Microsoft

Tech for Social Impact Partner Community Update

November 2024

- Microsoft 365 Copilot 15% Nonprofit Discount SKU
- Security Solutions Series for Nonprofit Partners
- Dynamics 365 Nonprofit Industry Sales Playbook
- Fuel your growth with Azure in the nonprofit sector: Infographic
- Copilot Partner Bootcamp for Sellers
- Digital Marketing Content (DMC) OnDemand Nonprofit turnkey campaigns
- Total Economic Impact Study of Microsoft 365 Copilot for Nonprofits

Microsoft 365 Copilot 15% Nonprofit Discount SKU

On November 1st, Microsoft announced a nonprofit-specific 15% discount on Microsoft 365 Copilot in CSP and Direct.

Help your nonprofit customers get started quickly and with confidence with these resources:

- Partner FAQ: Microsoft 365 Copilot 15% Nonprofit Discount SKU
- Use cases by personas and customer stories
- Copilot Adoption Guides for SMB Nonprofits
- Microsoft 365 Copilot Demos for Nonprofits
- Read the blog: Empowering nonprofits with AI: New offers available now

Security Solutions Digital Event Series for Nonprofit Partners

Attend our comprehensive digital event series on Security Solutions designed specifically for nonprofit-focused partners. Register today!

Date	Time	Topic	Registration Link
November 20	9:00am – 10:30am (GMT + 11:00)	Empower your Nonprofit Customers with Advanced Security Solutions using Microsoft 365 Business Premium	**Register here**
December 2	8:00am – 9:30am (GMT- 08:00)	Empower your Nonprofit Customers with Advanced Security Solutions using Microsoft Purview	**Register here**
December 2	9:00am – 10:30am (GMT + 11:00)	Empower your Nonprofit Customers with Advanced Security Solutions using Microsoft Purview	**Register here**
January 15	8:00am – 9:30am (GMT- 08:00)	Empower your Nonprofit Customers with Advanced Security Solutions using Entra	**Register here**
January 15	9:00am – 10:30am (GMT + 11:00)	Empower your Nonprofit Customers with Advanced Security Solutions using Entra	**Register here**

NEW: Dynamics 365 Business Central Nonprofit Industry Sales Playbook

A deep dive into the nuances of selling into the Nonprofit sector

Download the playbook

Navigate the nonprofit sales landscape with confidence. Leverage this in-depth, powerful resource designed to equip you with necessary tools and insights to sell to the nonprofit sector.

Built upon assets created for the Microsoft Partner Sales Acceleration Program (PSAP), it's tailored specifically for this vibrant and inspiring sector. Structured by key topics, each area addresses a crucial aspect of the nonprofit sales cycle:

- The untapped nonprofit goldmine
- Nonprofit subsegment differentiation
- Initiate nonprofit focused Business Central conversations
- Drive effective nonprofit discovery
- Sell to different nonprofit buyer personas
- Qualify nonprofit Business Central opportunities
  - Listen and consult
  - Inspire and design
  - Empower and achieve

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Dynamics 365 Business Central Nonprofit Industry Sales Playbook

Developed for Microsoft by Neural Impact

Updated October 2024

NEW: Fuel your growth with Azure in the nonprofit sector Infographic

Nonprofits need trusted and experienced partners like you to align their IT with their desired mission outcomes.

Download the Azure Infographic

As a Microsoft partner, you can grow your nonprofits' understanding of how moving to the cloud, building a unified data platform, and adopting a responsible AI framework can accelerate nonprofits' mission while improving security and protecting their data.

Follow the recommended steps and resources we share as a guide to help nonprofits on their journey to the Azure cloud. In the process, you can generate new revenue channels and help create a better future for everyone.

Copilot Partner Bootcamp for Sellers – Day 3 of 3

The Copilot Partner Bootcamp for Sellers enables partners to deliver the right AI-powered tools and technologies to empower every organization to boost productivity, transform work, and open a new world of possibilities.

