

GRAB 'N' BRAG

1. THE PROBLEM

Wikipedia needs a regular stream of income to maintain the site and keep the knowledge free.



2. THE INSIGHT

Instead of asking for money, Wikipedia should make it fun to contribute.



3. THE SOLUTION

From now on, all articles on Wikipedia are up for grabs. To grab an article, all you have to do is choose an article and donate \$1.

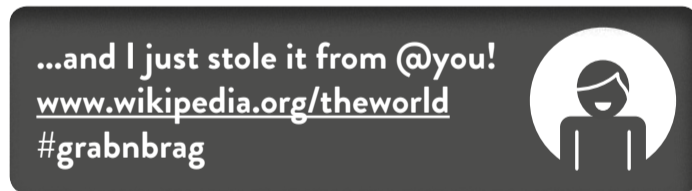


By doing so, you become the official supporter of the article and your name is shown to everyone who visits it. And of course, you get to brag about your involvement in the spreading of free knowledge.



Sounds good? – It is.

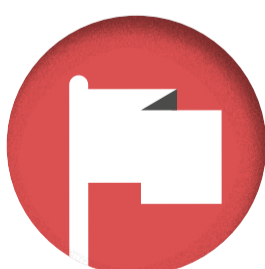
And thats why everyone else is going to want their time in the limelight. It is as easy for them as it was for you. For another \$1, anyone can grab the spot from you and become the new official supporter.



Miss beeing on top of the world?
– Give another \$1 and grab it back!

4. WHY IT WORKS?

Because it is fun to have your name on stuff. Even more fun if a lot of people see it. And if putting your name on something contributes to a good cause, it becomes more than fun. It becomes important.



Also, the more popular the article, the more intense the grabbing and bragging is going to be. And that means more money donated to Wikipedia. That gives Wikipedia the means necessary to become more reliable and trustworthy for you.



Ultimately, the #grabnrag makes it fun to donate. And that is really what Wikipedia needs.