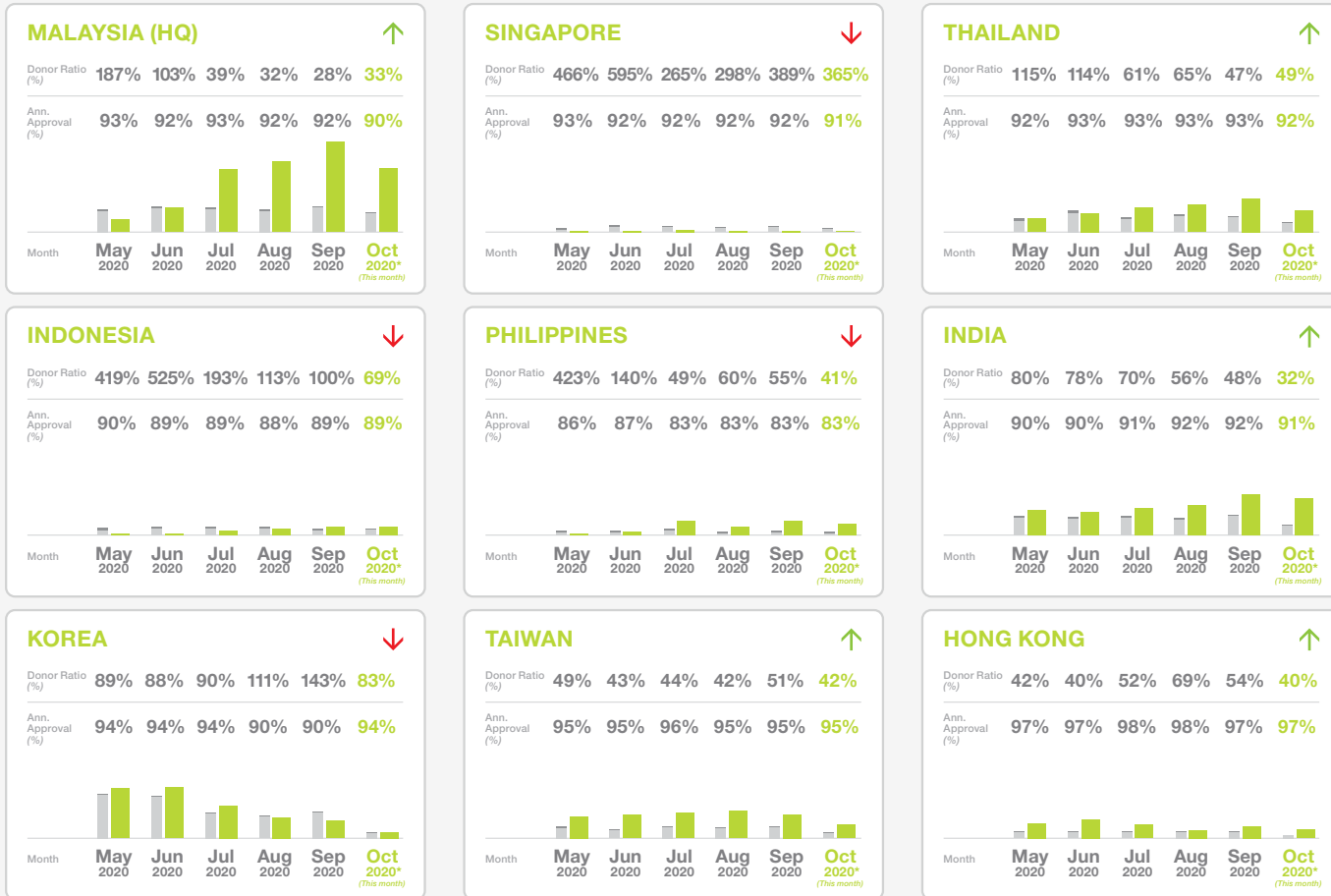


# Introduction

With 2020 fast coming to a close, the upcoming festive season presents a final acquisition push towards meeting your targets. If this turbulent year is an indication, fundraising plans for 2021 should look towards preparing for a diverse acquisition strategy, with contingency plans to take fundraising events virtual at a moment's notice to minimise disruptions.

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 as of 25th 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

October has seen positive growth in the overall donor bases for Malaysia, Thailand, India, Hong Kong and Taiwan. Generally across most countries, the cancellation rate remains steady (compared to pre-COVID-19 levels) and the fluctuating Donor Ratio is due to the drastic changes in acquisition patterns.

Understanding this driving factor to your Donor Ratio will support your solutions in cushioning the impact of COVID-19. After such a highly disruptive year, there is a greater need for a coordinated approach as we move towards exploring, planning and testing for 2021.

Some considerations:

1. Leverage on cross-country learnings to support your fundraising plans for 2021. What has worked well and what key learnings can you take from similar causes in their fundraising efforts?
2. Always have plan B and C for all activities to prevent total disruption – in case of unforeseen circumstances i.e. lockdown
3. When defining your fundraising gaps from this year (if any), consider the volume vs. value of donor contributions to help prioritise your solutions.

**Markets in Growth**

- Malaysia
- Thailand
- Hong Kong
- Taiwan
- India

**Markets in Decline**

- Singapore
- Indonesia
- Philippines
- Korea

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.