

FINAL EDITION

# Introduction

Traditionally, the close of the year sees a push in fundraising. However, in view of the twists and turns of this year, we see a decline in majority of donor bases across multiple markets, due to a drop of new donors (Acquisitions). Moving into 2021, charities need to manage their Donor Ratio, to protect the long-term contribution of their donor bases.

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 15 December 2020.

<b>KEY</b>	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

2020 has generally been a challenging year. Having disrupted the main way non-profits acquire new donors, non-profits needed to act fast and decisively as to how to redirect fundraising efforts. This year, we have seen (not limited to):

- + Non-profits explore more alternative forms of acquisition (such as telemarketing and digital means), which have been a tested and proven way to acquire higher value donors, albeit, with a smaller volume (as compared to Face-to-Face acquired donors).
- + A disruption of acquisition patterns are the norm as countries move in and out of lockdown and quarantines. As soon as lockdowns are lifted, Face-to-Face remains a vital channel to gain new donors volume. These fluctuations in acquisitions will likely remain as we move into 2021.
- + Increased two-way communication between donors and non-profits, as non-profits looked to take care of their donors wellbeing during the challenging period.

Our non-profit partners have been true champions throughout this year, in looking for new and innovative ways to acquire new donors, and ensuring that donor contributions can support the vital work they do. The challenges brought on this year have demonstrated how robust the regular give fundraising model is, and aims to ensuring a sustainable future for the great causes we work with. SG Support is proud to work alongside these amazing non-profits, and together, we will weather the storm.

 <p><b>Markets in Growth</b></p> <ul style="list-style-type: none"> <li>- Korea</li> <li>- Taiwan</li> </ul>	 <p><b>Markets in Decline</b></p> <ul style="list-style-type: none"> <li>- Malaysia</li> <li>- Singapore</li> <li>- Indonesia</li> <li>- Philippines</li> <li>- India</li> <li>- Taiwan</li> <li>- Hong Kong</li> </ul>
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Since March 2020, the COVID-19 Fundraising Bulletin has been published twice a month to provide an overview on the fundraising performance across the different markets SG Support works in. With 2020 nearing its end, the COVID-19 Fundraising Bulletin will also close its curtain with this December edition. Moving into 2021, SG Support has planned exciting initiatives to further support our partners and their fundraising goals. Follow us or drop a comment with your email address to get regular updates!

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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.