikimedia CiviCRM Lead



Lobo, Dave and the whole
CiviCRM team



Contact Info

- tomasz@wikimedia.org
- <http://wikitech.wikimedia.org/view/Presentations>
 - <http://tinyurl.com/knjymn>