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## BRIGHT SPOTS

Several bright spots shone through during the interviews we conducted and in our analysis of survey findings. While there is much for A+F to be proud of, three themes surfaced most prominently: 1.) Respected reputation for internet activism on Wikipedia, 2.) Beloved model for grassroots, crowdsourced, collective action, 3.) Passion is at the core of A+F's work.

### RESPECTED REPUTATION FOR INTERNET ACTIVISM ON WIKIPEDIA

Numerous stakeholders spoke about A+F's leadership in the realm of wiki-editing, specifically through its edit-a-thons and online resources for editing Wikipedia. These initiatives are not only known broadly by partners and affinity organizations such as Black Lunch Table, but they were often described as an entry point for long-term engagement with A+F as individuals had positive experiences leading and attending them. Additionally, A+F's online resources for learning how to edit Wikipedia serve its broader mission of being a "do-it-yourself and do-it-with-others campaign that teaches people of all gender identities and expressions to edit Wikipedia."



*"A+F has some of the strongest media to teach yourself [how to edit Wikipedia]. They've innovated toolkits and onboarded a massive amount of people."*

*"[A+F has] changed my personal thinking on digital access and gender parity in terms of writing as well as representation."*

*"It's so rewarding seeing the outcome of edit-a-thons."*

### BELOVED MODEL FOR GRASSROOTS, CROWD-SOURCED, COLLECTIVE ACTION

Across the board, Art+Feminism's stakeholders felt and valued the organization's collective approach to activism. The Regional Ambassador program was cited as a strong example of this grassroots, crowd-sourced, collective approach. Distributed across dozens of countries, the Regional Ambassadors are a global community of activists seeking to close the information gap on Wikipedia. Some commenters

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noted that this model is something they hope to see replicated in other organizations, perhaps even beyond the internet activism realm, because of its effectiveness.

*"The Regional Ambassadors inspire and energize me."*

*"I love A+F's collective leadership. It feels like a model that should be taken up by many other movements."*



#### PASSION IS AT THE CORE OF A+F'S WORK

Art+Feminism is a mission-driven organization, and its stakeholders feel the passion that comes with trying to undo inequities. From its inception by a small group of co-founders in 2013, Art+Feminism has worked tirelessly and almost entirely on a volunteer basis (until recently) to challenge systemic sexism on Wikipedia. A+F's results are extraordinary – its edit-a-thons have engaged 14,000 participants across 1,100 events worldwide. From Peru to India, the inspirational nature of A+F mission is building a global community that is seen and respected by external partners.



*"Art+Feminism is self-aware and self-critical...that's rare in the Wiki world."*

*"Representation matters. It's a very simple equation - we can't prioritize one group's way of being in the world. A+F addresses that."*

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## GROWTH AREAS

Art+Feminism is in its early stages of development and as such is experiencing the growing pains typical of start-up organizations. Our Discovery surfaced a few themes, which if addressed could bring A+F to its next level of optimal performance: 1.) Incorporating global perspectives, 2.) Moving beyond the edit-a-thon, 3.) Developing internal structure and organization, 4.) Diversifying funding

### INCORPORATING GLOBAL PERSPECTIVES

A+F prides itself on being a diverse organization that is facilitating a global movement. Key to its reach are A+F regional ambassadors who organize edit-a-thons in various countries around the world. Interviews with the regional ambassadors were insightful, and all interviewees expressed deep passion for and clear alignment with the spirit and vision behind A+F. However, while all of the non-U.S. based regional ambassadors felt energized by A+F and its potential for future growth, many expressed a lack of international perspective and inclusivity within A+F. This ranged from feeling that A+F's internal modes/platforms of communication were U.S. centric (i.e. use of Slack, meeting at times convenient to U.S. based folks, only holding meetings in English, etc.) to feeling that A+F's implicit definition of intersectional feminism lacks global perspective. A few regional ambassadors also expressed a need for A+F to adapt its model when operating outside of the U.S. as ambassadors' strategies and priorities can look slightly different from one country to the next.

*"Intersectionality involves dealing with different local contexts, different class dynamics"*

*"Race dynamics looks different in different countries based on their different colonial pasts"*

*"Feminism can seem very White."*

*"I believe there are many feminisms..."*



Edit-a-thons are A+F's tried and trusted flagship initiative. Its largest edit-a-thon takes place each March. Interviewees mentioned a desire to scale-up and expand programming beyond the month of March through networking events, workshops, panel discussions, and seminars that take place throughout the entire calendar year. Similarly, A+F stakeholders would also like to see greater collaboration and programming between A+F and partner institutions like museums, local artist collectives, art schools/higher education institutions, and related government ministries or councils.

In addition, there is a strong demand for A+F to increase its digital presence—both through enhanced social media engagement and a more up-to-date and user-friendly website (note: a new website is set to launch in November 2020). These needs have only been amplified by the COVID-19 pandemic, and several interviewees stressed the importance of A+F offering more online programming and greater web resources—including an A+F “required reading” list—in multiple language translations.

With respect to social media, stakeholders mentioned that A+F could benefit from a greater number of strategic social media campaigns as well as more interaction with institutional partners, regional ambassadors, and wiki collaborators online. Several interviewees mentioned wanting to see A+F “take a stand” in current social justice movements, such as Black Lives Matter. Art+Feminism began such work this June with a BLM statement and a collaborative resource around the George Floyd uprisings, but could expand on this work and benefit from clearer parameters for when and how to support social justice movements internationally as well.



*“Arts organizations sometimes try to stay neutral in an effort to be inclusive, but...we’re not neutral, we have a point of view and part of our work is to support and promote that.”*

*“A+F has to embrace movement to articulate what change looks like...propose to do something big and ambitious with a set of partners who really profoundly believe in their storytelling capacity.”*