



Microsoft Cloud for Nonprofit





Microsoft mission

Empower every person
and every organization on
the planet to achieve more.





**We are living
in a changed
world**



The pace of change is raising challenges



150 million

Global growth of the undernourished from 2019-2022.¹



90%

Countries reporting one or more disruptions to essential health services.²



9 in 10

Say the internet was essential or important during the coronavirus outbreak and will continue.³



50%

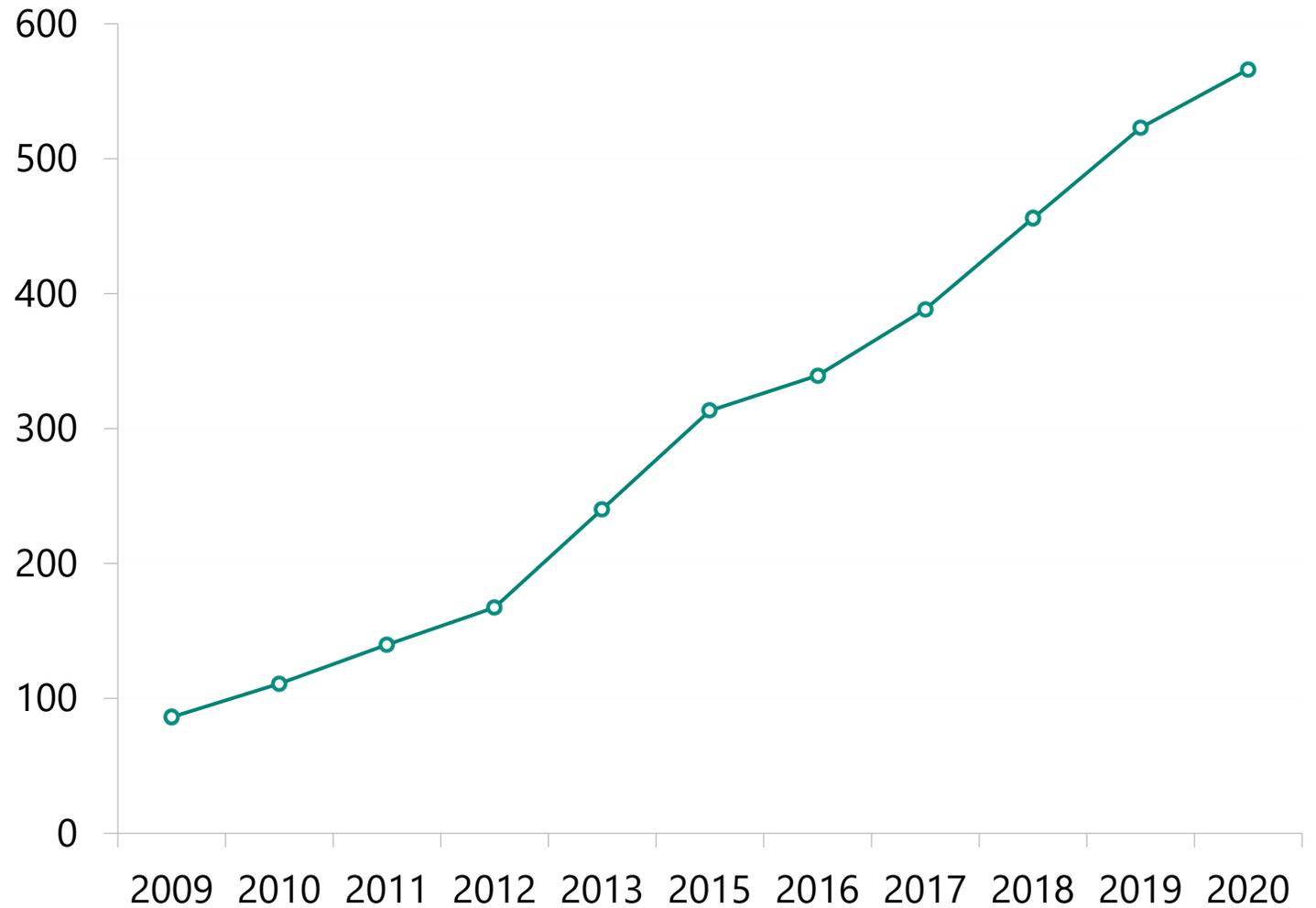
Nearly half of the world's population is still offline.⁴



75%

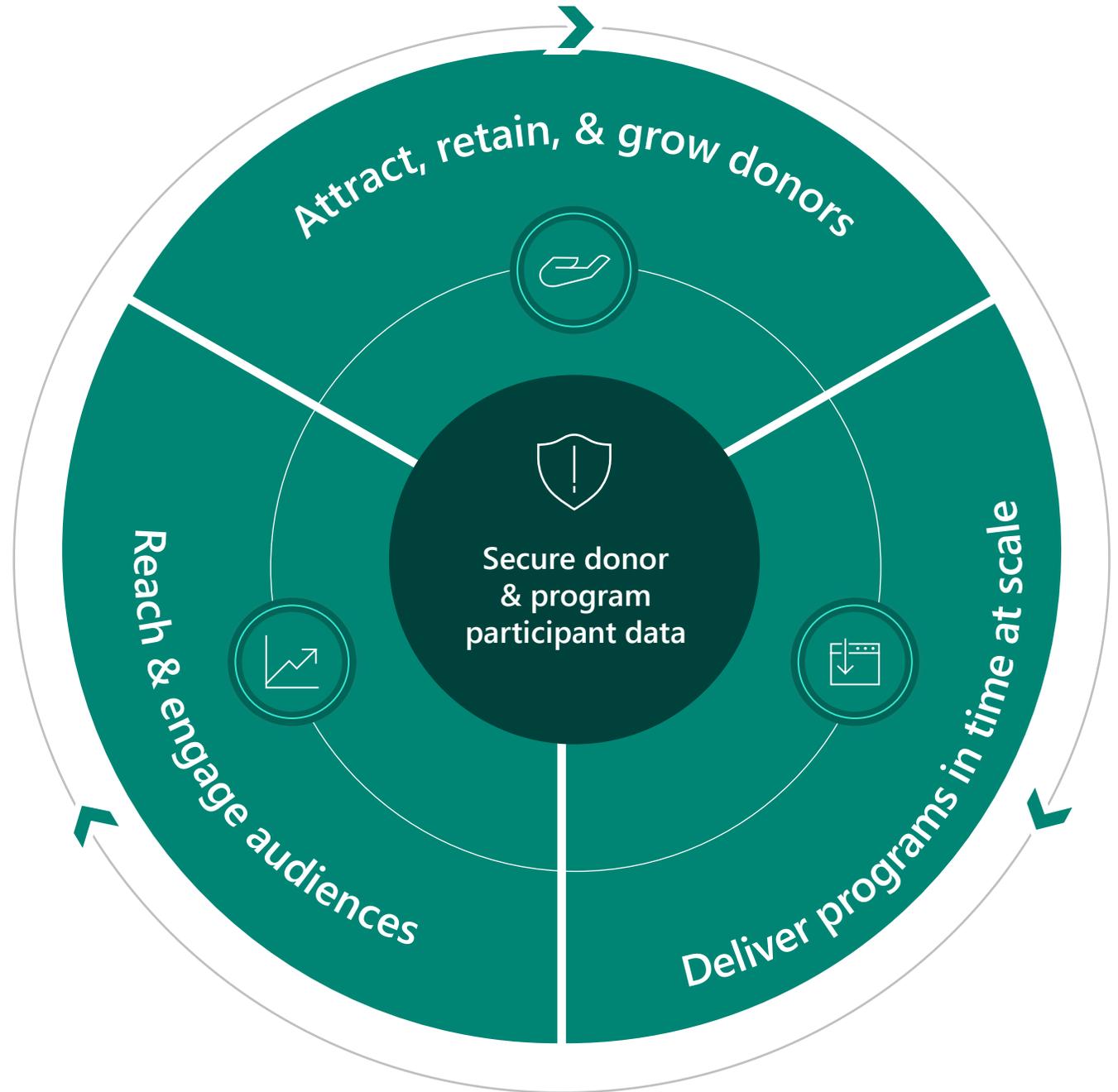
of the total world population
has an active broadband
subscription

