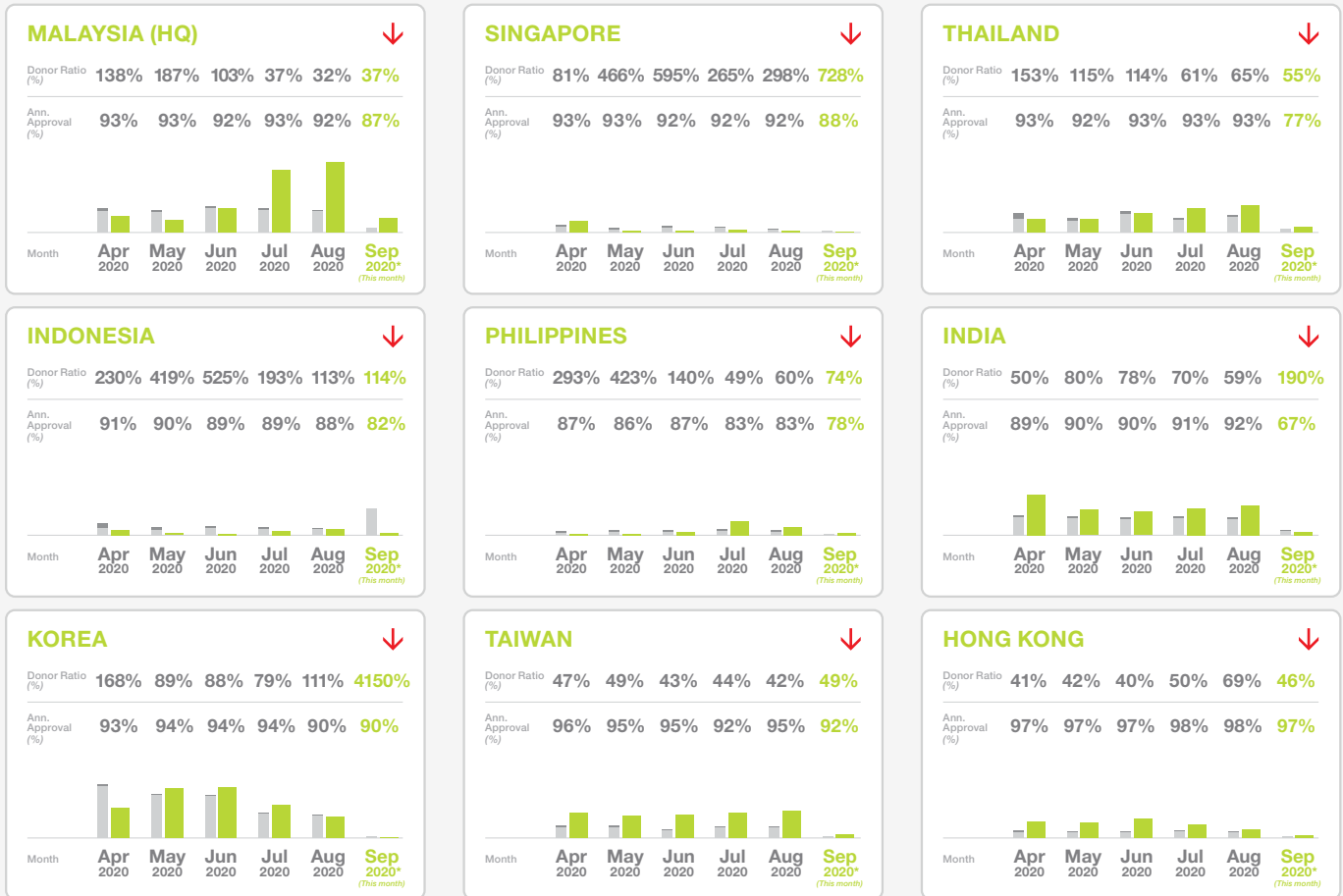


Introduction

As we move towards the seasonal giving campaign period, COVID-19 continues to shape the activities that take place. Countries are experiencing second waves of the pandemic, and some have returned to quarantine or having enhanced security measures, limiting year-end fundraising plans.

The key to successful execution of a COVID-19 Christmas Giving Campaign will rely on lessons drawn from festive seasons (such as Eid or Ramadan campaigns) which have concluded during this turbulent year. It is ever more apparent that alternative fundraising methods need to become a permanent feature of annual fundraising plans.



* Figures as of 11th September 2020.

KEY	Donor Ratio (%)	Ratio of Cancellations to Acquisitions	Ann. Approval (%)	Approval for Anniversary	Donor Base Growth (+ve / -ve / flat)	Cancellations minus COVID-19 Cancellation Code	Cancellations under COVID-19 Cancellation Code	Approved Acquisitions (Regular give)
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Conclusion

As second waves of the virus begin emerging in Korea, Hong Kong and Philippines, we begin to see a move back into negative growth for their respective donor bases. For these countries, August's acquisitions have been slow (comparative to the preceding COVID-19 months), and is set to continue for September.

Singapore has been consistently underperforming over the last few months, from continued COVID-19 restrictions and limited Face-to-Face acquisitions, resulting in a high monthly Donor Ratio.

A switch to alternative acquisition channels that meet the 30% fee regulation on acquisition of new donors is plausible. However, active steps need to be taken to drive year-end acquisitions.

With end of the year fast approaching and countries returning to quarantine or enhanced security measures, it is time to commit to virtual fundraising events (if not already done so) in lieu of annual fundraisers.

Take the opportunity to turn these virtual fundraising events which would normally be catered for major gift donors, to also churn some regular give donors to support developing a consistent revenue stream.

If you have any questions or would like further information, please drop us an email at consulting@sgsupport.com or reach out to your country representative.