



2024 OSMF MEMBERSHIP CAMPAIGN

IN OUR EFFORT TO GROW AND DIVERSIFY OSMF MEMBERSHIPS, EARLY THIS YEAR, WE RAN A 3-MONTH LONG OSMF MEMBERSHIP CAMPAIGN WITH DEDICATED OSM VOLUNTEERS FROM ACROSS THE GLOBE.

VOLUNTEERS

Arnalie Vicario, Geoffrey Kateregga, Priscovia Ng'ambi, Charles Chilufya, Ezekiel Kiariro, Anuradha Rajanayake, Daniel Akor Emmanuel Alio, Yongololo KAPAY, Mary Liwhu Marcellinus, NADARAJ SARANYA, Bafamodei Hopeful ENGELBERT MODO, Eka Diweti, Gertrude Namitala, Jessy Arnold Njilla Nkwabong, Bienvenu Muluba, Dennis Raylin Chen, James Amattey, Bukenya, Brazil Singh, ABDURAHMAN AL FURJANI, Andres Gomez Casanova, Victor N. Sunday, Samaila Alio, Christian Shadrack, Trudy Namitala, Telvino Américo Manuel and Wendy Muttise, Marina Rafael and Zaida Nkhole, Ibrahim Abdulai Kargbo

AFFILIATIONS

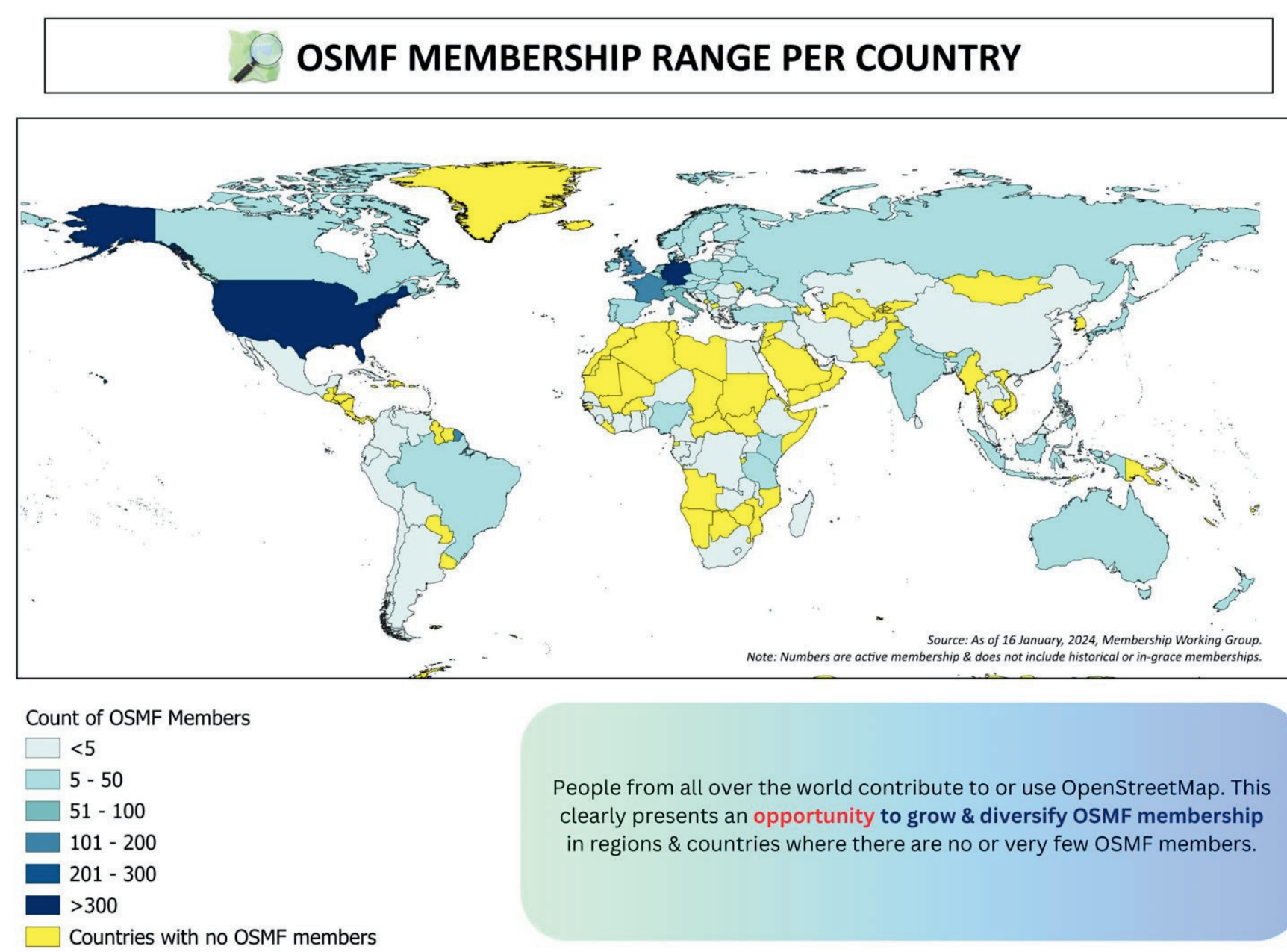
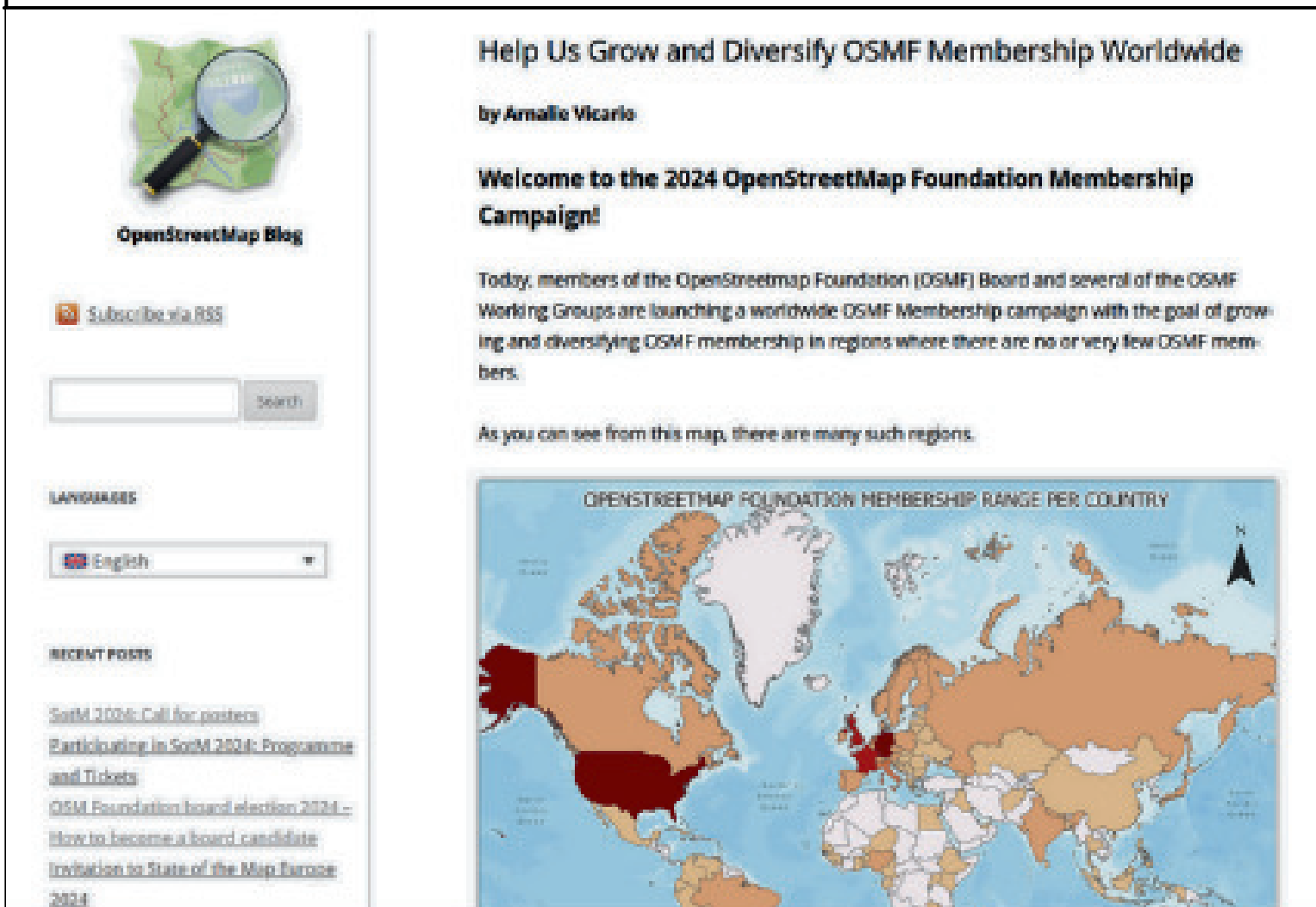
OpenStreetMap Foundation, & local OSM communities