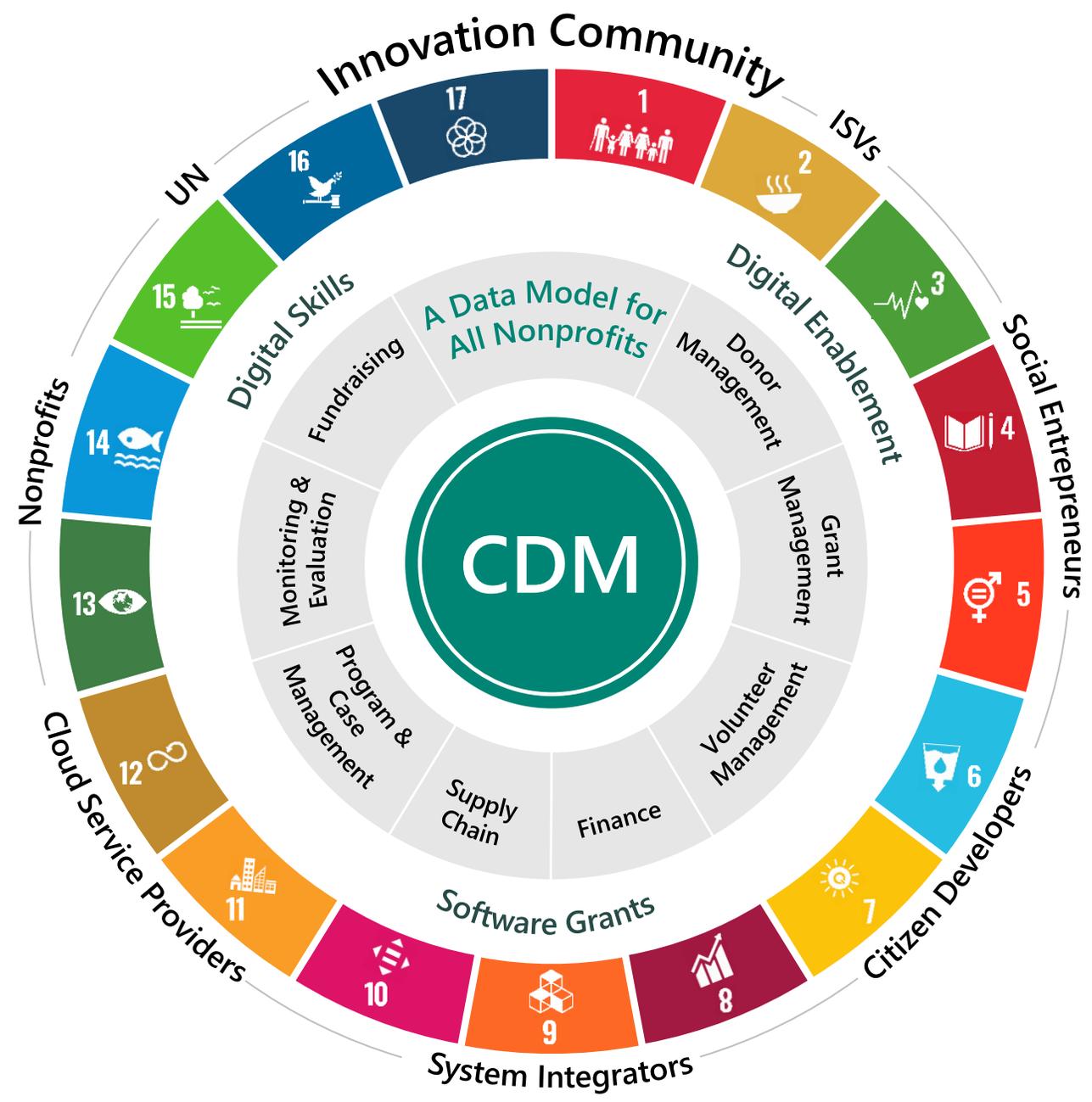
Africa



Between '09-'20, Africa saw a 600% increase in broadband us

Microsoft Cloud for Nonprofit vision





How Microsoft makes it happen: The Nonprofit Common Data Model

Constituent Management	
Account Management	360-degree view and tracking of constituent's data to include profile, relationships, and complete history of engagement with the organization involving donations, communications, marketing, grants, case management, etc.

Fundraising	
Campaign Management	Campaign creation—create campaign, identify goals, and track donations as a result of the campaign
Multi-channel Marketing	<ul style="list-style-type: none"> Market campaigns and events through various channels—To include email, websites, and social media Personalized outreach—Automatic notifications, individual emails, print communications, mass mailings, and target groups

Program Delivery	
Define & Track Programs from Strategy to Execution	Define hierarchy of programs and projects and track activities, outputs, and outcomes to the programs and projects
Service Delivery	Delivery of programmatic services directly to beneficiaries

Donation Management	
Donation Processing	Acknowledgement of donation, tracking pledges and donations from individuals and institutions to include one-time and recurring donations, GIK, grant payments, and bequests, restricted and unrestricted tracking, call center support, revenue recognition in the accounting system of record
Payment Integration	Integration with payment processing platform for all types of donations

Volunteer Management	
Volunteer Lifecycle Management	<ul style="list-style-type: none"> Volunteer strategy—Identify program volunteer needs to include skills, number of volunteers, and timing Recruit, onboard, train, & offboard— Get qualified volunteers to help program, provide training & certifications, and offboard when the volunteer leaves Plan—Organize volunteers with sign-ups, scheduling, and assignment

Monitoring and Evaluation	
Results Measurement	Outcomes tracking, log frames, measuring program efficacy
Predictive Analysis	Using AI/machine learning and data mining aggregate program and operational data to gain insights

