

Wrap up

Wikimedia Chapters meeting 3.-5.4.2009

Funding & fundraising

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Collecting & distributing funds (annual fundraiser)

Publics' perception of the fundraising process (no clear distinction between Chapters & WMF)

Make it easy - simplify the process & make it more visible

Relationships between Chapters

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How do we see our relationships in 5/10 years?

„We remain independent but work on common goals“

Relationships between Chapters

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- We improve communication between Chapters through a central communication channel...**
- ...and thus know more about each other**

Relationships between Chapters

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- Support new Chapters through their development**
- (eg. helpdesk, clearly defined way/tutorial to create & induct a new chapter)**

Relationships between Chapters

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-Developing & implementing common initiatives between several Chapters

Developing a regional level of relationships (through regular formal conferences & meetings)

Relationships between Chapters

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- Chapters and Foundation have streamlined their relationships**
- (Free & transparent collaboration, clear division of functions & tasks, checks & balances achieved)**

Relationships between Chapters

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-Political structure of Chapters

-(speaking with one voice when needed, creation of a council/parliament/UNO-like structure?)

Communication & marketing

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**Press contacts/communication
instruments/PR-calendar**

Communication & marketing

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How to make journalists understand the Wikimedia „galaxy“?

Communication & marketing

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How to deal with negative press

**Hints (leaflet) about how & when to react
would be usefull**

Success stories

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- **Wikipedia Academy (Argentina)**
- **Backstage pass (Australia)**
- **Saving the domain & liberating the dictionary (Serbia)**
- **Legal consultancy (Czech Rep.)**
- **Wikipedia takes Manhattan (NYC)**

Public outreach

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Analysis of the survey results (esp. regarding new authors & Wikipedia users) & looking for reasons/explanations

Public outreach - how can we fill the bookshelf?

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Brainstorming about the content & form of educational materials, targets & organizational means.

Content liberation

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Content liberation

Presentation of Matthias about the Bundesarchiv project

Working with volunteers (& local communities)

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Main issues identified

- **Acquiring (new volunteers & from Wikiprojects)**
- **Keeping,**
- **Channelling volunteers**

Working with volunteers (& local communities)

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Acquiring volunteers

- **Define specific tasks they can accomplish**
- **Show them the variety of tasks/activities**
- **Search for skills at the right location**
- **Decentralize matchmaking by introducing them to the community**

Working with volunteers (& local communities)

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Keeping volunteers motivated

- **Define precise roles/tasks**
- **Find material & non material incentives (managing a budget, recognition of the work, accreditation)**
- **Organize a thank-you event**

Working with volunteers (& local communities)

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Channelling volunteers

- **Fostering personal development**
- **Define task & profile for the task (self-assessment)**
- **Introduce a mentoring system for professionals ready to involve themselves as mentors for volunteers**

Trademark policy & Chapters' agreement

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Presentation of trademark policy draft & clearing questions about aims & procedure

Plenary session Chapters & WMF

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„What the Red Cross is for health, we want to be for knowledge“.

Announcement: launch of a consultative strategy development process over one year.

- **Reach**
- **Participation**
- **Quality**

Plenary session Chapters & WMF

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- **Replicate & innovate (leave & increase room for diversity)**
- **Develop & adapt our form of organization as we grow**
- **Money is a secondary issue but has to be considered for long-term sustainability**
- **Be conscious of the impact of local action on a global level**

And here we are!

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