

# 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** has not seen an increase of cancellations during the quarantine period of April, and the increase in Donor Ratio is attributed to the absence of Face-to-Face acquisition channels. New Donors recruited via alternative fundraising channels have supported to cushion the impact.
- **Singapore** was in a donor base growth position for most of April, however has closed out the month with a slight decline as the impact of their implemented quarantine (locally known as a circuit breaker) starts to take effect.
- **Korea** is trending towards a positive donor base growth position again, as cancellations have seen a decrease in the month of April. If this trend continues (whilst acquisition remains constant), May could be a strong month for Korea.
- **Taiwan** has seen an increase of cancellations in the month of April as compared to March - which has attributed to the higher Donor Ratio. Acquisitions have remained steady throughout this period thus far, and Taiwan remains in a positive donor base growth position.
- **Hong Kong's** lower Donor Ratio is attributed to lower cancellations in April (vs. March), however it should be noted that the Donor Ratio in March was higher than normal (refer to country graphs). The closing of April sees Hong Kong's biggest leap in donor base growth since January 2020.

# 3,481,349

COVID-19 Cases Worldwide

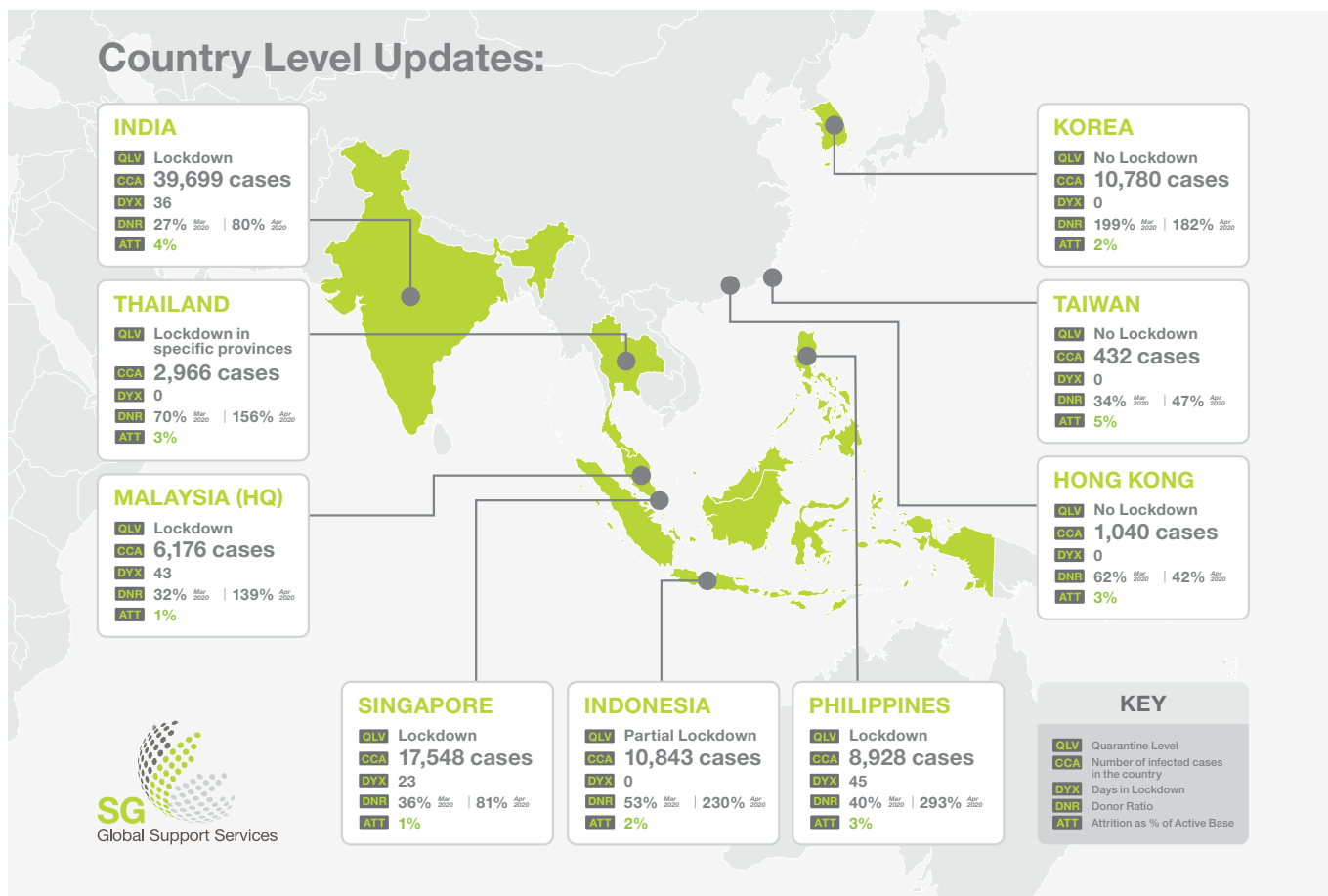
As of 2nd May, <https://www.worldometers.info/coronavirus/>

Overall Cancellations to Acquisitions (Donor Ratio)

# 108% (Apr 2020)

# 53% (Mar 2020)

## Country Level Updates:





\* April figures are as of 30th April 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 say goodbye to April, some interesting changes have taken place over the course of the week. Singapore's donor base growth has inched into an overall decline position for April, although having reported a positive donor base position for the first 3 weeks of April. The impact of the quarantine (or circuit breaker) on acquisitions has attributed to this decline, whilst cancellations have remained constant.

As May begins, Malaysia has stepped into the easing of the quarantine (although this phase of quarantine does not allow for face-to-face acquisition activities to resume) and Singapore has planned for some economic sectors to open up again. These economic restarts will support the longer term impacts to acquisitions and cancellations.

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

1. Non-profits should start looking at plans on **restarting face-to-face acquisitions** post-quarantines. The health and safety guidelines of restarting these campaigns should be considered, along with a collaborative industry set of standards.
2. As we close out a full month of quarantines in some countries, **data-driven decisions** on the impact of COVID-19 can be better made. This will allow non-profits to project acquisition and donor base goals for the rest of 2020.
3. Create a **sense of community** amongst your volunteers and donors. People are craving the sense of security and companionship during these troubled times and reaching out to create a community can go a long way in fostering a long-term relationship.

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.