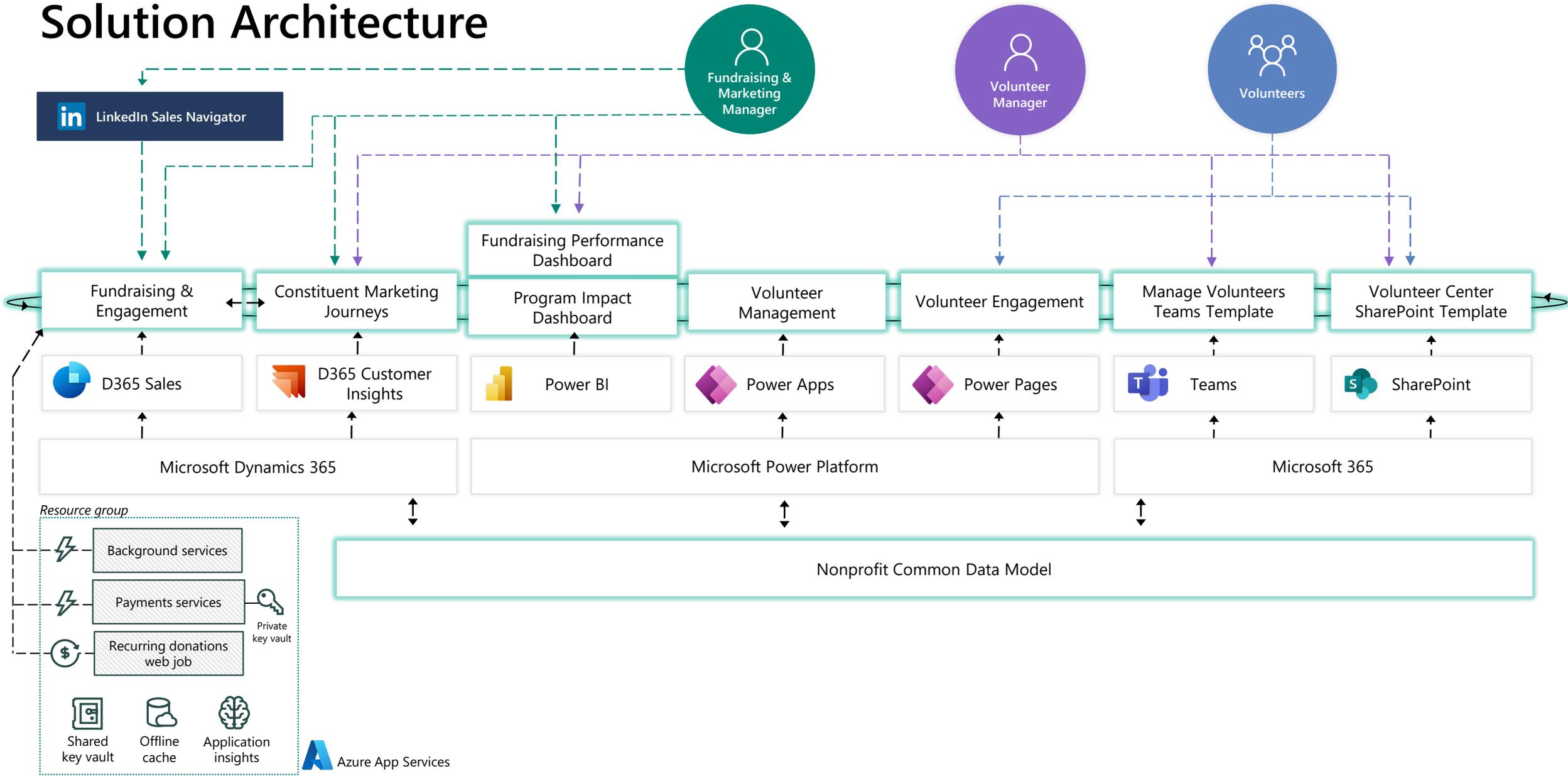
Grant and Award Management	
Award Management	360-degree view of the award details to include the proposal, proposal budget, award budget, resource plan, respond to requests from the donor, book the award, set up payment schedule & deliverables, expenditures, monitoring program outcomes, documentation, & communications
Sub-recipient Management	Tracking of sub-recipients/sub-awards to the grant to include budgets, objectives, activities, performance, etc.
Results Tracking	Set performance measures against each objective & track progress throughout the life of the grant

Program Participant Management	
Program Participant Management	360-degree view of the services that the beneficiary has utilized, relationships staff and donations
Case Management	A goal-oriented process handling cases from opening to closure, coordinating services between an individual and a case manager, providing services to an individual by assessing the needs of the individual and when appropriate arranges, coordinates, monitors, and evaluates

Insights & Analytics

Microsoft Cloud for Nonprofit Solution Architecture

KEY Microsoft Cloud for Nonprofit Microsoft Product



Microsoft is the **only cloud provider** with tools and platforms across productivity, insights, and collaboration

1st Party IP built **just** for nonprofit

1st Party technology platforms and services that are **customizable and built for integration** by ISVs, SIs and for customer-build solutions

Microsoft Cloud for Nonprofit



Microsoft 365

LinkedIn

Microsoft Dynamics 365

GitHub

Microsoft Power Platform

Microsoft Azure

Identity, security, management, and compliance

Accelerate time to value, speed up innovation, and drive benefits for customers, employees, and organization

The Microsoft Nonprofit solution ecosystem

Nonprofit capabilities

Fundraising and Engagement

Volunteer Management

Volunteer Engagement

Volunteer center

Manage volunteers

Constituent marketing
journeys

Program impact dashboard

Fundraising performance
dashboard

Microsoft Community Training

Connectors

Advisory Services

System Integrators

ISV cloud solutions

Nonprofit Capabilities

 Microsoft 365

 Microsoft Dynamics 365

 Microsoft Power Platform

 Microsoft Azure

 Common Data Model for Nonprofits

ISVs

- Build industry or vertical specific solutions
- Build bespoke Nonprofit solutions
- Extend solutions built on top of the Microsoft Cloud for Nonprofit

System Integrators, Advisory Services

- Provide expertise for customer, ISV, and industry ISV solutions
- Create their own or bespoke nonprofit industry solutions and tools
- Create industry vertical solution support and practices to help customers directly, or support ISV deliverables
- Provide strategic guidance for customers

