



Tech for Social Impact Partner Community Update

July 2024:
Jumpstart FY25 with top tips

- Nonprofit top tips
 - Copilot for Microsoft 365
 - Azure
 - Business Applications
 - Responsible AI
- Nonprofit community goals
- Level up CSP Microsoft 365 and Copilot Bootcamps
- Children's Hospital of Philadelphia transforms fundraising with Moore



Copilot for Microsoft 365: Kickstart your FY25 growth

In 2021, Microsoft donated more than \$3 billion in technology discounts and grants to more than 300,000 nonprofits. In 2022, we pledged to double the number of nonprofits we serve within five years.

To achieve this goal, we need to help these organizations understand how artificial intelligence (AI) can benefit them.

Microsoft partners like you can help lead them to a safe, responsible path to AI with these resources:

- [Empower nonprofits](#) to accelerate mission outcomes with Copilot for Microsoft 365.
- Lead with Copilot and security offerings to help drive new customer acquisition with this [Copilot success kit](#).
- Download the [Securing Copilot for Microsoft 365 in Microsoft 365 for Business](#) presentation to drive conversations about security improvements and how to upsell to Microsoft 365 Business Premium.

Or help prospective customers learn more about [security](#) and [Copilot with commercial data protection](#).

[Get the assets](#)

Azure: FY25 top three action items

Incorporate these three areas of focus into your FY25 Azure nonprofit go-to market strategy and demonstrate the value of Azure solutions to your next prospective customer.

1. **Build your nonprofit Azure Strategy** leveraging resources such as the [Azure Partner Playbook](#) or nonprofit [Azure AI Partner Pitch Deck](#). Reference these [additional Azure resources](#)
2. **Develop the skills and knowledge** of your team to stay competitive and deliver better results for your organization.
 - New to Azure? Get certified on Azure Fundamentals: [Microsoft Certified: Fundamentals | Microsoft Learn](#)
 - Already selling Azure? Skill up on Azure Data/AI and Azure Innovate:
 - [Microsoft Azure Data Fundamentals: Explore data analytics in Azure - Training | Microsoft Learn](#)
 - [Fundamentals of Azure AI services - Training | Microsoft Learn](#)
3. **Become a skilled storyteller** and learn how to effectively communicate the value of your offer to your nonprofit organizations. Focus on common use cases and develop compelling narratives that resonate with your target audience. [Use storytelling to engage your audience](#)

Join TSI Azure Office Hours on August 15th



Sergio Victorio Queijia
Director, Industry, Tech for Social Impact,
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Christian Bucher
Senior Specialist, Microsoft

Join our Microsoft SMEs as they walk you through the new [Azure Nonprofit Data Strategy eBook for ITDMs](#).

[REGISTER TODAY!](#)

Why attend?

- Get a sneak peek into the newest Azure Data Strategy eBook for ITDMs.
- Hear the highlights of this new, in-depth eBook and gather tips on how to help nonprofits harness their data to drive nonprofit mission success.

When?

Date: August 15, 2024

Time: 8:00am – 9:00am PT | 11:00am – 12:00pm ET

If you can't make it, please register so you can receive the recording. [REGISTER TODAY!](#)

Business Applications: FY25 top tips for you

Create a targeted Business Applications opportunity for nonprofits to shorten sales cycles, help organizations scale and grow, and drive increased donor acquisition by leveraging AI.

Use these resources:

- [Business Applications Partner Playbook](#)
- [Business Applications Pitch Deck](#)
- [Business Applications Talking Points](#)

