Get FY25 resources for Modern Work, Azure, and Business Applications

Lean on the Microsoft Customer Engagement Methodology for partners

Get the MCEM resources

As you begin your FY25 go-to-market efforts, you can lean on the Microsoft Customer Engagement Methodology (MCEM) for partners to provide sales, support, and industry solutions delivery to connect with and deliver for your customers.

The MCEM has five stages. We've organized content to help you along each stage in the journey.

1. **Listen and consult:** Connect with customers by leveraging the assets in our nonprofit-specific Copilot for Microsoft 365 materials.
2. **Inspire and design:** Create innovative AI solutions that are unique to each nonprofit's needs using the Copilot Readiness Assessment.
3. **Empower:** Prepare your teams with these on-demand Copilot adoption workshops.

4. **Realize value:** Share the [Arapahoe Libraries customer story](#) to demonstrate how other nonprofits have incorporated AI into their organizations.
5. **Manage and optimize:** Provide ongoing support and inspiration with the nonprofit-specific [Working Smarter with AI e-book](#) (download).

Use these five stages and the supporting assets to apply the MCEM for partners this fiscal year to drive increased value for your customers and your organization.

Newly updated: Azure resources for nonprofits

Get the Azure pitch deck and playbook to guide your conversations with nonprofits about how AI can transform their operations and help them achieve mission success.

[Access the resources >](#)

Help nonprofits unlock their potential with Business Applications

Address nonprofits' need for advanced technology and integrated solutions to capture opportunity in this key industry with this collection of go-to-market assets.

[View the asset collection >](#)

Harness your data to drive nonprofit mission success with Microsoft Fabric

Download the e-book to learn to use cloud-based solutions and AI for data management, governance, and innovation to transform your operations and decision-making.

[Download now >](#)

Donorfy builds the future of fundraising with Microsoft partnership

"Hands-on support from specialists helps us build apps on Azure, then bring them to bear to help our customers focus on doing more of what matters." —CTO/Founder, Donorfy

[Download the full case study >](#)

Help customers prepare for NIS2, a new European cybersecurity directive

Use these campaign assets to prepare and train your organization and customers before October 17, 2024.

[Access assets >](#)