

From: jimmy@wikipedia.org <donate@wikimedia.org> [Add to Contacts](#)

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Sent: Tue, Oct 25, 2022 at 10:11 am

To: pamelagrow@simpledevelopmentsystems.com

This email uses data in a way rarely seen in nonprofit communications. You have the information: use it!

WIKIPEDIA

Dear Pamela,

You became a Wikipedia supporter in 2014. You've donated more than three times. This makes you one of the rare exceptions who chooses to support a project that's helpful to everyone on the planet. Thank you for believing that it's up to each of us to do our part to keep Wikipedia open to everyone.



Can we count on you again? [Please renew your \\$20 donation to keep Wikipedia growing.](#) Ask, ask, and ask again.

I took the liberty of emailing you a second time on behalf of the Wikimedia Foundation (the organization responsible for the protection of Wikipedia), because I wasn't sure you got a chance to read the first email we sent to pamelagrow@simpledevelopmentsystems.com, the address we have on file for you since your last gift. I hope you know how crucial your commitment to supporting free knowledge has been and still is to us.

At every turn, we have been pressured to compromise our values, but I'll be honest: **We've had enough.** People always ask us, why not just run ads to make revenue? Or capture and sell reader data? Or make everyone pay to read? While these things seem like the norm online nowadays, we'd like to remind you that there is another way--a way that doesn't jeopardize the neutrality of our content and threaten your personal data. We just ... ask! Not often, but it works. After 21 years of saying no, I can still say we are proud to have left that money on the table. [Aligning with MY values.](#)

We're a non-profit. Only 2% of our readers give, but we manage to serve hundreds of millions of people per month. Imagine if everyone gave? We could transform the way knowledge is shared online.

Paints a vision.

I've been happily stunned by the response from our donors, but we haven't reached our fundraising goal in the US and we don't have a lot of time left. We're not salespeople. We're librarians, archivists, and information junkies. We rely on our readers to become our donors, and it's worked for over 20 years.

This year, please consider making another donation to protect and sustain Wikipedia.

Reinforcing the ask.

We know people's circumstances have changed a lot in the last year. Some find themselves with less to spare, but a lucky few happen to have a bit more. **If you're one of the lucky ones, will you give a little extra to keep Wikipedia growing?**

Again, reinforcing the ask. Yet acknowledging that circumstances may be tough.

Renew your donation: \$20

Give \$20

Give \$35

Give \$50

Give another amount

Thank you,

Jimmy Wales
Wikipedia Founder

DONATE NOW : \$20

Image of Jimmy Wales CC BY 3.0, found on Wikimedia Commons.

You are receiving this email at pamelagrow@simpledevelopmentsystems.com as a valued donor of the Wikimedia Foundation. If you do not wish to receive any future emails from the Wikimedia Foundation, [unsubscribe now](#). If you've already donated recently, we may have an alternate email address on file for you.

Please let us know it! We'll be happy to unsubscribe any old email addresses.

Wikimedia Foundation, Inc.

P.O. Box 98204

Washington, DC 20090-8204

United States of America



Add a \$6.00 monthly donation starting next month?

Monthly support is the best way to ensure that Wikipedia keeps thriving.

Yes, I'll add a \$6.00 monthly donation

No, thanks!

[Yes, I'll donate monthly, but for a different amount](#)