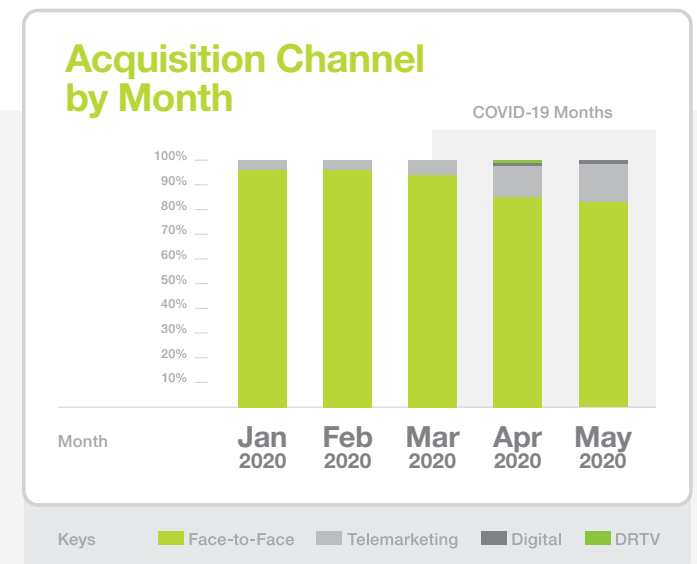


Introduction

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

By the end of May, our growing data on the impact of COVID-19 towards Regular Give fundraising allows for a fuller story. In the absence of Face-to-Face acquisition, non-profits that have demonstrated flexibility in redeploying budgets to utilize alternative fundraising channels have been able to minimize the impact. However, it should be noted that not all markets have undergone a quarantine period and are still actively using Face-to-Face acquisition. The growth of telemarketing, Digital and Direct Response Television (DRTV) have worked well but are still limited as not all charities have been able to utilize these alternative channels.



COVID-19 has most notably changed the way in which non-profits communicate with donors and has forced non-profits to become more flexible than ever i.e. pivoting their communication styles to not only talk about their core campaigns, but tie them into larger and related messaging that appeals to society. For example, with the rise of the Black Lives Matter movement across the globe, non-profits focused on refugees could utilize the growing awareness this brings to their cause as a platform for fundraising.



7,082,598

COVID-19 Cases Worldwide

As of 7th June, <https://www.worldometers.info/coronavirus/>

Overall Cancellations to Acquisitions (Donor Ratio)

174% (June 2020)

99% (May 2020)

99% (Apr 2020)

Country Level Updates:

INDIA

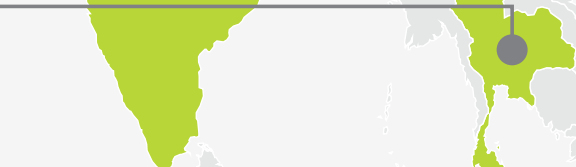
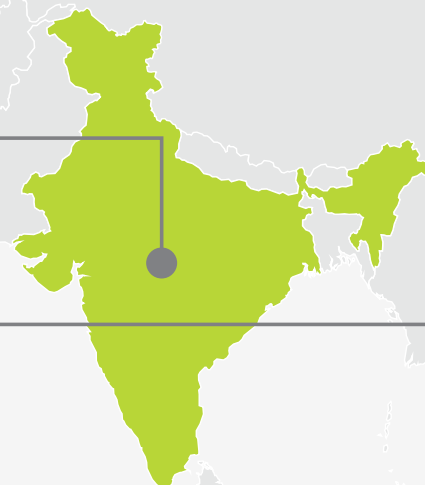
QLV Lockdown
CCA 257,486 cases
DYX 74
DNR 50% | 80% | 1088%
Apr 2020 | May 2020 | June 2020
ATT 4%

THAILAND

QLV Lockdown in specific provinces
CCA 3,112 cases
DYX 0
DNR 153% | 115% | 89%
Apr 2020 | May 2020 | June 2020
ATT 2%

MALAYSIA (HQ)

QLV Lockdown
CCA 8,322 cases
DYX 81
DNR 138% | 187% | 256%
Apr 2020 | May 2020 | June 2020
ATT 1%



SINGAPORE

QLV Lockdown
CCA 37,910 cases
DYX 61
DNR 81% | 466% | 416%
Apr 2020 | May 2020 | June 2020
ATT 1%

INDONESIA

QLV Partial Lockdown
CCA 31,186 cases
DYX 0
DNR 230% | 419% | 509%
Apr 2020 | May 2020 | June 2020
ATT 2%

PHILIPPINES

QLV Lockdown
CCA 21,895 cases
DYX 83
DNR 293% | 423% | 330%
Apr 2020 | May 2020 | June 2020
ATT 3%

KOREA

QLV No Lockdown
CCA 11,776 cases
DYX 0
DNR 168% | 89% | 50%
Apr 2020 | May 2020 | June 2020
ATT 2%