Microsoft Cloud for Nonprofit Solutions

Donor Center of Excellence

Attract, retain, and grow donors



Fundraising and Engagement



Fundraising performance dashboard



Dynamics 365 Sales



Azure App Services



Power BI Pro

Marketing Center of Excellence

Reach and engage audiences



Constituent marketing journeys



Azure Data & App Services

Program Center of Excellence

Deliver programs in time at scale



Volunteer Management



Volunteer Engagement



Dynamics 365 Customer Service



Power Pages



Community Training



Power Apps

Microsoft 365



Azure Data & App Services

Mission Center of Excellence

Secure donor & participant data



Dynamics 365 Business Central



Dynamics 365 Finance



Azure Data & App Services



Dynamics 365 Supply Chain Management

Microsoft 365



Power BI Pro

Fundraising AI Solutions



Viva



Teams Premium



Dynamics 365 Copilot

Microsoft 365

Microsoft 365 Copilot

Marketing AI Solutions



Dynamics 365 Customer Insights Copilot



Microsoft Copilot



Dynamics 365 Customer Insights Copilot

Program AI Solutions



Power Platform Copilot



Community Training

Finance & Ops AI Solutions



Azure Open AI

Microsoft 365

Microsoft 365 Copilot

Microsoft 365

Microsoft Security Copilot

Nonprofit Common Data Model

Data & AI, M365 for Nonprofits, Security for Nonprofits: Account Guard, Purview, Priva, Defender, Entra, Sentinel

What's new in Microsoft Cloud for Nonprofit

Improved user experience and unified constituent data



Nonprofit marketing

A collection of solutions intended to reach new and existing audiences through digital engagement. Allows for personalized donor interactions at scale with real-time, automated campaigns that reach donors, volunteers, and all your audiences across channels.



AI for fundraisers

New AI-enabled features integrated with Fundraising and Engagement to empower fundraisers and increase productivity with AI-supported tools that streamline communications and strengthen donor relationships, while seamlessly connected to your Cloud for Nonprofit CRM



Skilling on the go

Enable constituents to learn anytime, anywhere with their choice of device while still enjoying the Community Training platform self-paced learning modules.



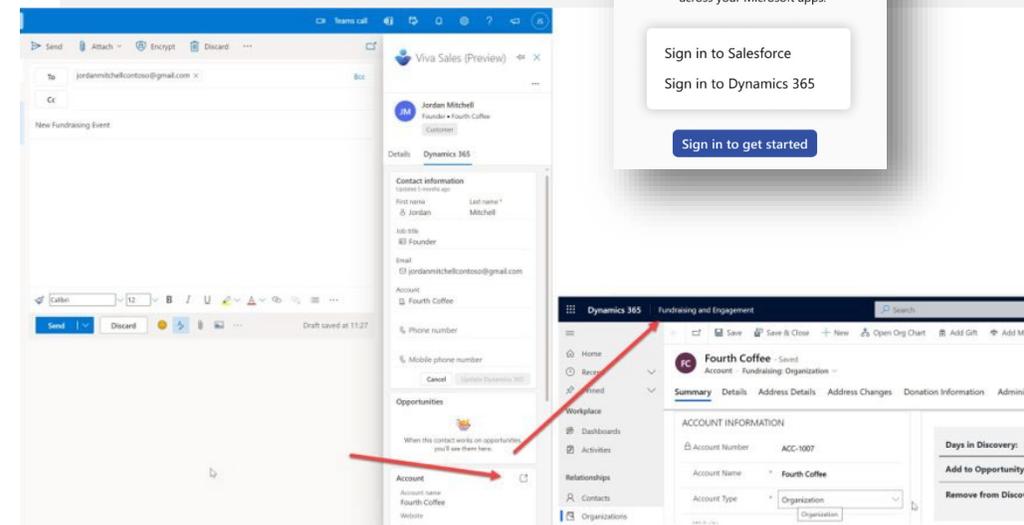
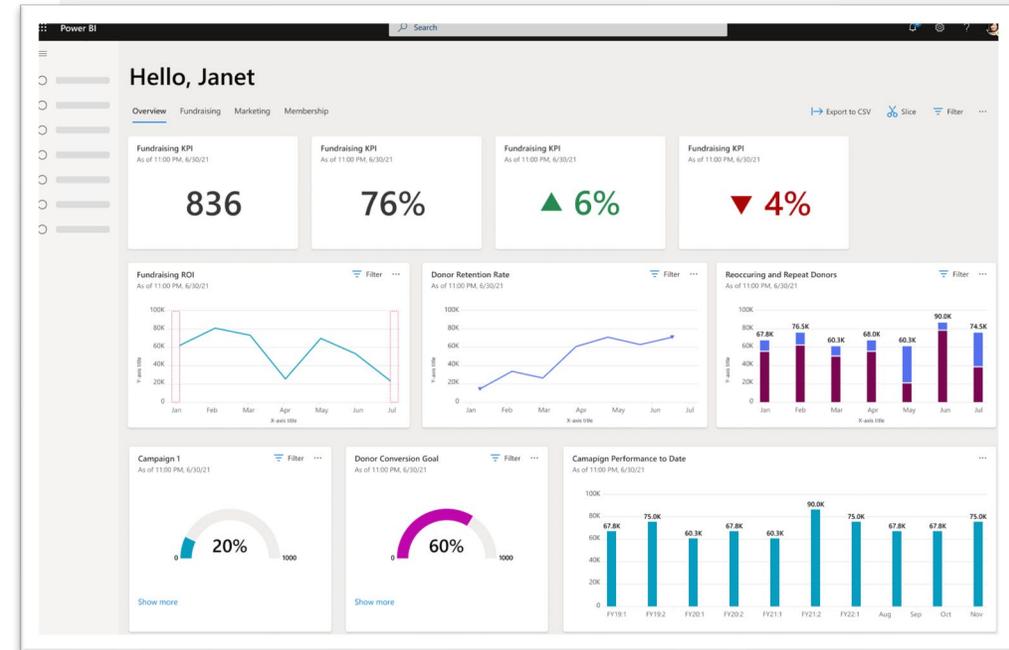
Partner implementation and deployment services

Accelerate time to value with partner led implementation and deployment services. Choose from partner offered data migration assessments and services, Fundraising and Engagement & Dynamic 365 Marketing implementation, or enhance Fundraising and Engagement with online giving solutions.



AI-infused program solutions

Now utilize AI functions such as call summaries, pre-populated notes, email suggestions and more connected through Microsoft Sales Copilot and Teams Premium



We're the experts

Partner this your space to document the solution:

- *Position how your solution and services positively impact nonprofit operations*
- *Talk in language that they will understand*
- *Explain how you help your customers and look to build trust*

Partner logo,
competency
badge(s)

**Attract, retain, &
grow donors**



Attract, retain, & grow donors

Increase funding and support of your mission by aligning program needs with personalized supporter engagements

Solutions

CONSTITUENT MANAGEMENT

Attract, retain, and grow donor and supporter bases

Fundraising and Engagement

DONATION & AWARD MANAGEMENT

Payment processing, fund accounting, and designation management to support fundraising efficiency for simple to complex funding types. Partner supports for deployment of 3rd party online fundraising and payment solutions

Fundraising and Engagement

PERSONALIZED & AI-ASSITED ENGAGEMENT

Connect through compelling content via the most proven channels. Utilize AI to increase productivity

Constituent marketing journeys

Microsoft Sales Copilot

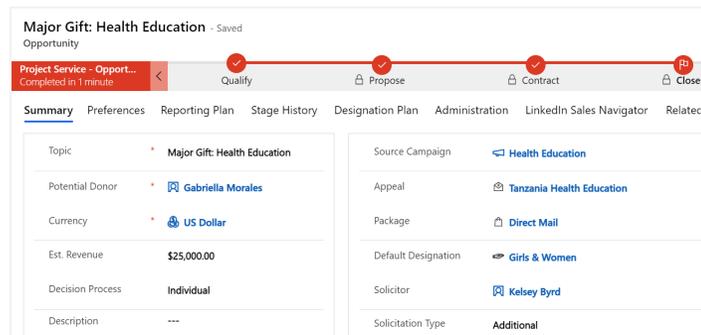
Likelihood to donate model

Constituent management

Attract, retain, and grow donor and supporter bases.

