

Introduction

As the world continues to grapple with the challenges brought about by COVID-19, this special weekly bulletin will track the impact of the pandemic on the non-profit fundraising industry, across the region. Over time, this bulletin will use a number of measures to quantify the impacts, however as a starting point we will be using "Donor Ratio". Donor ratio is a performance indicator which looks at Cancellations as a proportion of Acquisitions for the month. This will be a constant metric that we will be using to measure the COVID-19 impact.

Key Highlights

- **Malaysia:** With lockdown still in place, the start of the month sees an increased ratio that comes from the sizeable drop in acquisition numbers, whilst cancellations remain constant thus far. The combined total base of all charities in Malaysia is now in decline.
- **Singapore:** This increase in donor ratio comes as face-to-face fundraisers move off the streets and Singapore moves into a 'Circuit Breaker' environment which limits new donor acquisitions. Cancellations are trending slightly higher than normal in the first week of April, we will continue to monitor this over time.
- **Indonesia:** Current figures might be disproportionate as cancellations are weighted to the first week of the month. As Indonesia moves into greater restricted movements, acquisitions will shift to online and telephony platforms only, which will see acquisition volumes drop.
- **India:** As the country has gone into a complete lockdown, all acquisition has stopped for the foreseeable (end April as a minimum). We see cancellations having a current projected increase of 3% as compared to March 2020.
- **Korea, Thailand, Hong Kong and Taiwan,** all have F2F fundraising activities still in place.

1,603,719

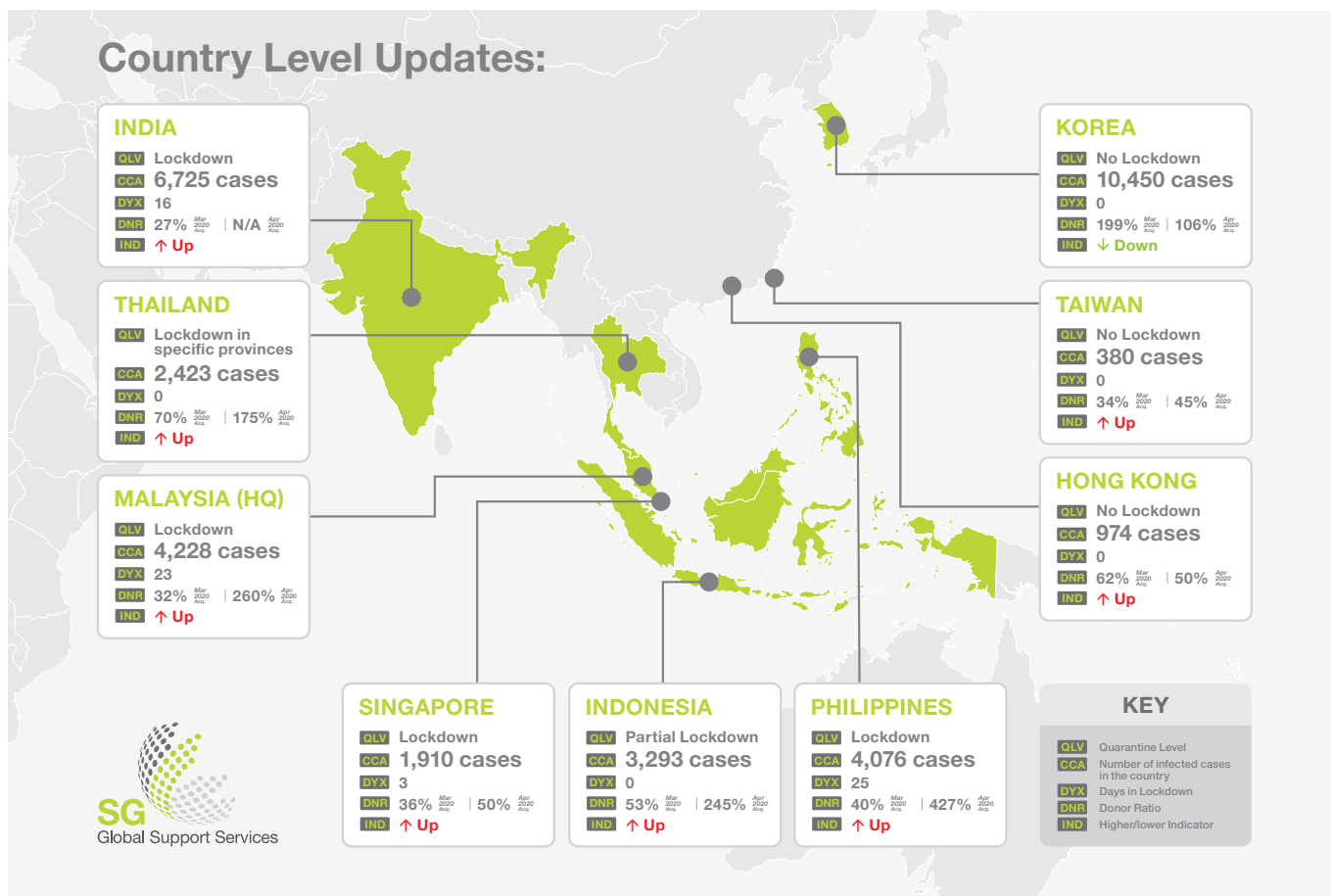
COVID-19 Cases Worldwide

As of 10th April, <https://www.worldometers.info/coronavirus/>

Overall Cancellations to Acquisitions (Donor Ratio)

126% (Apr 2020) ↑
53% (Mar 2020)

Country Level Updates:





KEY

- Donor Ratio (%)
- Ratio of Cancellations to Acquisitions
- Ann. Approval (%)
- Approval for Anniversary
- Cancellations minus COVID-19 Cancellation Code
- Cancellations under COVID-19 Cancellation Code
- Approved Acquisitions (Regular give)

Conclusion

This week we saw Singapore announced their official lockdown in efforts to curb the spread of COVID-19, effectively halting face-to-face acquisitions. For Malaysia, Indonesia and Philippines, this is the first month which begins in a lockdown with no active face-to-face acquisition activities. Although we see cancellations holding steady, the drastic drop in acquisition numbers causes the jump in the Donor Ratio. Do note that April figures are preliminary and will reflect data as of the current week, cancellations have historically been highest in the first week of the month. Approval rates will be adjusted month by month subject to resubmissions.

Recommendations

- Telemarketing** to a warm donor base is key; reactivation calls have never been timelier than ever. A sound telemarketing strategy of communication to these previous donors, followed by a phone call to get renewed commitments is essential.
- Online Donation Pages are important. If you don't have one yet, an alternative would be to look at charity-focused **crowdfunding platforms**. Get your ambassadors to set up a page to support these fundraising efforts!
- Redefine** your acquisition targets and channels for the year, which will support your re-strategized fundraising.
- As lockdowns continue, **face-to-face agencies** will need to leverage on their partnerships with existing charities and look towards innovative solutions.

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.