TAIWAN

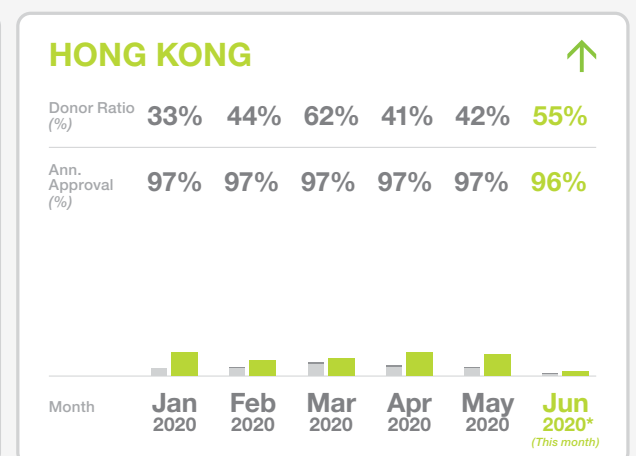
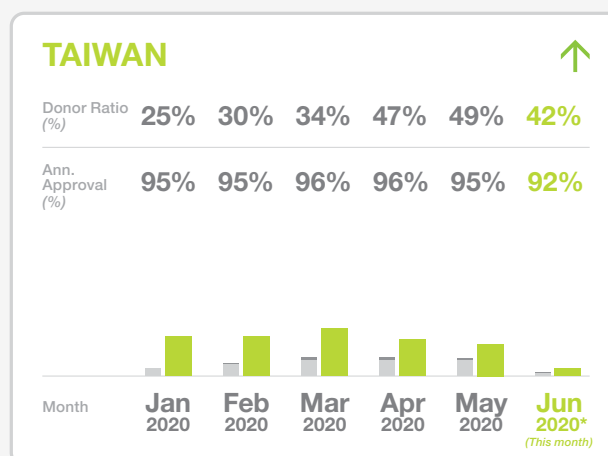
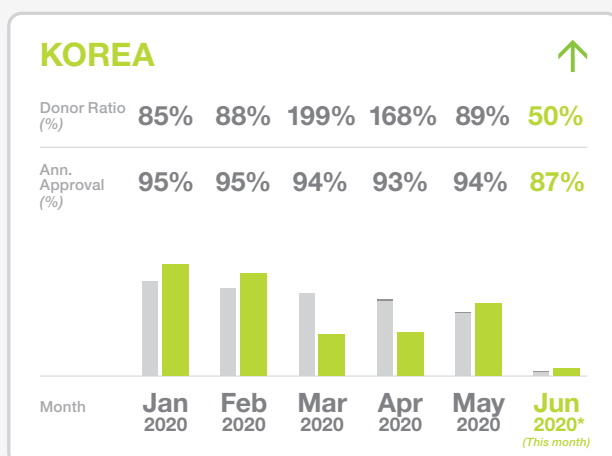
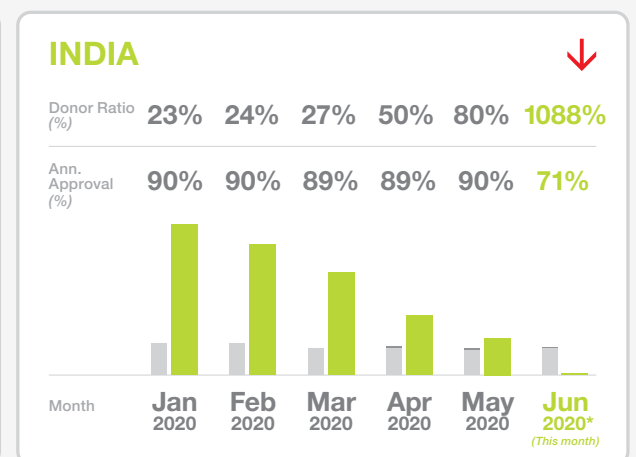
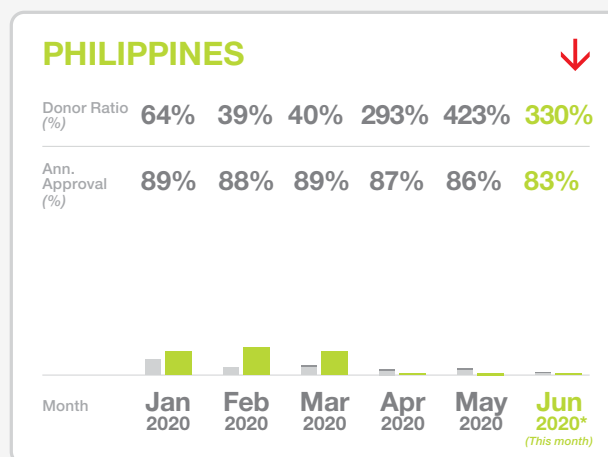
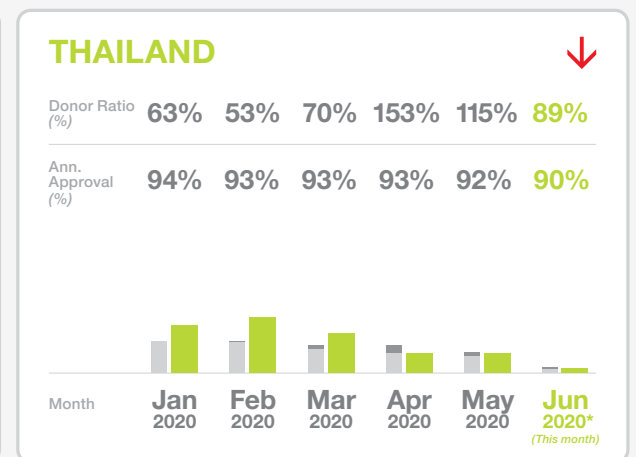
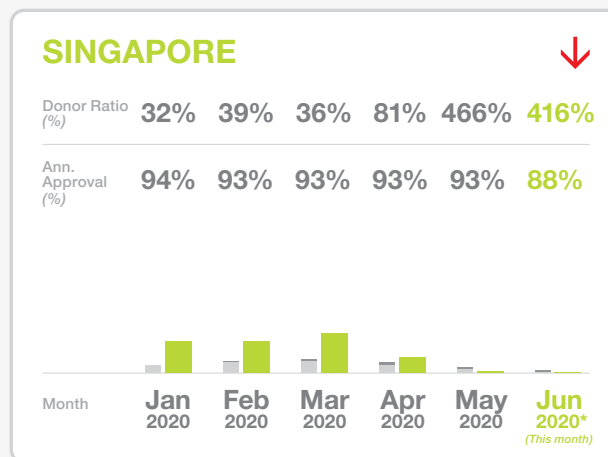
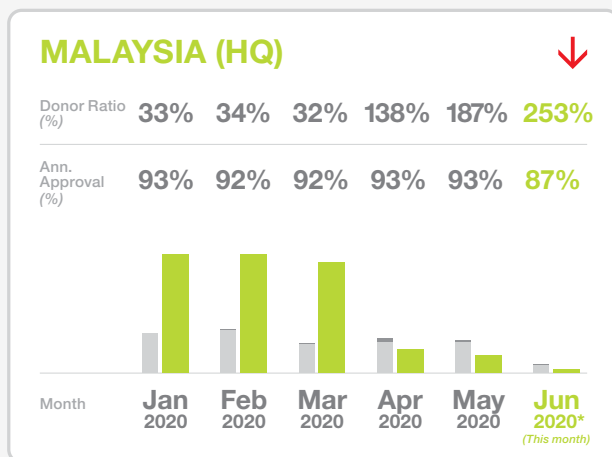
QLV No Lockdown
CCA 443 cases
DYX 0
DNR 47% | 49% | 42%
Apr 2020 | May 2020 | June 2020
ATT 4%