MOVES MANAGEMENT

Track and manage any type of gift opportunity, including grants, pledges, corporate sponsorships, and major gift solicitations.



Major Gift: Health Education - Saved
Opportunity

Project Service - Opport...
Completed in 1 minute

Qualify Propose Contract Close

Summary Preferences Reporting Plan Stage History Designation Plan Administration LinkedIn Sales Navigator Related

Topic Major Gift: Health Education

Potential Donor Gabriella Morales

Currency US Dollar

Est. Revenue \$25,000.00

Decision Process Individual

Description ---

Source Campaign Health Education

Appeal Tanzania Health Education

Package Direct Mail

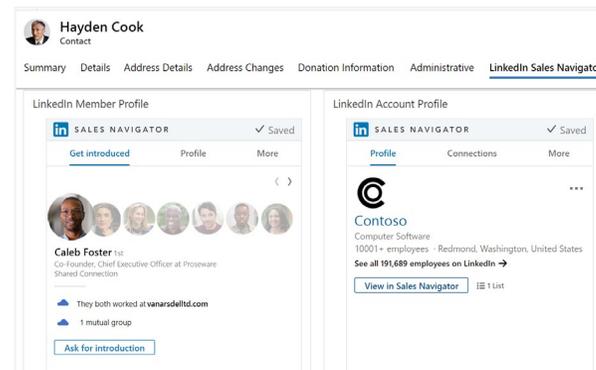
Default Designation Girls & Women

Solicitor Kelsey Byrd

Solicitation Type Additional

CONSTITUENT RESEARCH

Use LinkedIn Sales Navigator within Fundraising and Engagement to leverage your organization's network for prospecting and warm introductions, surface real-time updates, and communicate via embedded messaging.



Hayden Cook
Contact

Summary Details Address Details Address Changes Donation Information Administrative LinkedIn Sales Navigator

LinkedIn Member Profile

SALES NAVIGATOR Saved

Get introduced Profile More

LinkedIn Account Profile

SALES NAVIGATOR Saved

Profile Connections More

Contoso
Computer Software
1000+ employees Redmond, Washington, United States
See all 191,689 employees on LinkedIn

View in Sales Navigator

Caleb Foster
Co-Founder, Chief Executive Officer at Proseware
Shared Connection

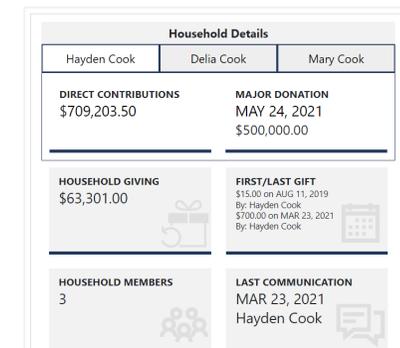
They both worked at vanarsdeltd.com

1 mutual group

Ask for introduction

CONSTITUENT & HOUSEHOLD RECORDS

Capture the details you need across all constituent records. Fundraising and Engagement supports all constituents equally, with individual contacts on the same level as households and organizations.



Household Details		
Hayden Cook	Delia Cook	Mary Cook
DIRECT CONTRIBUTIONS \$709,203.50	MAJOR DONATION MAY 24, 2021 \$500,000.00	
HOUSEHOLD GIVING \$63,301.00	FIRST/LAST GIFT \$15.00 on AUG 11, 2019 By: Hayden Cook \$700.00 on MAR 23, 2021 By: Hayden Cook	
HOUSEHOLD MEMBERS 3	LAST COMMUNICATION MAR 23, 2021 Hayden Cook	

Donation and award management

Payment processing, fund accounting, and designation management to support fundraising efficiency for simple to complex funding types.

GIFT MANAGEMENT

Rapidly accept and process donations in alignment with donors' giving preferences including recurring gifts, pledges, split payments, and one-off gifts.

PAYMENT PROCESSING

Leverage payment processing powered by Azure and integration with popular credit card gateways including IATs, Moneris, and Stripe. Bank integration ACH and EFT processing.

DESIGNATION MANAGEMENT

Use designations to enable seamless reconciliation and reporting. Gain an end-to-end view connecting donations to program activity.

Recurring - 36F26A - Saved
Payment Schedule

Single Donation Form General Administration Related

Payment Schedule Entry	
Gift Type	Recurring Dona
Book Date	10/29/2021
Payment Type	Bank (Ach)
Originating Campaign	Health Educati...
Donor	Gabriella M...
Primary Designation	Girls & Women
Amount	\$50.00
Channel	Phone



Designation	Girls & Women	Amount	100
Designation	Girls & Women	Amount	100
	<ul style="list-style-type: none">General RestrictedGeneral UnrestrictedGirls & WomenMaternal HealthRestricted (Advocacy)Restricted (Capital Projects)Tanzania Health Center		

Personalized engagement

Connect through compelling content via the most proven channels.

CONSTITUENT SEGMENTS

Use out of the box segmentation for constituents based on their interactions and history with your organization. Segments include new donors, lapsed donors, new volunteers, lapsed volunteers, and suppression segments.

Active segments ▾
✓ Name ↑ ▾
Active Volunteers
Active Volunteers
DO NOT EMAIL Preference
Donated in last 30 days
Donated in last 60 days
Donated in the last 5 years
Donation given today
Donor who has never given recurring gift

EMAIL TEMPLATES

Leverage a selection of pre-built email templates including newsletters, thank yous, and recurring gift asks.

Contoso.org
Envisioning a healthier world

Join our monthly giving club!

Dear [ContactFullName],

Thank you for supporting communities in need around the world by funding our global health equity projects. Donors like you create real, sustainable change through your generous giving.

Today we invite you to make your valuable support go even further becoming a monthly donor. As a monthly donor your support will help:

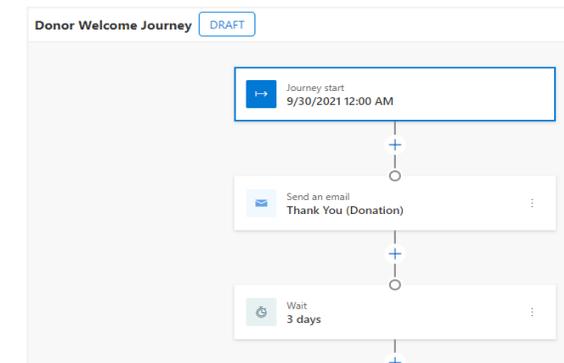
- **Fund free nutrition workshops** in communities that fall outside the Global Nutrition Reports recommended targets.
- **Fund training** for clinic staff and medical professionals for placement in understaffed communities.
- **Fund the purchase of critical supplies and technology** in underfunded clinics.

