

# Introduction

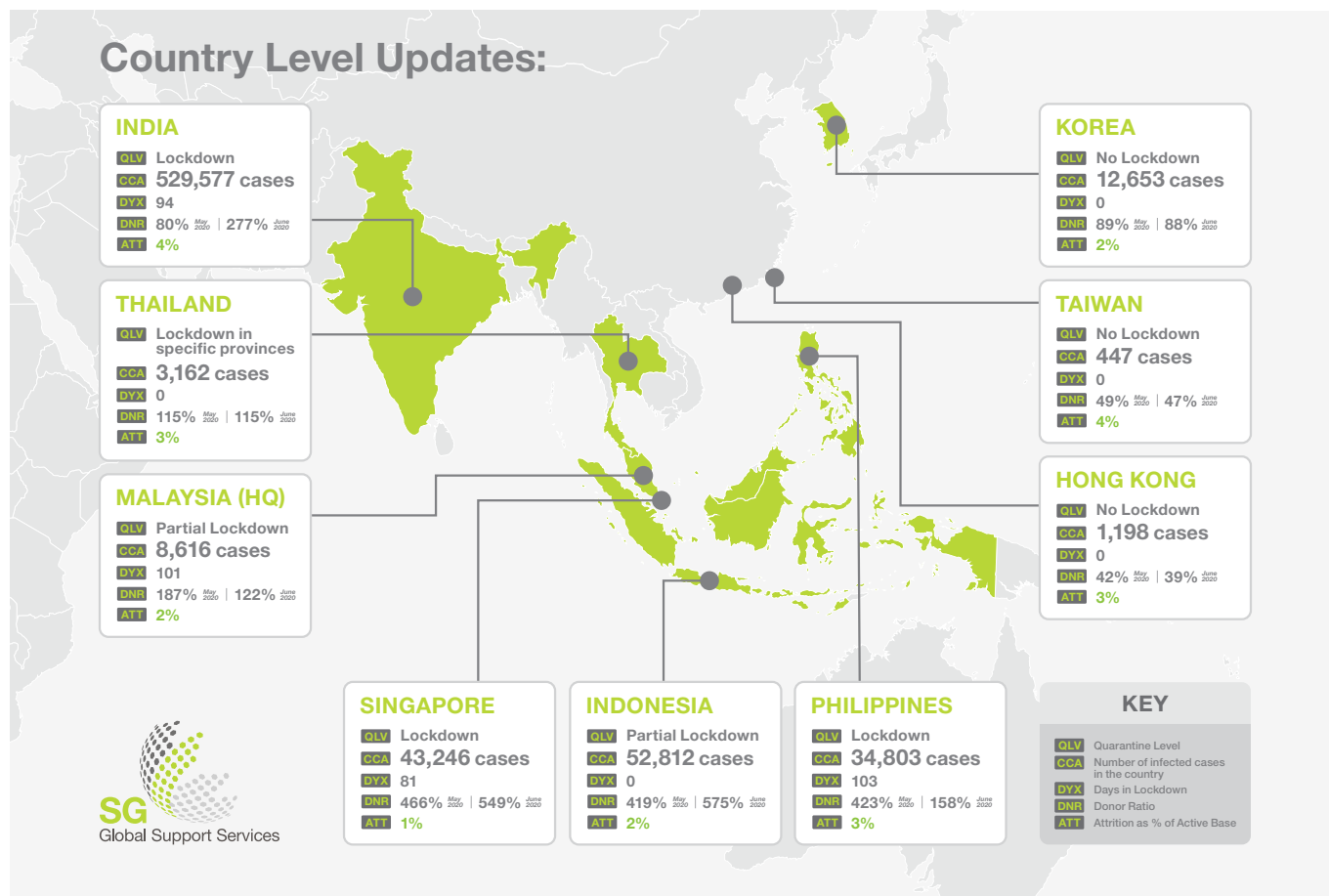
Non-profits with established individual giving programs have been able to lean on their legacy donor base during this time, allowing for their operations to continue. This has allowed the non-profits' flexibility in exploring new acquisition channels in the absence of Face-to-Face fundraising, without compromising the impact of the important work they do. We have seen strong leadership come out of non-profits in this challenging time, which has cushioned the impact of COVID-19 on their respective revenues. 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 acquisitions for the month.

## Key Highlights

- As **Malaysia** begins to restart Face-to-Face acquisitions, we see an overall slight increase in the number of new donors, which has supported July's drop in the Donor Ratio.
- In **Singapore**, Face-to-Face acquisition activities are yet to resume despite its relaxing of quarantine (locally known as circuit breaker). Non-profits will need to consider alternative fundraising channels to cushion the effects of cancellations.
- Cancellations continue to outpace acquisitions in **Indonesia**, requiring non-profits to gear up on the utilization of alternative fundraising channels in order to prevent the drastic decline of donor bases.
- As acquisitions in **India** starts to catch up with cancellations for this month (although will likely fall short from last month's acquisition numbers), the country has drastically lowered its Donor Ratio (comparative to last week at 484%). India continues to enjoy a high debit success from their existing base.
- Hong Kong's** Donor Ratio for June has outperformed May's due to higher acquisitions, whilst cancellations have remained steady throughout the COVID-19 period.

**10,075,115**  
 COVID-19 Cases Worldwide  
As of 27th June, <https://www.worldometers.info/coronavirus/>

Overall Cancellations to Acquisitions (Donor Ratio)  
**107% (June 2020)**  
**99% (May 2020)**





\* June figures are as of 27th June and are preliminary. These figures will be adjusted week on week, as we close out the month.

<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

Whilst the overall donor bases in the markets have continued to decline, the quantum of the decline has been reducing with each month. This is due to multiple country-dependent factors such as the restart of Face-to-Face acquisition and the optimizing of alternative acquisition channels. Donor churn has not necessarily seen a spike in the past few months, but charities that rely on regular give will need to consider the long term impact this will have on their revenue projections.

As non-profit fundraising finds its footing in a new normal, the current results of a minimal donor churn should be enjoyed, but reduction of new donors should not be overlooked. Non-profits need to keep testing and pushing through innovative fundraising tactics in order to persevere, keeping in mind that the importance of data-driven decisions cannot be overlooked in exchange for time.

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

- Align your communications** to the urgency of COVID-19 in your respective countries. As some countries continue the brave fight against COVID-19, the different country approaches have had different impacts. In some countries, the COVID-19 crisis is still becoming increasingly urgent as numbers of infection increase. Whilst in others, non-profits should consider less urgent messaging to support the spirit in the overall community.
- Cut your current data** in new ways. Seasoned regular give programs sit on a wealth of information on donor behaviour. Seek new layers to your existing data to understand your donors and what had worked well in the past. In re-examining your non-profits' historical strengths in fundraising, new inspirations might strike in how these can be adapted to match the new outlook.
- No ideas are bad ideas! In a space where uncertainty is rife, a **safe space** for new and innovative ideas should be provided. Open up to building a 'yes and' approach to new fundraising ideas.
- Restarting Face-to-Face will be challenging as we adapt to new social norms. Check out how our friends at ProFundraising Services in Australia are handling this, in the 3rd episode of **'The Future of Fundraising'**.

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.