

Introduction

As Face-to-Face acquisition restarts in some markets, and alternative acquisition channels ramp up to meet the renewed demand, the overall June Donor Ratio has reduced for the first time since April, from 99% to 89%. This reduction in the Donor Ratio is from an overall increase in acquisitions for June.

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.

This will be the last weekly edition of the COVID-19 bulletin, as we transition towards a bi-weekly production.

Key Highlights

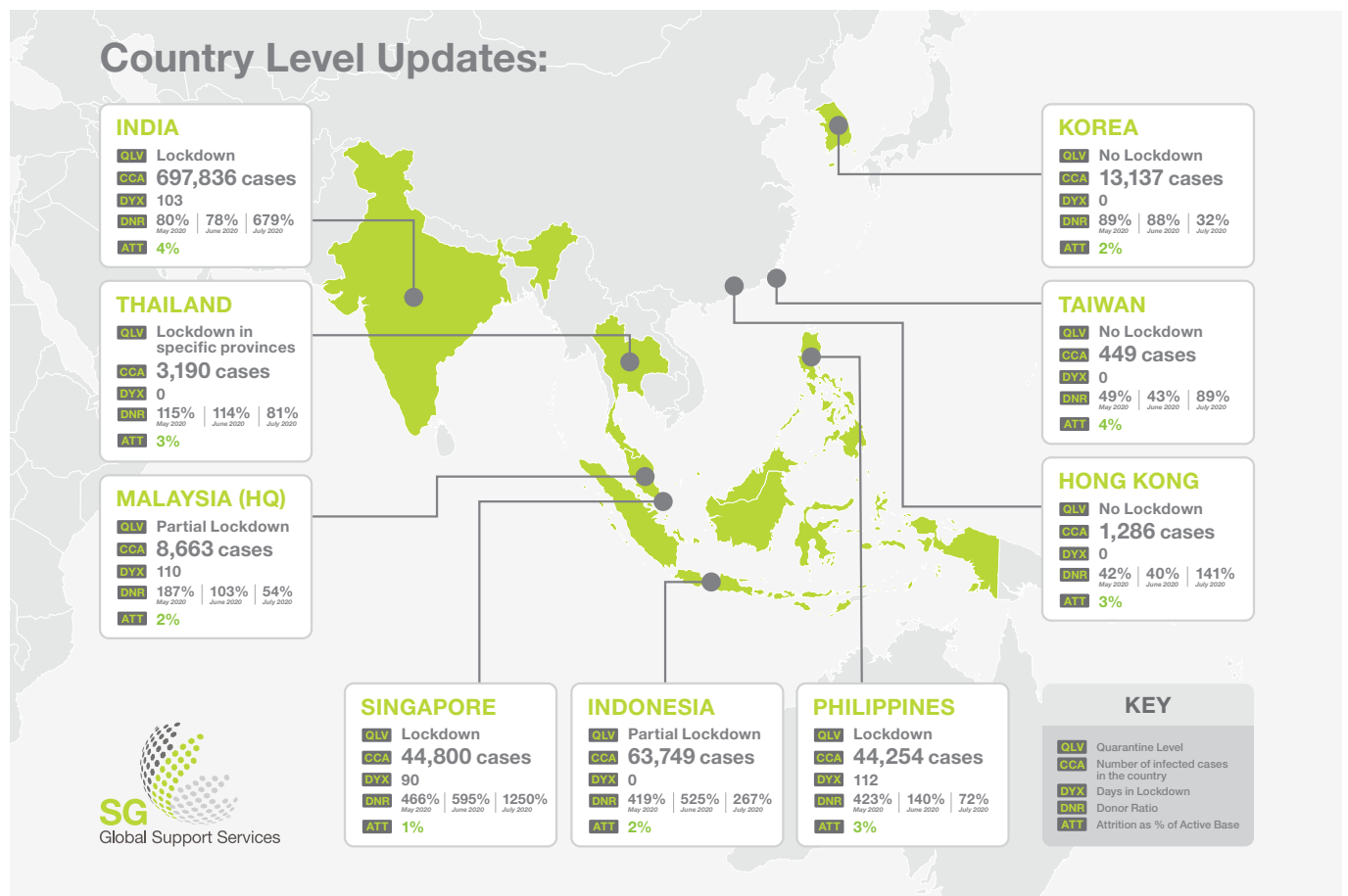
- The restart of Face-to-Face in **Malaysia** has seen a dramatic decrease in Donor Ratio during July's first week of fundraising. This is expected to rise slightly as the month progresses, as acquisitions will need to keep up with cancellations.
- Not all non-profits in **Singapore** were quick to mobilize alternative fundraising channels, which has led to a high Donor Ratio as acquisitions are minimal (cancellations have remained constant).
- **Philippines** has found a balance in alternative fundraising methods, and they should continue on this trajectory as COVID-19 cases continue to rise week on week.
- If we follow the trend from the last 2 months, **India's** seemingly high Donor Ratio will reduce drastically as the month progresses.

11,550,542
 COVID-19 Cases Worldwide
 As of 6th July, <https://www.worldometers.info/coronavirus/>

Overall Cancellations to Acquisitions (Donor Ratio)

99% May 2020 | 89% June 2020 | 151% July 2020

Country Level Updates:





* July figures are as of 6th July and are preliminary. These figures will be adjusted week on week, as we close out the month.

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

As we close out 12 editions of the COVID-19 weekly bulletin (and move to bi-weekly views), we have seen how non-profits have held through the pandemic and the unprecedented challenges it has brought about. Non-profits with established Regular Give donor bases have weathered the short-term storm, but would need to keep persevering forward to ensure minimal long-term impact on revenue.

A shift in how non-profits communicate to donors, and become increasingly donor-centric in their messaging, has brought about a new view on the retention of donors. Taking into account how your donors are doing, contribute a long way to their support for your cause, in a way that has never been available before.

<p>Markets in Decline</p> <ul style="list-style-type: none"> - Malaysia - Thailand - India 	<p>Markets in Growth</p> <ul style="list-style-type: none"> - Philippines - Singapore - Indonesia
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Recommendations

1. Take time to **reflect and review** the performance of your fundraising campaigns over the last few COVID-19 filled months. What opportunities did you take? What lessons were learnt? From here, what worked well for your acquisition plans and how might these support your future growth?
2. **Test new ideas!** Test them out fast and if they don't yield the desired results, scrap them quickly. Against the greater uncertain outlook, now is the time to try out something new, the lessons learnt out of this will be valuable in moving forward.
3. **Keep tabs** of what other non-profits are doing in different markets. Innovative insights and approaches could support your fundraising efforts.

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