As a monthly donor you'll enjoy:

- A monthly **impact report** highlighting how your donations are being put to use.
- Easily managed **automatic payments** that can be paused at any time.

AUTOMATED JOURNEYS

Save marketers from manual tasks using real-time, event-based journeys. Take advantage of prebuilt journeys for new donors, lapsed donors, and volunteers to automate outreach.



Artificial Intelligence

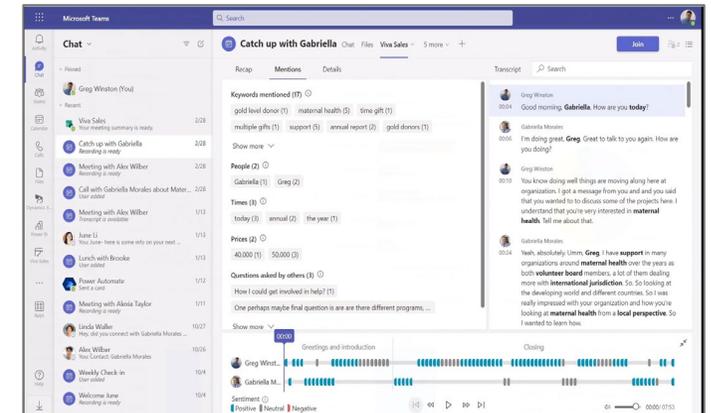
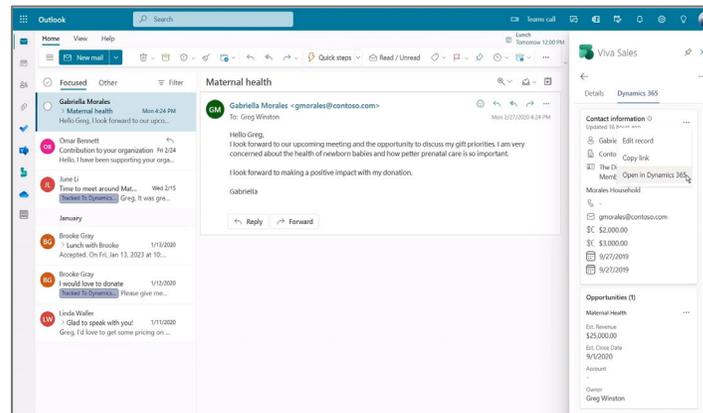
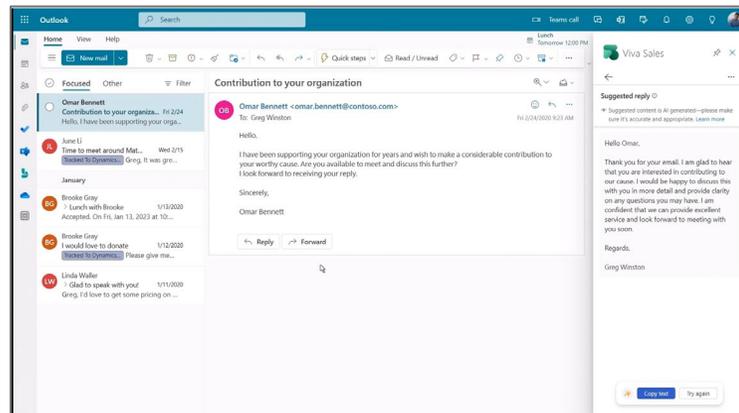
AI-infused solutions to empower fundraisers towards donor connection and increased productivity with Microsoft Sales Copilot connection to Dynamic 365 and Teams Premium.

AI FEATURES

- AI-generated email replies
- AI-generated notes and sentiment analysis (Teams)
- AI-generated real-time insights
- Connected CRM data and capabilities

REDUCE

- Data entry
- Time developing content/messaging
- Team information search and communication churn



**Deliver programs
in time at scale**



Deliver programs in time at scale

Empower staff and volunteers to deliver measurable and responsive programs based on community needs.

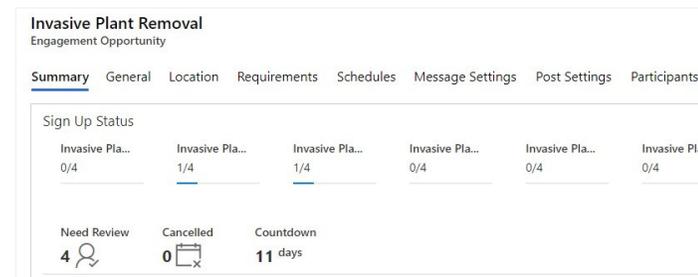
		Solutions
VOLUNTEER COORDINATION	Move away from spreadsheets, documents, and systems built for donors and program participants to solutions built specifically for volunteers	<ul style="list-style-type: none">• Volunteer Management• Manage volunteers Teams template
VOLUNTEER EXPERIENCE	Make volunteering easy with a one-stop shop for volunteers to view engagement details, complete training and onboarding, and find future opportunities	<ul style="list-style-type: none">• Volunteer Engagement• Volunteer center SharePoint template• Community Training
KNOW VOLUNTEERS	Better understand the people who serve your organization and their volunteer journey, from event attendance to attrition levels to donor conversion	<ul style="list-style-type: none">• Volunteer Management• Volunteer Engagement• Fundraising and Engagement• Constituent marketing journeys

Streamline volunteer coordination – Volunteer Management

Enable volunteer managers to move away from spreadsheets, documents, and systems built for donors and program participants to solutions built specifically for volunteers.

VOLUNTEER ENGAGEMENT OPPORTUNITIES

Manage engagement opportunities in one central place. Capture information including date, location, number of volunteers needed, and the skills and training required.