HONG KONG

QLV No Lockdown
CCA 1,107 cases
DYX 0
DNR 41% | 42% | 55%
Apr 2020 | May 2020 | June 2020
ATT 4%

KEY

QLV Quarantine Level
CCA Number of infected cases in the country
DYX Days in Lockdown
DNR Donor Ratio
ATT Attrition as % of Active Base



* June figures are as of 7th June and are preliminary. These figures will be adjusted week on week, as we close out the month.

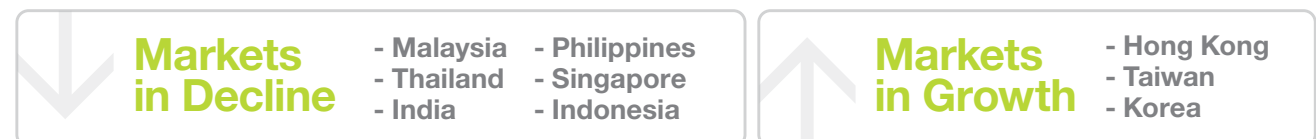


KEY	Donor Ratio (%)	Ratio of Cancellations to Acquisitions	Ann. Approval (%)	Approval for Anniversary	↑ ↓ —	Donor Base Growth (+ve / -ve / flat)
		Cancellations minus COVID-19 Cancellation Code		Cancellations under COVID-19 Cancellation Code		Approved Acquisitions (Regular give)

Conclusion

With markets and economic activities cautiously opening up again, the restart of Face-to-Face acquisition is in the horizon. This week, Malaysia has officially announced the restart of more economic sectors (albeit Face-to-Face fundraising still remains as status quo). This reopening of economic activity with a new 'normal' will help set a direction for fundraising in the region, with Malaysia and Thailand leading the path.

Non-profits should not stop utilizing alternative fundraising channels that are currently in place, in anticipation of the eventual restart of Face-to-Face fundraising. A new balance needs to be struck between all available fundraising channels, with a balancing cohesive strategy. The emergency fundraising matrix needs to allow for fast decision-making to support this balance in times of crisis.



Recommendations

1. 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.
2. 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.
3. 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.
4. 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.