

Introduction

July saw the lowest overall Donor Ratio since April, closing the month at 66%. Across the board (with the exception of India), countries have experienced a decrease in their Donor Ratio, as Face-to-Face fundraising resumes and non-profits have found their comfort zone in utilising alternative fundraising methods.

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.

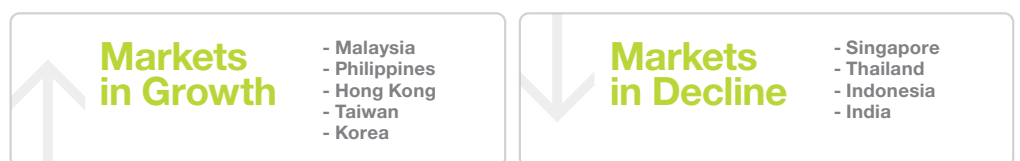


* Figures are as of 3rd August and are preliminary. These figures will be adjusted week on week, as we close out the month.

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

With more markets moving into a positive growth position, non-profits should be mindful that alternative fundraising channels (such as telemarketing and digital fundraising) should continue to be given focus. Fostering the growth of these channels should be a long-term goal, as adding layers to one's acquisition strategy will allow for flexible contingency plans to take place.



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.