



January 2012  
Keeping Wikipedia up and running

## ***Wikipedia and Wikimedia***

“**Wikipedia** ([/ˌwɪkiˈpiːdi.ə/](#) or [/ˌwɪkiˈpiːdi.ə/](#) *WIK-i-PEE-dee-ə*) is a [free](#), [collaborative](#), [multilingual Internet encyclopedia](#) supported by the non-profit [Wikimedia Foundation](#). Its 20 million articles ([over 3.8 million](#) in [English](#) alone) have been written collaboratively by [volunteers](#) around the world. Almost all of its articles can be edited by anyone with access to the site and it has about 100,000 regularly active contributors. As of January 2012, there are [editions of Wikipedia](#) in 283 languages. It has become the largest and most popular general [reference work](#) on the [Internet](#), ranking sixth globally among all websites on [Alexa](#) and having an estimated 365 million readers worldwide. It is estimated that Wikipedia receives 2.7 billion monthly pageviews from the United States alone.” (source: <http://en.wikipedia.org/wiki/Wikipedia>; CC-BY-SA)

**Wikimedia** is an international not-for-profit movement with the goal to provide every person on the planet with the sum of all human knowledge. The Wikimedia Foundation, located in San Francisco, is the mother organization taking care of all Wikimedia projects in a technical sense. Wikipedia is its flagship project. Wikimedia and Wikipedia are almost totally financed through donations.

In almost 40 countries national membership associations, “chapters”, have been founded by local volunteers. The chapters are independent organizations supporting the mission of free knowledge and the Wikimedia projects locally.

Vereniging Wikimedia Nederland (**Wikimedia Nederland**) is an association and charity ('ANBI') under Dutch law with some 150 members. Most of her activities focus on PR, providing information about Wikimedia and its projects, fundraising, supporting the Wikipedia communities, organizing events (such as 'Wiki Loves Monuments', the 'Wikimedia Conferentie Nederland' and 'GLAMcamp Amsterdam') and cooperating with cultural heritage institutions. Wikimedia Nederland has no editorial influence whatsoever on Wikipedia and has no control over the site infrastructure. It has a trademark agreement with the Wikimedia Foundation to use its Wikimedia and project trademarks within the scope of the mission.

## ***Research questions***

For Wikimedia, funding and editors are of the utmost importance for the sustained future of Wikipedia and sister projects. Both the funding and editorial model are based on the principle that many contributions together can accomplish miracles. For successful **fundraising**, Wikimedia depends on the awareness at the readership of Wikipedia that Wikimedia is a non-profit organization and dependent on their donations. For more and higher quality content on Wikipedia, it is crucial that the readers realize that Wikipedia can be **edited by anyone**, and that it is up to them to correct mistakes and add content where they find gaps.

For 2012, Wikimedia Nederland has reserved a budget of €10.000 for marketing. Besides that, an estimated 200 volunteer hours can be expected for this purpose. Two goals have to be served with this:

- Raise awareness at a large audience that Wikimedia Nederland is a charity that depends on public donations.
- Raise awareness at a large audience that Wikipedia and other Wikimedia projects are dependent on the knowledge of its users, that the projects can be edited and that **everybody** can add his or her knowledge to Wikipedia.

## **How can Wikimedia Nederland use the available budget and volunteer time in such a way, that maximum result is reached?**

We expect you to be creative and think out of the box, while keeping the values, identity and mission of Wikimedia and Wikipedia in mind. We don't expect you to solve our problems fully, but do expect that you will contribute improvement by coming up with SMART plans described in a way that volunteers can immediately execute in 2012. Good ideas might be executed!

### **Background information**

Wikimedia is quite a transparent organization because of its volunteer structure, so you will find that a lot of information is simply available online if you know where to look for it. Some links will be provided here for background information and those pages will contain many more links to other pages – use it where needed but realize that there is so much information available online, that you will have to make choices. If you're missing information, try Google and if you can't find it, don't hesitate to send an email.

### **Organization**

- Wikimedia Nederland: [Website](#), [Twitter](#) and [Facebook](#)
  - Annual report [2009](#) and [2010](#) (in Dutch)
  - [Fact sheet](#) (Dutch)
- Wikimedia Foundation: <http://wikimediafoundation.org>
  - [Annual reports](#) and [Financial reports](#). [Strategic plan](#) (2010-2015).

### **Fundraising**

- General overview: <http://meta.wikimedia.org/wiki/Fundraising>
- Personal appeal video by Jimmy Wales, founder of Wikipedia (helpful pointers)

### **Editors**

The number of volunteers active for Wikipedia has been stabilizing in the past years, and even been dropping in some language editions. Constant attention to this topic on multiple fronts is required to keep Wikipedia up-to-date and as accurate as possible. Without enough volunteers it might quickly decay into a vandalism playground.

- [Lots of statistics](#) on visitors, editors and more
- [Available outreach and educational material](#)

### **Limiting factors**

Something to keep in mind is that Wikimedia is highly dependent on its volunteers. That offers opportunities, but also brings some limitations in how we execute our projects. Whatever we do, will have to be in line with the mission and the values that the community cherishes. This is probably well summarized in the “What we believe” section of the Wikimedia Foundation strategic plan linked above.

For this project, the site infrastructure can not be used – nor for the research, nor for the execution.

### **Contact details**

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Other contact details on request – email is usually most effective and efficient.