Invasive Plant Removal
Engagement Opportunity

Summary | General | Location | Requirements | Schedules | Message Settings | Post Settings | Participants

Sign Up Status

| Invasive Pla... |
|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| 0/4 | 1/4 | 1/4 | 0/4 | 0/4 | 0/4 |

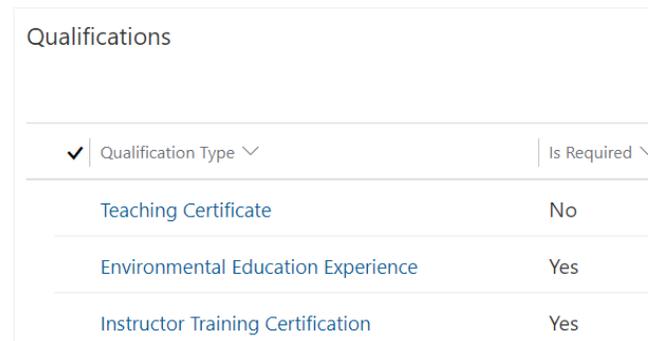
Need Review: 4

Cancelled: 0

Countdown: 11 days

QUALIFICATIONS & REQUIREMENTS

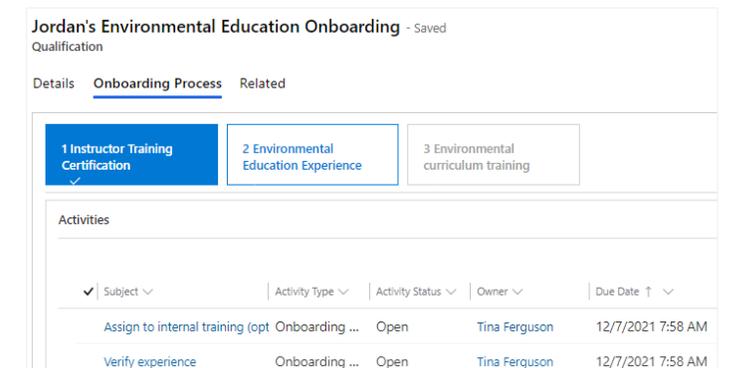
Match the right volunteer to the right opportunity by outlining the required background and experience volunteers need for each engagement opportunity.



Qualification Type	Is Required
Teaching Certificate	No
Environmental Education Experience	Yes
Instructor Training Certification	Yes

ONBOARDING & TRAINING

Set up consistent onboarding processes to better manage and track the volunteer onboarding experience. Outline onboarding stages, associated activities, and staff members responsible.



Jordan's Environmental Education Onboarding - Saved
Qualification

Details | Onboarding Process | Related

1 Instructor Training Certification	2 Environmental Education Experience	3 Environmental curriculum training
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Activities

Subject	Activity Type	Activity Status	Owner	Due Date
Assign to internal training (opt Onboarding ...	Onboarding ...	Open	Tina Ferguson	12/7/2021 7:58 AM
Verify experience	Onboarding ...	Open	Tina Ferguson	12/7/2021 7:58 AM

Streamline volunteer coordination – Manage volunteers

Enable volunteer managers to move away from spreadsheets, documents, and systems built for donors and program participants to solutions built specifically for volunteers.

INTEGRATION WITH VOLUNTEER MANAGEMENT

Manage volunteer engagement opportunities directly within Teams to save staff time from flipping back and forth between applications.

CHANNELS

Use pre-configured channels to organize and share onboarding materials and frequently – used documents, view reporting, make team announcements, and more.

APPS

Centralize apps for the team to use including Tasks, SharePoint, OneNote, and many others.

Manage Volunteers

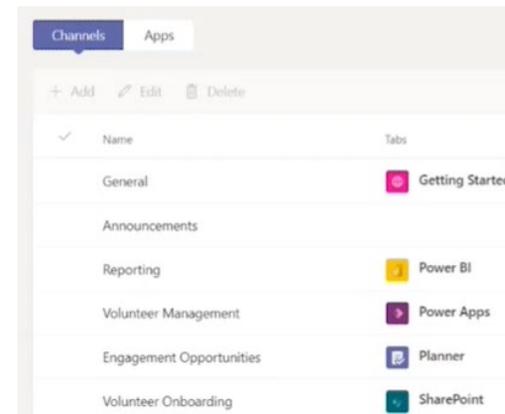
Manage documents and information for volunteer onboarding and engagement. Optional connection to Microsoft Volunteer Management solution.

4 channels

- General
- Announcements
- Engagement Opportunities
- Reporting
- Volunteer Onboarding

5 apps

- Power Apps
- PowerBI
- OneNote
- SharePoint (when available)



Improve the volunteer experience – Volunteer Engagement

Make volunteering with your organization easy by providing a one-stop shop for volunteers to view engagement details, complete training and onboarding, and find future opportunities.

ENGAGEMENT OPPORTUNITY SEARCH

Volunteers can easily search for engagement opportunities that match their location, availability, interest areas, and skills.

Filters

City or State

Start Date

End Date

Preferences

- Community
- Disaster Response
- Environmental Education
- Family Friendly

Qualifications

- Environmental Education Experience
- Handling Food Safely Certification

VOLUNTEER PROFILE

Enable volunteers to create and update their profiles with contact information to highlight talent and skills, and availability.

Profile

Jordan Mitchell

Contact Information

First Name * Jordan

Last Name * Mitchell

Phone 823-439-0983

Email * j.mitchell@outlook.com

Address (Line 1) Helper text

Address (Line 2) Helper text

City Seattle

State/Province WA

Zip/Postal Code 98056

Country United States

Profile

- Contact Information
- Availability
- Preferences & Qualifications
- Security

Change Password

Change Email

Manage External Authentication

ENGAGEMENT SUMMARY

Let volunteers see how they have contributed toward your organization's mission, by viewing the status of upcoming engagements, a record of past engagements, and the number of hours they've spent delivering programs and services.

My Engagements

52 Total Hours | 12 Attended

Upcoming Past

Sort by Start Date

Saturday, May 8, 2021
Invasive Plant Removal
On Location - Des Moines, WA
Accepted
Select a Time Shift

Saturday, May 2, 2021
Community Garden
On Location - Des Moines, WA
Registered to Attend
Sat, May 2 10:00 AM - 12:00 PM

Improve the volunteer experience – Volunteer center

Make volunteering with your organization easy by providing a one-stop shop for volunteers to view engagement details, complete training and onboarding, and find future opportunities.

PRE-POPULATED PAGES

Leverage pre-populated images, web parts, and content to inspire site editors.



QUICK LINKS

Provide links to both internal and external sites to give volunteers access to training and onboarding materials and other key sites and resources.



NEWS & ANNOUNCEMENTS

Alert volunteers to organizational news, event updates, and other important information.

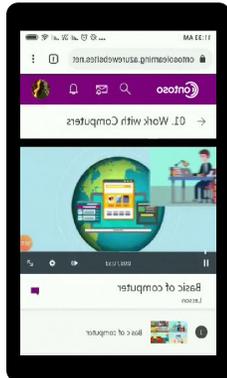


Improve the volunteer experience – Community Training

Make volunteering with your organization easy by providing a one-stop shop for volunteers to view engagement details, complete training and onboarding, and find future opportunities.

SKILLING ON THE GO

Enable learners to take courses online, in low-bandwidth environments, and even offline.



USER MANAGEMENT PORTAL

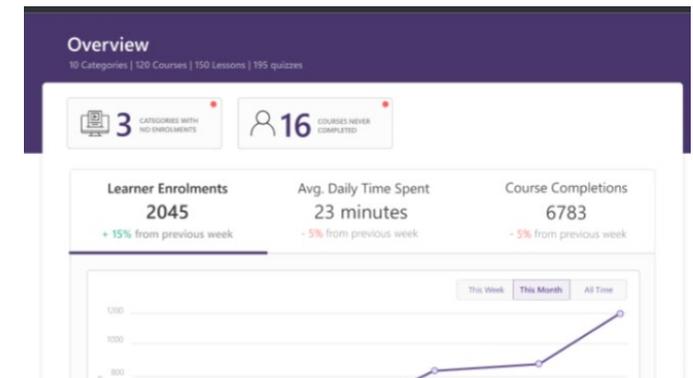
Get all user management functionalities in a single pane. Add users, create groups, assign courses, track progress, and much more.