Copilot Partner Bootcamp for Sellers | Sales Deck (Day 3 of 3)
- The presentation highlights content from Day 3. Open and **go to slides 42- 59** for nonprofit content.
- **Download the presentation**

Copilot Partner Bootcamp for Sellers | Recorded Session (Day 3 of 3)
Learn more about activities and resources available to partners:
- **Accelerate Go To Market:** share all resources to engage with functional leaders ITDMs and accelerating the sales stages of an opportunity from intent building to driving deployment and ensure adoption
- **Profits and Purpose: Driving Nonprofit Impact with Copilot:** Learn how to leverage Copilot to tackle nonprofit challenges to boost revenue along with discussion on Microsoft new nonprofit discounts and key resources like demos and training.
- **Additional Skilling Opportunities:** review skilling offerings and upcoming events
- **Access the recorded session**

New: Digital Marketing content (DMC) OnDemand campaigns

Plan your next nonprofit customer outreach with these new nonprofit specific turnkey Digital Marketing Content (DMC) OnDemand campaigns for **Modern Work, Azure** and **Business Applications**. Nonprofit specific campaigns have been updated for partners to use with customers today.

DMC provides multi-channel marketing campaigns where you can find social media, blog, and email campaigns to post on your site that can drive customer engagement and elevate your business.

Access DMC nonprofit specific campaigns here:
- Modern Work | Drive Business Transformation with Microsoft 365 Copilot
- Azure – Unify Intelligent Data and Analytics
- Business Applications - Scale Nonprofit Business Operations

Total Economic Impact Study of Microsoft 365 Copilot for Nonprofits

## New Technology: The Total Economic Impact™ Of Microsoft 365 Copilot As Used By Nonprofits

Cost Savings And Organizational Benefits Enabled By Microsoft 365 Copilot As Used By Nonprofit Organizations

A FORRESTER NEW TECHNOLOGY PROJECTED TOTAL ECONOMIC IMPACT™ STUDY COMMISSIONED BY MICROSOFT, OCTOBER 2024

Microsoft commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study and examine the potential return on investment (ROI) enterprises may realize by deploying Microsoft 365 Copilot.

Review this study is to gain a framework of how to evaluate the potential financial impact of Microsoft 365 Copilot on nonprofit organizations.

Read the Report
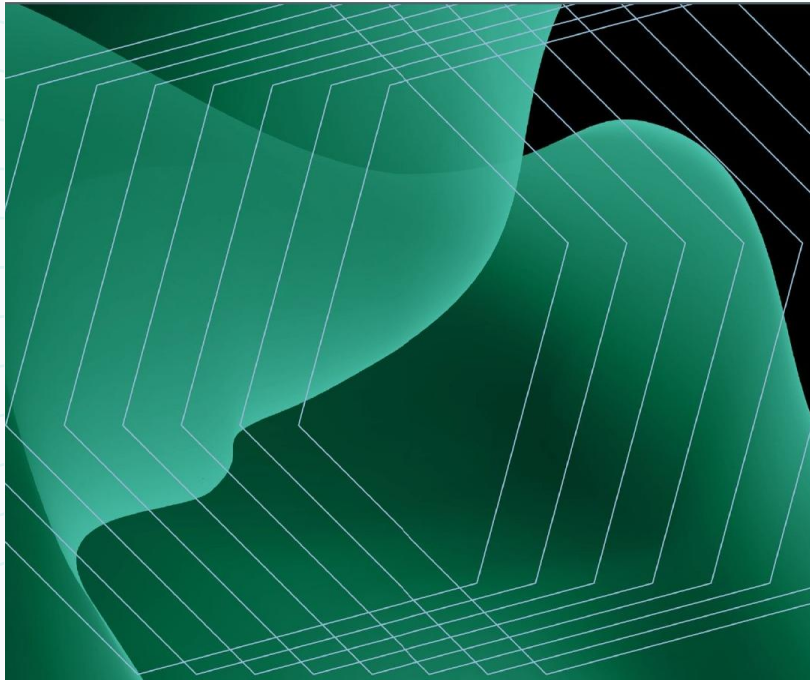
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Access past issues of our nonprofit community updates and newsletters

Tech for Social Impact community news

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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.