

# 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

- Overview:** It should be noted that the Donor Ratios are high at the start of the month as fundraising efforts for new donors are not fully accounted for, and Donor Cancellations are traditionally weighted towards the start of the month.
- Malaysia** experienced the lowest number of lapsed donors (lapsed due to consecutive unsuccessful debits) in May than any other month in 2020. Cancellations for the month of May are projected to remain steady.
- Indonesia's** Donor Ratio has spiked due to a slightly slower start to the fundraising month, whilst cancellations have remained steady. Indonesian non-profits will need to push through acquisitions in order to close the month of May on par with April. The Donor Ratio is likely to drop as we progress through May, as fundraising efforts continue month long.
- Philippines** has seen a consistent downward trend in cancellations since February 2020, however, acquisitions have yet to equalize the cancellations, which is the determining factor to the high Donor Ratio.

# 4,274,647

COVID-19 Cases Worldwide

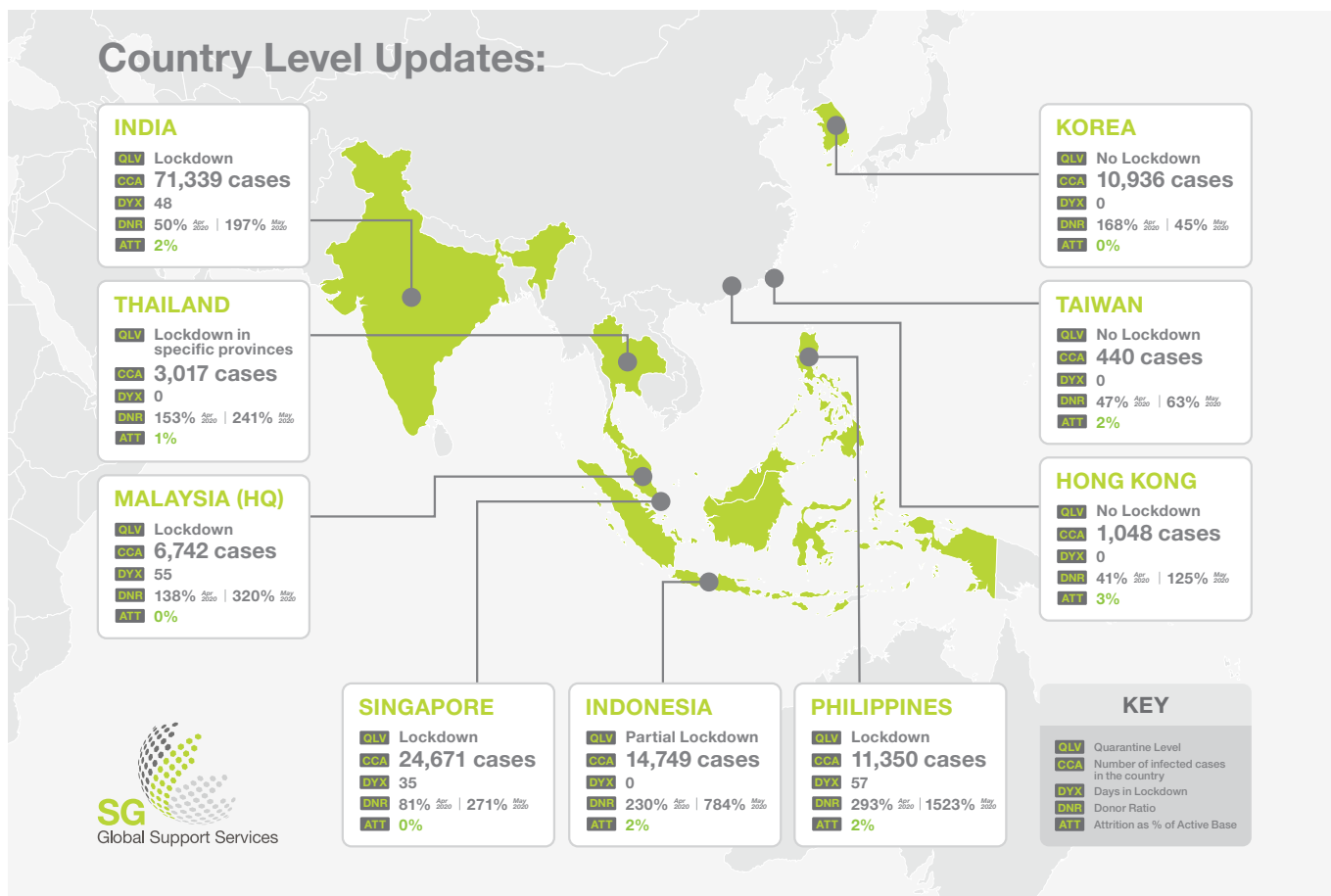
As of 12th May, <https://www.worldometers.info/coronavirus/>

Overall Cancellations to Acquisitions (Donor Ratio)

# 153% (May 2020)

# 99% (Apr 2020)

## Country Level Updates:





\* May figures are as of 12th May 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 May begins, Malaysia has begun the easing of quarantine measures, however, Face-to-Face acquisition activities are still not allowed to resume. Malaysia and Singapore saw abnormally low numbers of lapsed donors (lapsed due to unsuccessful debits of their monthly gift), which lends its support to payment methods with a line of credit, as donors cut down their daily spending in light of respective quarantines.

This week, Korea has discovered the spread of a new COVID-19 cluster, sparking fears of another wave. Their fundraising performance during this period will be reflective of how robust the fundraising channels are, as Korea has never undergone an official quarantine period. Cancellations in Korea have been on a downward trajectory since February 2020, with the lowest recorded COVID-19 cancellation reasons cited (lowest in proportion to the total number of cancellations).

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

- Listen** to your donors. Reach out to hear heart-warming stories from them, take the opportunity to engage and listen to the audience in a time where everyone wants to be heard. Find out what motivates them to give to your cause! Use a variety of platforms to reach out to donors to hear them.
- Engage** your donors in virtual fundraising challenges or online volunteering programmes. Not all virtual events in this time should be looking at purely fundraising but also with the objective of raising greater awareness for your cause. Modify your volunteer programs to become online-centric, so donors can feel that they have contributed to the impact made above the monetary contribution.
- Show** donors you are listening and appreciating their participation in your virtual events! Repost/retweet their social media posts, comment on their general posts, give shout outs to those that have participated! Remember that not all communication to your donors should remain rigid and formal, especially given the current times. Some light-hearted two-way communication will go a long way with donors.

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.