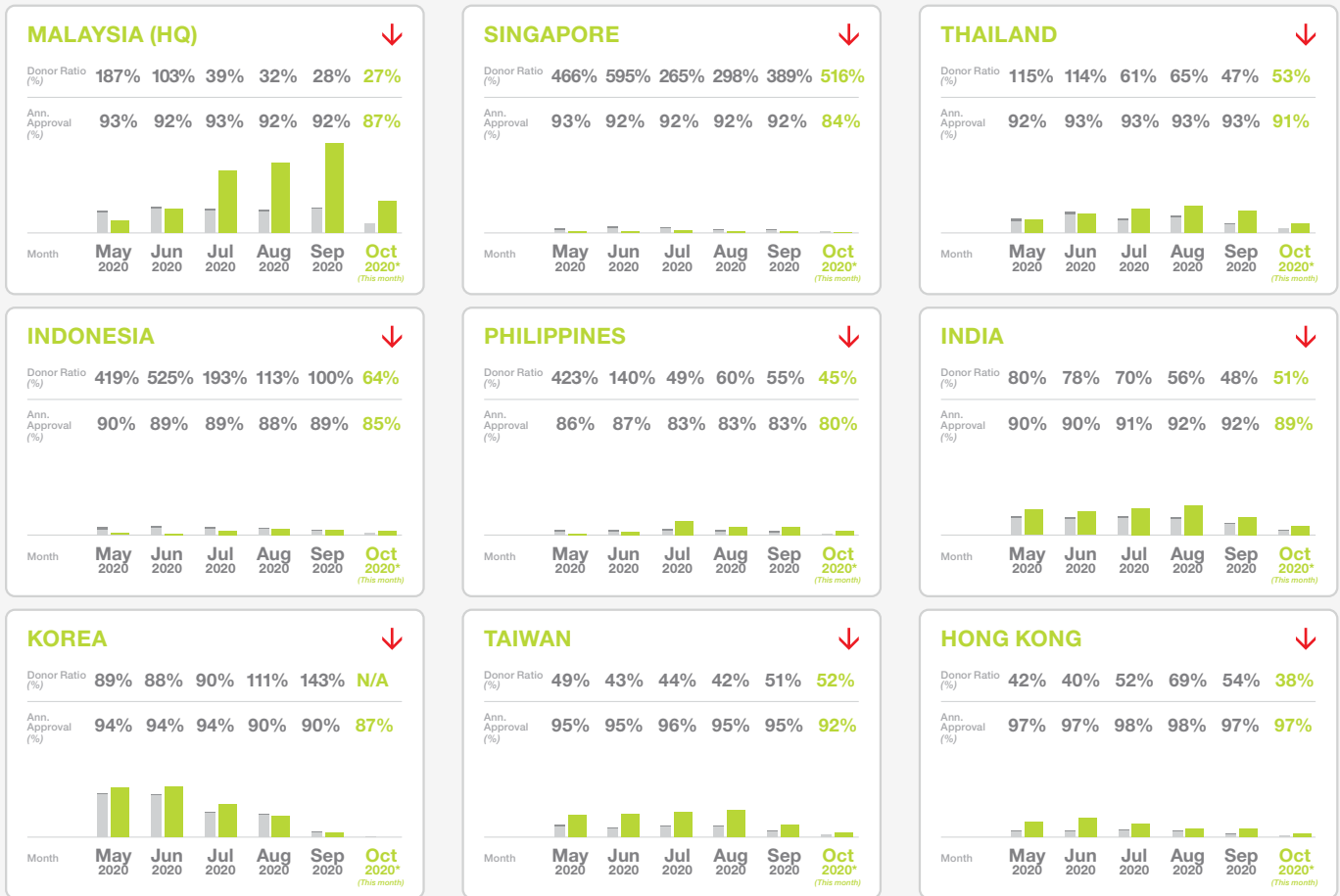


# Introduction

As we move into October, the effects of COVID-19 continue to cause uncertainty in different markets. New lockdowns and rise in cases have punctuated the barely restarted fundraising activities. Adding on pressures of protests in Thailand and Indonesia, Face-to-Face recruitment is limited even further, resulting in long-term fluctuations in acquisitions.

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 19 October 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

Although September closed on a strong positive note, which would normally have indicated a positive trajectory, in the #newnormal, we expect some changes for the October performance. Some parts of Malaysia are (temporarily) unable to continue their Face-to-Face fundraising, meanwhile Thailand and Indonesia are experiencing protests which further limit the on-ground fundraising efforts that can take place.

Being prone to such fluctuations in the markets, it is important to plan ahead to accompany an array of potential crisis scenarios (such as another lockdown).

Let's consider the following:

1. Prioritization of diversification into other recruitment channels, such as digital, telemarketing, text-to-donate campaigns, and Direct Response Television (DRTV)
2. A look into revising campaigns that appeals to potential donors by explaining the effects of COVID-19 on your organization this coming Christmas and New Year
3. Long-term strategies that leverage one-time gifts in the short-term, with a view of conversion to Regular Give at a later date.

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