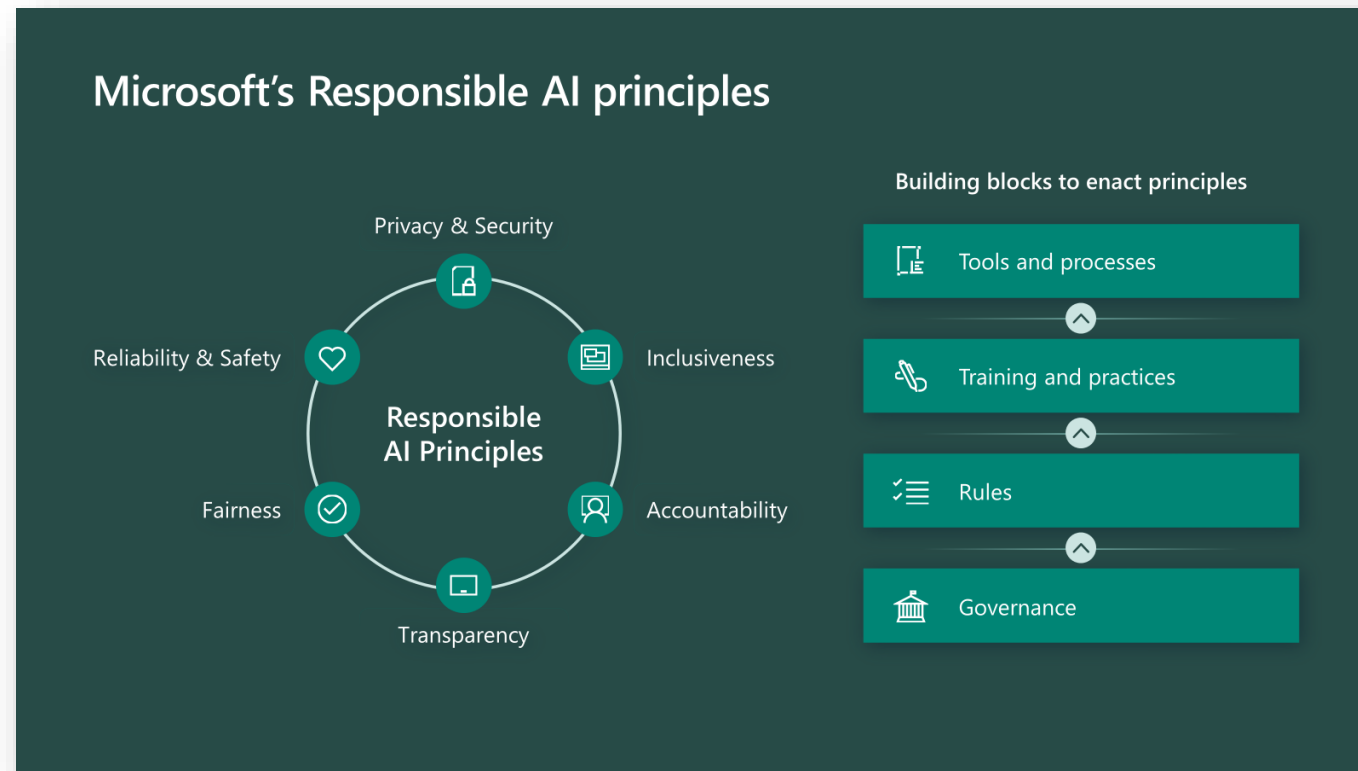


Responsible AI

Microsoft is committed to the advancement of responsible AI to accelerate the impact of nonprofit missions around the globe. **As a reminder, always reiterate with customers Microsoft's AI principles and that deployment of AI must be guided by the creation of an ethical framework.**

In 2018, Microsoft established six core principles that guide the work around AI and four building blocks to help put these principles into action.

[Learn more about empowering AI practices](#)



New FY25 Nonprofit Community Goals



We launched the Nonprofit Community in January 2024 during the Global Nonprofit Leaders Summit as a new initiative for nonprofit listening, storytelling, and peer-to-peer community building. We are grateful for the support from our partners. Thank you!

Now we'd like to share important changes in the evolution of the Nonprofit Community

- The Tech Community platform will be **re-focused as a *platform for post-sales tech Q&A*** with nonprofit customers, providing direct tech solutions and discussion spaces for nonprofits.
- The nonprofitcommunity.microsoft.com address and aka.ms/nonprofitcommunity will be redirected directly to [Tech Community](#).
- We encourage you to continue to engage in the community and to be available to ask/answer questions constructively as that will help build a useful community.

