

# Community Contributions to Boost Your Bottom Line



Mike Anello - @ultimike - DrupalEasy



**or...**

# Contributing for Profit



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**MAKE IT RAIN**

**tl;dr**

**Don't contribute for karma, do it for \$\$\$.**

**(the end result is the same)**

Everyone knows they *should* contribute.

**Myth: you need to code to contribute.**





**Fact: open-source communities are built on contributions.**

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- Direct contributions
- Indirect contributions

# Fact: open-source communities are built on contributions.

- Event planning
- Project management
- Marketing
- Documentation
- Code

# Fact: open-source communities are built on contributions.

- David Rozas' study/presentation.
  - Object-oriented contributions
    - Code, documentation, translations
  - Community-oriented contributions
    - Support, community management, events, training

# Fact: open-source communities are built on contributions.

- Why do individuals and organizations contribute?
  - Karma
  - Profit
  - Because they're told to(?)

**Fact: contributing is perceived to be difficult.**

```
diff --git a/includes/file.inc b/includes/file.inc
index 473fbae..5710a58 100644
--- a/includes/file.inc
+++ b/includes/file.inc
@@ -642,31 +642,55 @@ function file_save_upload($source, $validators = array(), $dest = FALSE, $rep
```

```
643 643     return $upload_cache[$source];
644 644     }
645 645
```

```
646 - // If a file was uploaded, process it.
647 - if (isset($_FILES['files']) && $_FILES['files']['name'][$source] && is_uploaded_file($_FILES['fi
648 - // Check for file upload errors and return FALSE if a
649 - // lower level system error occurred.
650 - switch ($_FILES['files']['error'][$source]) {
651 - // @see http://php.net/manual/en/features.file-upload.errors.php
652 - case UPLOAD_ERR_OK:
653 -     break;
```

```
646 + // Make sure there's an upload to process.
647 + if (empty($_FILES['files']['name'][$source])) {
648 +     return 0;
649 + }
```

```
654 650
```

```
655 -     case UPLOAD_ERR_INI_SIZE:
656 -     case UPLOAD_ERR_FORM_SIZE:
657 -         drupal_set_message(t('The file %file could not be saved, because it exceeds %maxsize, the
658 -         return 0;
```

```
651 + // Handling of upload error set on the $_FILES variable that comes from PHP.
652 + switch ($_FILES['files']['error'][$source]) {
653 +     case UPLOAD_ERR_INI_SIZE:
654 +     case UPLOAD_ERR_FORM_SIZE:
655 +         drupal_set_message(t('The file %file could not be saved, because it exceeds %maxsize, the ma
656 +         return 0;
```

## **Fact: contributing is perceived to be difficult.**

- Coding can be difficult.
- I'd wager that there are more people involved in non-code contributions than code contributions.
- Focus on the skills you already have.



# Fact: contributing is perceived to be difficult.

- Impostor syndrome
  - "the persistent belief that any minute everyone around you is going to figure out you're not at all qualified"
  - Don't feel like you're qualified to contribute?

**Go with your strengths.**





# Go with your strengths.

- Issue queue triage/support
- Event organization
- Documentation
- Training/support/mentoring
- Coding

# Go with your strengths.

- Find a project you are interested in.
  - Module
  - Theme
  - Event
  - Niche (technical)
  - Niche (industry)

**Fact: the open-source community advantage.**

## Fact: the open-source community advantage.

- Open-source communities have a HUGE advantage over many other industries.
  - Anyone can contribute.
  - Low barrier to entry.
  - Public activity record.



**Fact: for-profit organizations use contributions to raise their bottom lines.**

**Fact: for-profit organizations contribute to raise their bottom line.**

- Starbucks (coffee)
  - Veterans' programs
  - Clean water initiatives

**Fact: for-profit organizations contribute to raise their bottom line.**

- Publix (grocery stores)
  - Youth soccer.

**Fact: for-profit organizations contribute to raise their bottom line.**

- Luxury car dealership
  - My kids' school's athletic programs.

**Fact: for-profit organizations contribute to raise their bottom line.**

- How are these contributions different than open-source contributions?

**Here's the best part...**

**Fact: the community actively supports this.**

## Marketplace

[Services](#) [Hosting](#) [Training](#) [Books](#) [Supporters](#)

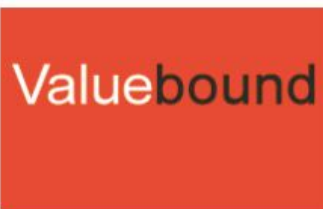
### ACQUID®

544 people on Drupal.org  
66 projects supported  
392 issue credits in the last 90 days  
6 case studies



### mSYSTEMS

25 people on Drupal.org  
55 projects supported  
325 issue credits in the last 90 days



27 people on Drupal.org  
18 projects supported  
200 issue credits in the last 90 days

### PREVIOUSNEXT™

29 people on Drupal.org  
44 projects supported  
170 issue credits in the last 90 days





















▼ Credit & committing

Commit message

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## So far...

- Myth: you need to code to contribute
- Fact: open-source communities are built on contributions
- Fact: contributing is perceived to be difficult.
- Go with your strengths.
- Fact: the open-source community advantage.
- Fact: for-profit organizations contribute.
- Fact: the community support this.

**Flip your mindset.**



## Flip your mindset.

- Stop thinking about contributions as something you *should* do to gain karma.
- Start thinking about contributions as a way to increase your value (and bring karma as a bonus!)

## Flip your mindset.

- Stop thinking about contributions as a marketing afterthought.
- Start thinking about contributions as a marketing tool.

## Flip your mindset.

- Stop thinking about how contributions are good for karma.
- Start thinking about how contributions are good for business.

**Success stories.**



# Success stories: Ted Bowman (tedbow)

- Module developer.
- Contrib module maintainer (Entityform).



# Success stories: Cathy Theys (YesCT)

- Site builder, mentor.
- Helps to organize new contributor sprints at Drupal events.

# Success stories: Mediacurrent

- Drupal agency based in Atlanta
- Encourages and supports 4-6 hours/week for employees to contribute.
- Has a "contrib-first" policy.
- Monthly blog posts about progress.

**Conclusions.**

# Conclusions.

- Contributing = improving and marketing your skills
- It's okay to be selfish.
- You still get the karma.
- The community still gets the contributions.
- The community supports it.

**Contribute -> make more \$\$\$ -> get more karma**

# Questions?



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