

Introduction

Non-profits with established individual giving programs have been able to lean on their legacy donor base during this time, allowing for their operations to continue. This has allowed the non-profits' flexibility in exploring new acquisition channels in the absence of Face-to-Face fundraising, without compromising the impact of the important work they do. We have seen strong leadership come out of non-profits in this challenging time, which has cushioned the impact of COVID-19 on their respective revenues. 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

- **Malaysia** has seen its strongest acquisition week, as comparative to the last 5 weeks, thanks to collaborative telemarketing efforts. Telemarketing efforts have supported acquisitions during this time, with Face-to-Face fundraisers turning to telesales.
- The impact of COVID-19 can be the most felt in **Indonesia** with 36% of cancellations in May citing COVID-19 as their cancellation reason.
- **Philippines** has an established monthly pattern where cancellations are weighted towards the start of the month, and their Donor Ratio reduces throughout the month as acquisitions catch up to cancellations.
- This week, **Korea's** numbers have slipped back into a decline position as actual cancellations are higher than the projected figures. However, Korea is still moving in a positive direction.

5,704,172

COVID-19 Cases Worldwide

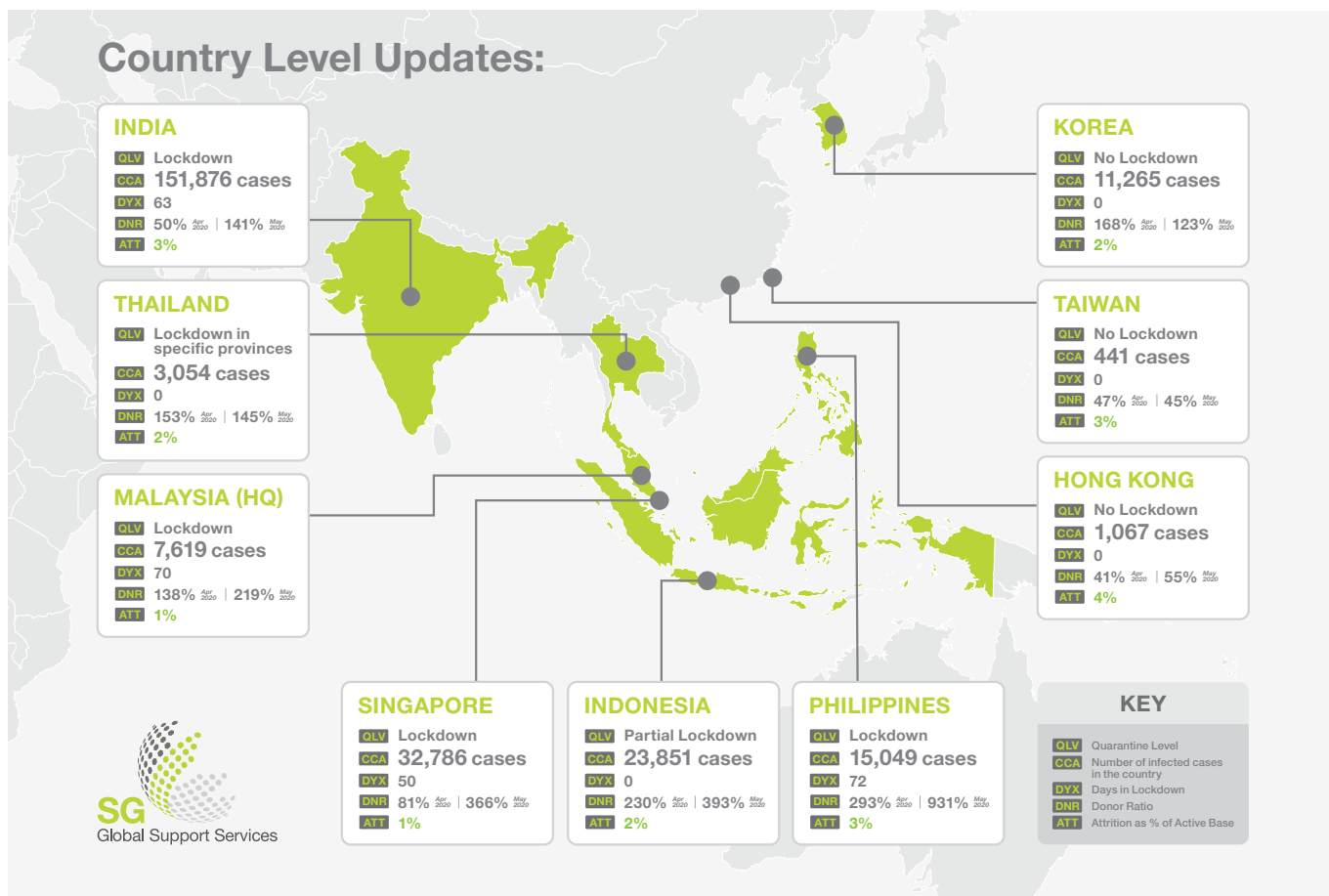
As of 27th May, <https://www.worldometers.info/coronavirus/>

Overall Cancellations to Acquisitions (Donor Ratio)

127% (May 2020)

99% (Apr 2020)

Country Level Updates:





* May figures are as of 27th 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 we begin to close out the month of May, donor bases in most countries continue towards a declining trend. However, this is an exception for the countries which did not undergo strict quarantine measures such as Taiwan and Hong Kong (with Korea moving towards a positive growth position). It should be noted that countries which underwent full quarantine periods during April can expect a similar ending in the month of May, with regards to their donor base performance.

Malaysia saw its strongest ever acquisition week since the respective quarantine (locally known as the Movement Control Order) came into effect, with the support of alternative acquisition channels. Overall, telemarketing is proving to be a strong contender in this fundraising space, as coordinated and collaborative efforts take place to ensure its success.

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

Recommendations

- When looking at the performance of your **digital strategy**, take this opportunity to test varying visuals and new copy and how different audiences respond to them. There is no better time like the present to test how different donor segments might interact with new messages.
- Get your existing **brand ambassadors'** support to create fun social media challenges where they can bring attention to your non-profit's work. Leveraging on trending social media challenges such as the #dontrushchallenge is a great way to gain awareness and fundraise at the same time.
- Consider enlisting **local social influencers** to reach out to wider audiences during times like these. Make sure online donation platforms or crowdfunding pages are readily available for easy sharing.
- Plan for the end of quarantines, as the 'new normal' sets in. Consider what this means for your fundraising targets and utilization of budgets for the rest of 2020. How will you readjust your fundraising targets when Face-to-Face activities are allowed to restart? Follow **'The Future of Fundraising'** web series, as we explore the impact of COVID-19 on the fundraising industry and how we can move forward together.

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.