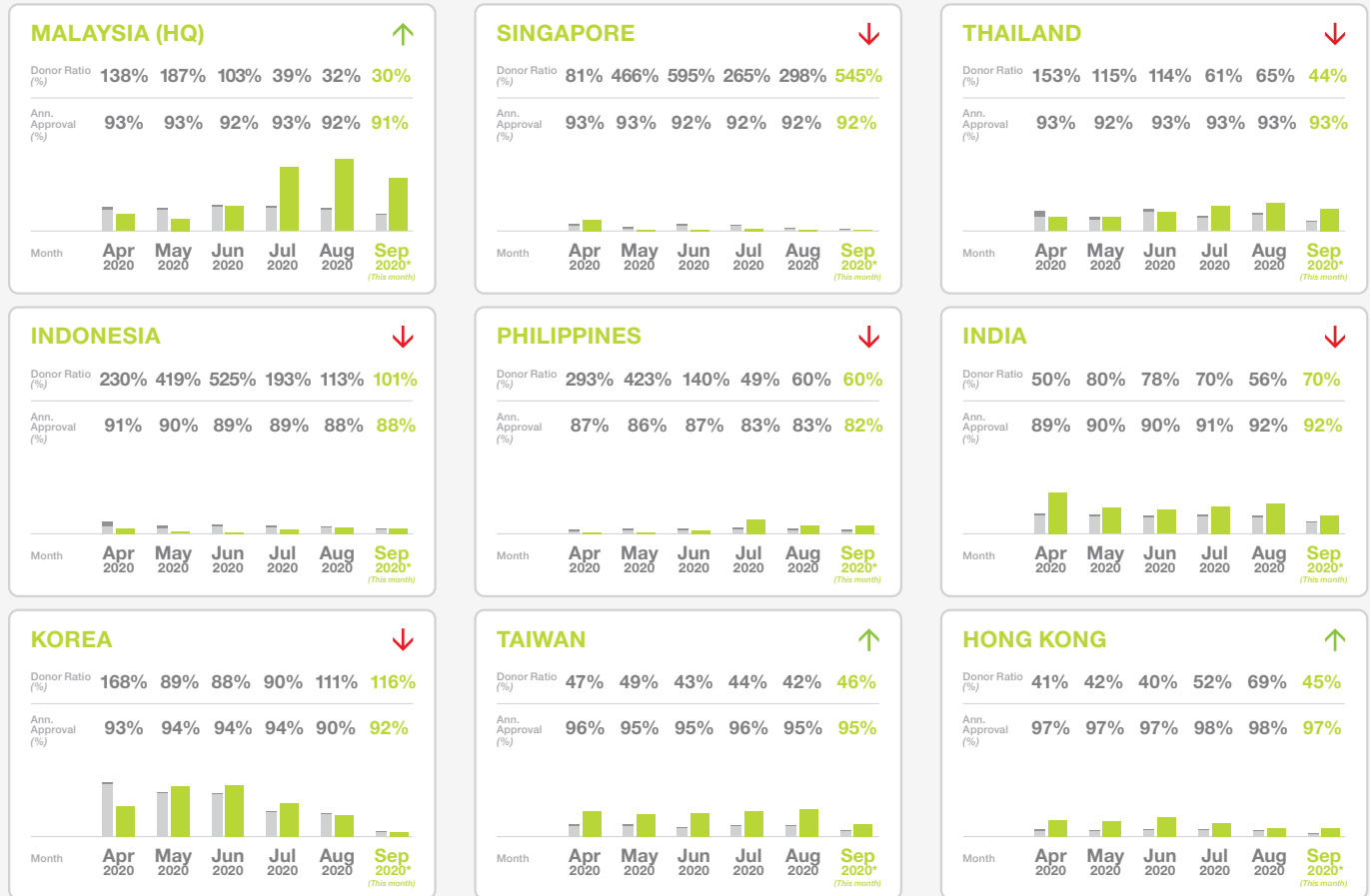


Introduction

As we bid goodbye to September, we will now have a full 6 months of fundraising through the 'new normal'. The data gathered during this time should be fully utilised to help support and adjust our fundraising efforts, in navigating through this pandemic.

As we move towards year-end fundraising campaigns (last opportunity to close the gap as much as possible), understanding the quantum of difference in donor sign-ups this year to your fundraising goals will be increasingly important to protect future donations.

This bulletin continues to use a number of measures to quantify the impacts of the pandemic. "Donor Ratio" remains as a key performance indicator, looking at Cancellations as a proportion of New Donors (acquisitions) for the month.



* Figures are as of 28 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)

Conclusion

Continuous data reviews and making data-driven decisions are vital in mapping out the next steps for your fundraising programme. Understanding what next steps are required in meeting renewed fundraising goals will be critical in the longevity of your fundraising campaigns.

Consider using data gathered so far to:

1. Lower specific KPIs in exchange for new donors, e.g. lowering first debit approval rate expectations to pass more potential donors through the processing filter
2. Forecasting for a revised ROI on donor acquisition
3. Building out short-term campaigns to support longer term aspirations, e.g. increased one-time gift campaigns to undergo conversion at a later date (this also builds out a long list of potential donors for telemarketing that can be utilized in the case of nation-wide quarantines).

<p>Markets in Growth</p> <ul style="list-style-type: none"> - Malaysia - Taiwan - Hong Kong 	<p>Markets in Decline</p> <ul style="list-style-type: none"> - Thailand - India - Indonesia - Singapore - Philippines - Korea
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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.