THIS WEEK'S TOPIC
How can charities in Singapore regain the confidence of donors
and convince them to give more money and time?

Winning back donors

CLARITY of communication, clarity of purpose and transparency are the key factors. A not-for-profit organisation should be clear about its mission and the uses to which it puts its resources. It should also be a good steward of its resources and communicate regularly with donors about the ways in which their gifts have been put to use in support of the organisation's mission.

– Howard O Hunter
President,
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