

# Introduction

This publication marks the 7th edition of the COVID-19 bulletin, and much has changed from when we first started this bulletin. Most notably, as countries have begun to relax their respective quarantines and lockdowns, clearer decisions surrounding Regular Give fundraising can be made. Although the volume of New Donors (i.e. acquisitions) has dropped significantly with the absence of Face-to-Face fundraising, acquisition volumes having dropped by 65% in May (thus far), comparative to April 2020.

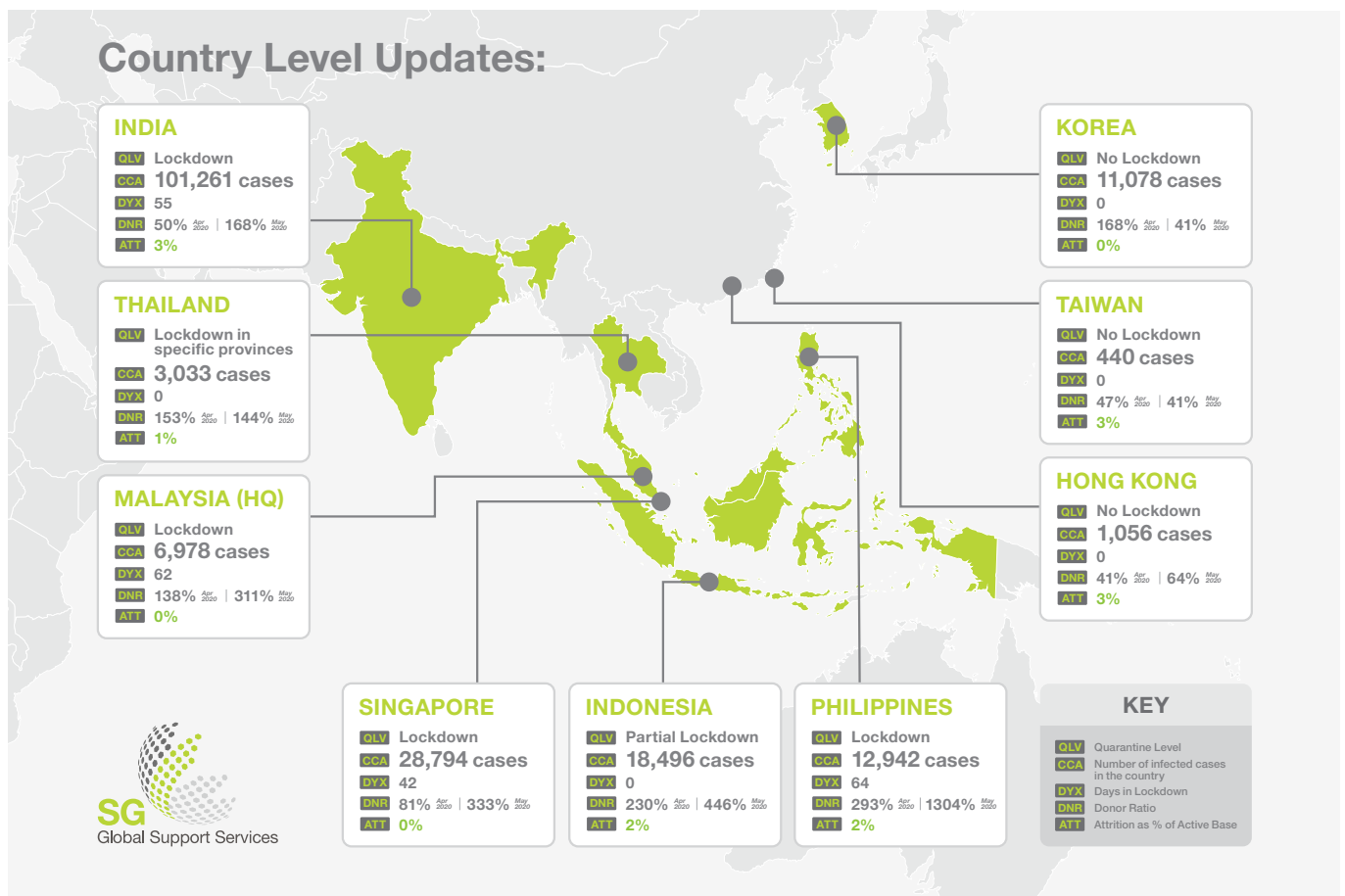
This bulletin continues to use a number of measures to quantify the impacts of the pandemic. "Donor Ratio" remains as a key performance indicator, looking at cancellations as a proportion of Acquisitions for the month.

# Key Highlights

- As the lockdown measures begin to ease in **Thailand**, Face-to-Face acquisition is set to recommence in up-country areas. Over the past few weeks, acquisitions in Thailand saw a decline with the removal of Face-to-Face, and began to plateau, as charities find their footing with alternative fundraising channels. Cancellation volumes have maintained stable. The restart of Face-to-Face activities will slightly protect May's donor base growth position.
- India** ended April with a slight growth position (a 50% Donor Ratio), however, is projected to fall short this month comparative to April, due to low acquisition figures, accompanied with slightly higher cancellations (projected).
- As predicted, **Korea** slips back into positive overall donor base growth, as evidenced by the significantly lower Donor Ratio. Korea is on trajectory to end the month with a positive growth, as acquisitions hold steady but cancellations have dropped.
- Hong Kong** has halved its Donor Ratio comparative to last week, as acquisition figures grew by 176% this week.

**4,909,136**  
 COVID-19 Cases Worldwide  
 As of 19th May, <https://www.worldometers.info/coronavirus/>

Overall Cancellations to Acquisitions (Donor Ratio)  
**115% (May 2020)**  
**99% (Apr 2020)**





\* May figures are as of 19th 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

The easing of quarantines in Malaysia and Singapore have not seen a restart of Face-to-Face fundraising, and non-profits continue to rely on alternative fundraising channels such as telemarketing and digital. Telemarketing has proven to be a lucrative alternative during these times, with piece rates going as high as 24 sales per telemarketer (campaign and country dependent).

Taiwan represents an interesting situation as the number of COVID-19 positive cases have not increased since last week's bulletin, although 12% of cancellations in April cited COVID-19 as the reason for cancelling their monthly gift. Non-profits will need to carefully position their messaging in campaigns to donors during this time, to strike a balance between the urgency of COVID-19 without alarming their donors.

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

- When restarting Face-to-Face fundraising, consider the **pitch on the ground**. Should the focus be on COVID-19, or campaigns prior to the pandemic? Focused testing on the ground will provide a good indicator if potential donors have 'news fatigue'. This will also inform the direction of your digital strategy.
- All businesses are on a fast track to digital and new innovative solutions are presented everyday. Take the time to utilize **free digital tools** (new and old) to maximise your fundraising efforts at minimal cost. A great example is Google Trends, which can show you useful insights into how your organisation is being searched.
- Telemarketing as a proven alternative acquisition channel should come with an **informed strategy**. The strategy behind getting quality leads should not be short-changed for a 'call all' approach. In these tough times, taking the time for a sound strategy at every stage of the telemarketing process is key.

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.