LinkedIn will become our new focus for announcements, stories, and nonprofit community building.

Stay up to date: [Nonprofit Community - Microsoft Community Hub](#)

Level Up CSP Microsoft 365 & Copilot

Sales & Technical Bootcamps

We are excited to announce our new FY25 Level Up CSP Bootcamps, that are built to help CSP partners grow sales and technical capabilities and accelerate new customer acquisition, upsell and cross sell. Join us for the upcoming Microsoft 365 and Copilot bootcamps to get ready to acquire, upsell and expand with M365 Premium SKUs, Copilot and Copilot Studio.

NEW! We will be offering voiceover and subtitles for ten languages to support our global CSP partners.

[REGISTER TODAY!](#)

Level Up CSP Sales Bootcamp

1-day Sales Bootcamp: Get ready to go to market and sell Microsoft 365 and Copilot

- Americas/EMEA region: August 28 | 8:00 AM – 12:00 PM, Pacific Time
- APAC region: September 4 | 5:00 PM – 9:00 PM, Pacific Time

Level Up CSP Pre and Post Sales Technical Bootcamp

2-day Technical Bootcamp: Secure customers with Premium SKUs, deploy Copilot and extend with Copilot Studio

- Americas/EMEA region: September 11 & 12 | 7:00 AM – 11:00 AM, Pacific Time
- APAC region: September 18 & 19 | 5:00 PM – 9:00 PM, Pacific Time

Children's Hospital of Philadelphia transforms fundraising with Moore

To maximize its fundraising through deeper constituent relationships, the Children's Hospital of Philadelphia partnered with Microsoft Tech for Social Impact (TSI) Digital Natives Partner, Moore.

[Read the full case study](#)

Experts at Children's Hospital of Philadelphia (CHOP) have delivered many firsts in pediatrics — from the first bilateral transplant to the first fetal heart surgery, and the breakthroughs for children continue to happen every day.

They developed a new tool to better study genetic variants linked to childhood cancer and other diseases. And they are advancing an in-utero cure for sickle cell disease, which affects one in every 375 African Americans.



Children's Hospital of Philadelphia enhances fundraising efforts with Moore, a Microsoft partner, and Microsoft Azure

Customer: Children's Hospital of Philadelphia

Industry: Nonprofit

Size: 10,000+ employees

Country: United states

Publish date: July 2024

Partner: Moore

Moore is focused on providing the most effective strategy, creative, production, media, data and analytic services powered by an ongoing investment in next-generation artificial intelligence and machine learning to the nonprofit industry.

[Read the full story here](#)

“With Moore, we have built something that the industry hasn’t seen before—a data-powered, constituent-first marketing operation that links people and causes. Microsoft, specifically the Azure platform, allows us to scale that. This technology ultimately drives empathy and human connection.”

— Jon Thompson, Associate Vice President, Children's Hospital of Philadelphia of Philanthropic Strategy and Technology

Challenge: To fund its critical work, Children's Hospital of Philadelphia (CHOP) sought to maximize its fundraising through deeper constituent relationships.

Solution: CHOP partnered with Moore, the constituent experience management company that leverages data and predictive modeling to advance nonprofits' fundraising goals. Moore is also part of the Microsoft Tech for Social Impact Digital Natives Partner Program.

Impact: CHOP increased their response rate by 85 percent and boosted gift size by 25 percent. It has also helped donors move through the major giving process 17 percent faster.

Products: Azure



Stay up to date

- Partner success stories
- Sales and marketing readiness
- Insights and news
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Get Involved

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Questions

- Learn more about our nonprofit product grants and discounts: [Frequently Asked Questions](#)
- Not finding what you need? Contact [Microsoft nonprofit support](#)



Access past issues of our nonprofit
community updates and newsletters

[Tech for Social Impact community news](#)





Thank you partners!

The nonprofit industry – perhaps more than any other in Microsoft – is powered and led by partners.

Reaching these organizations is just the beginning – deploying technology, customer success, and mission impact is the work that you do every day, and it IS the critical last mile.

We appreciate you.

