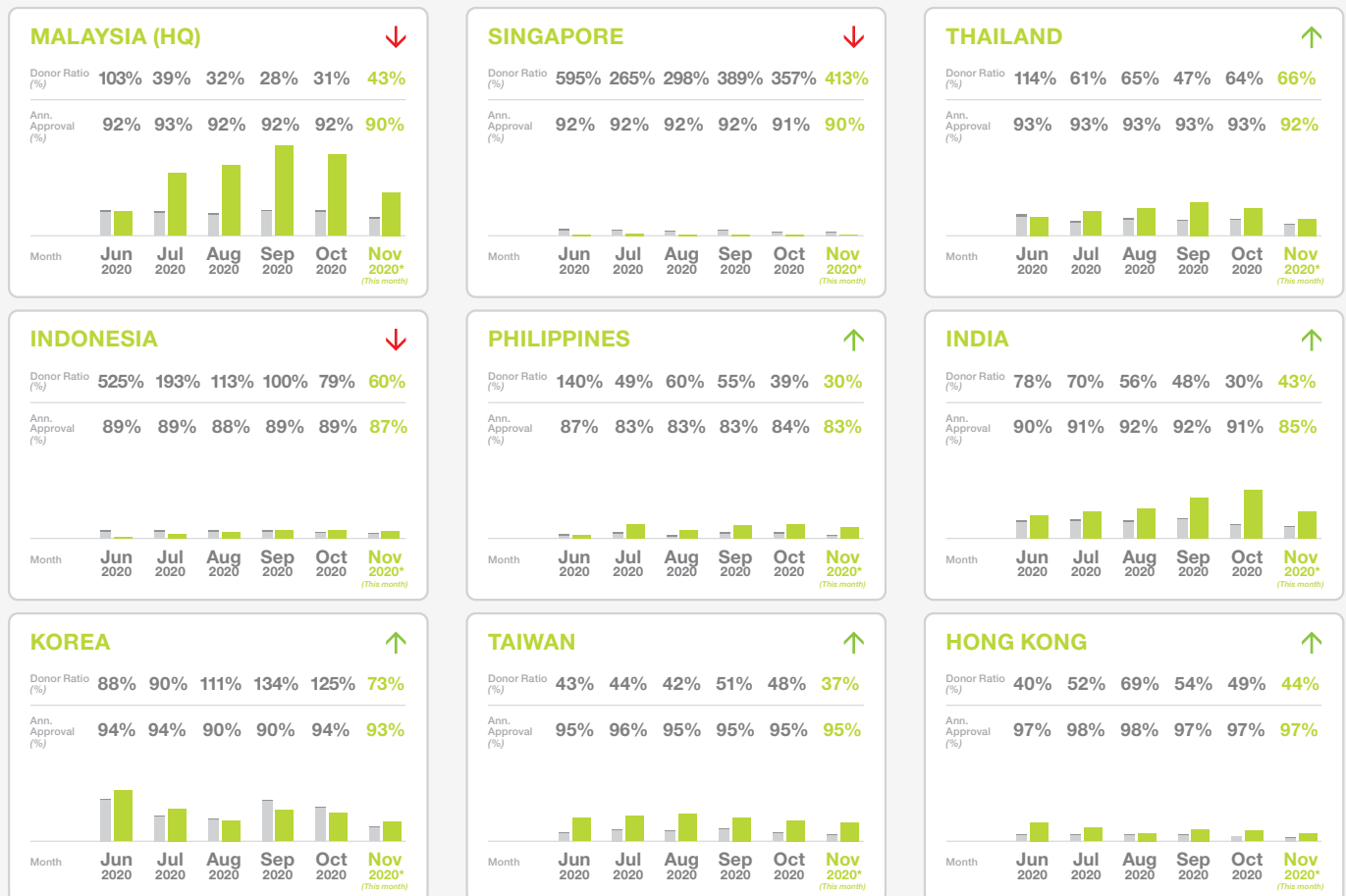


# Introduction

November sees the start of a turnaround for donor base growth in markets like South Korea, Philippines, and Thailand. Such fluctuating numbers in acquisitions and Donor Ratio warrant early planning to account for the instability that has been instilled by the COVID-19 pandemic, especially with the upcoming festive season.



\* Figures as of 20 November 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

A strong end to the year will bode well for future fundraising endeavours. Take time to appreciate your donors who have continued to give throughout the year and keep them informed of your organisation's plans for year 2021.

Steps like these help in retaining your donors and in the long-term, ensure your organisation can continue its work. Strategising well for the end-of-year festive season can lead to a strong start for the upcoming fundraising year as well.

Look into utilising virtual platforms to host events, which have the added benefit of reaching a wider audience. Building off the reach can help in long-term planning, allowing for conversion of one-time donors to recurring gifts.

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