CALL TO ACTION

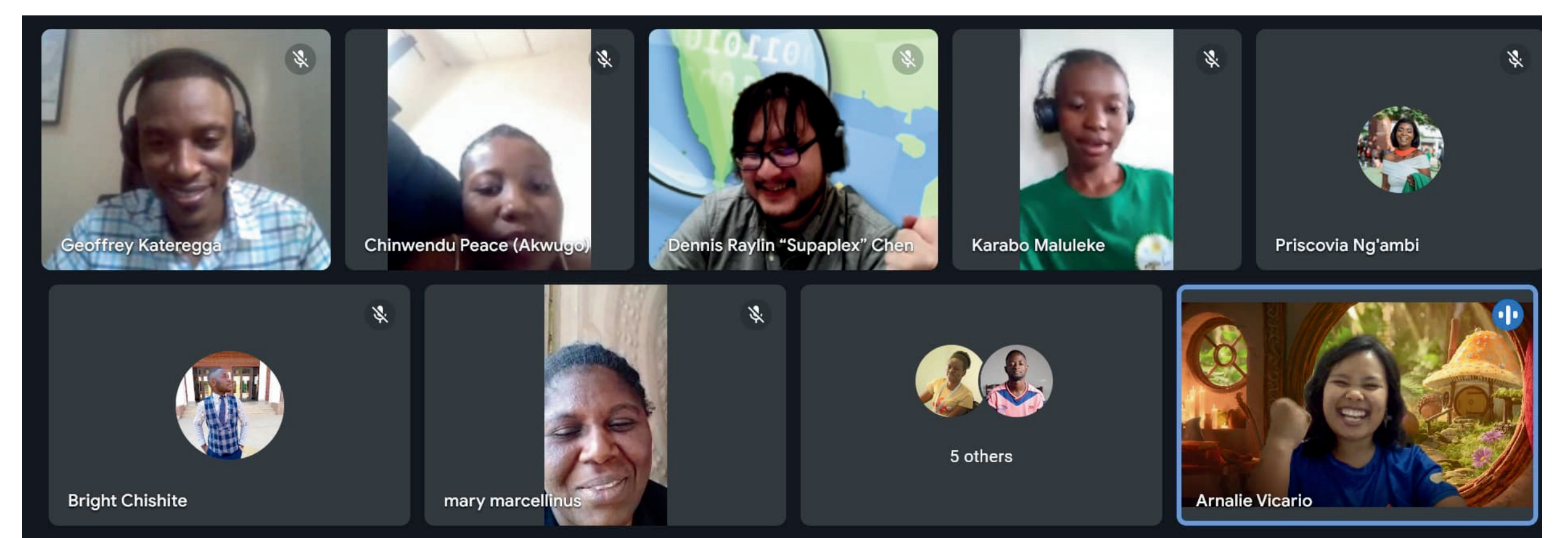
After examining the OSMF membership make up, we saw that there is an opportunity to grow membership in regions and countries where there are no or very few OSMF members. We took action by running a 3-month membership campaign.

RESULTS/FINDINGS

We're excited to announce key campaign achievements: ~392 new sign-ups since March (mainly through the Active Contributor Program); there are now members in 16 new countries!; 15+ new members joined in Libya, Niger, Nigeria, and Colombia; and team lead Priscovia Ng'ambi joined the MWG.



OSMF Membership range per Country Source: as of 16 January 2024, Membership Working Group



OSMF Membership Campaign 2024 Volunteers Meetup



Membership sign-up per Month (March to July) per membership type



RECOMMENDATIONS

- Enhance outreach strategies in low-membership regions and leverage success stories to inspire potential members.
- Strengthen community engagement and provide multilingual resources to ensure inclusivity and broaden reach.
- Continuous knowledge dissemination and campaign on OSMF membership and activities.

CONCLUSION

The 2024 OSMF Membership Campaign successfully expanded the community, with nearly 400 new sign-ups and increased representation to 16 new countries. By fostering collaboration and awareness, the campaign not only achieved its goals but also laid the groundwork for future initiatives to further grow and diversify the OSMF membership. Continued efforts in outreach and community involvement will be essential for sustaining this momentum and building an even more inclusive mapping community.