A screenshot of a user management portal for a user named Gaines, Georgia E. The interface shows a profile card with a photo and contact information (+27 832140633). Below the profile, there are three key performance indicators: Avg. Quiz Score (70%), Modules Completed (6), and Modules Enrolled (9). At the bottom, there is a table of enrolled modules.

Module Name ↑	Average Quiz Score %	% Course Progress
01. Work with Computers	60	60

ANALYTICS

Use out of the box analytics to track progress in learning, course completion, and engagement and performance of learners.

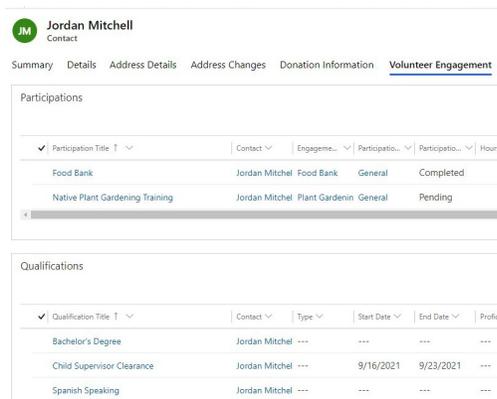


Know your volunteers

Better understand the people who serve your organization and their volunteer journey, from event attendance to attrition levels to donor conversion.

COMPREHENSIVE RECORDS

With the Nonprofit CDM creating a single source of truth, constituent information is unified across Volunteer Management, Volunteer Engagement, and Fundraising and Engagement. Understand which donors are also volunteers and what other segments they belong to.



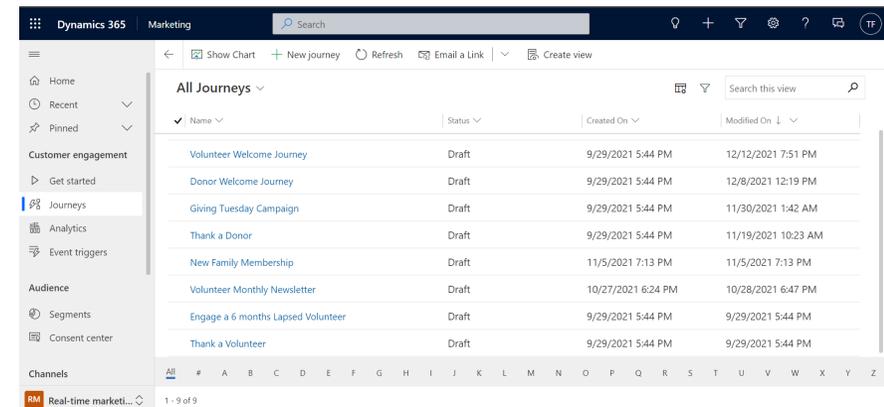
The screenshot shows a profile for Jordan Mitchell with tabs for Summary, Details, Address Details, Address Changes, Donation Information, and Volunteer Engagement. The Volunteer Engagement tab is active, showing two tables: Participations and Qualifications.

Participation Title	Contact	Engagement	Participation	Participation	Hours
Food Bank	Jordan Mitchell	Food Bank	General	Completed	
Native Plant Gardening Training	Jordan Mitchell	Plant Gardenin	General	Pending	

Qualification Title	Contact	Type	Start Date	End Date	Profile
Bachelor's Degree	Jordan Mitchell	---	---	---	---
Child Supervisor Clearance	Jordan Mitchell	---	9/16/2021	9/23/2021	---
Spanish Speaking	Jordan Mitchell	---	---	---	---

VOLUNTEER JOURNEYS

Use automated marketing journeys to engage volunteers based on their history and interactions with your organization. Leverage pre-built journeys for new volunteers and lapsed volunteers, as well as sending monthly newsletters.



The screenshot shows the Dynamics 365 Marketing interface with a list of 'All Journeys'. The list includes columns for Name, Status, Created On, and Modified On.

Name	Status	Created On	Modified On
Volunteer Welcome Journey	Draft	9/29/2021 5:44 PM	12/12/2021 7:51 PM
Donor Welcome Journey	Draft	9/29/2021 5:44 PM	12/8/2021 12:19 PM
Giving Tuesday Campaign	Draft	9/29/2021 5:44 PM	11/30/2021 1:42 AM
Thank a Donor	Draft	9/29/2021 5:44 PM	11/19/2021 10:23 AM
New Family Membership	Draft	11/5/2021 7:13 PM	11/5/2021 7:13 PM
Volunteer Monthly Newsletter	Draft	10/27/2021 6:24 PM	10/28/2021 6:47 PM
Engage a 6 months Lapsed Volunteer	Draft	9/29/2021 5:44 PM	9/29/2021 5:44 PM
Thank a Volunteer	Draft	9/29/2021 5:44 PM	9/29/2021 5:44 PM



And now with the integration that Microsoft presented to us we are able to cut out multiple steps, in fact, hours out of our day and that equates to having more families in their homes.

Elliot Rios, Clay Hunt Fellow, Team Rubicon, Veterans US Maine Corps



Reach and Engage Audiences

The background features a dark teal color on the left side, transitioning into a series of overlapping, curved shapes in a lighter teal color on the right side. The overall design is modern and minimalist.



Reach and Engage Audiences

Improve evidence-based decision making through connected organization-wide data powered by rich data capabilities, AI, and machine learning.

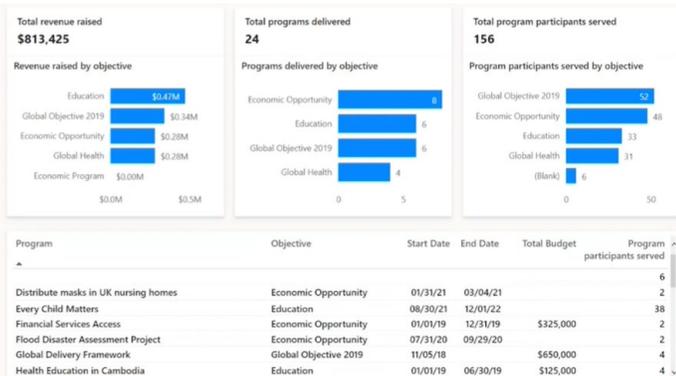
UNIFIED DATA	Unify fundraising, program, finance, operations, and disparate data across the back-office and frontline	Solutions <ul style="list-style-type: none">• Program impact dashboard• Fundraising performance dashboard• Salesforce connector
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Unified data

Unify fundraising, program, finance, operations, and disparate data across the back-office and frontline.

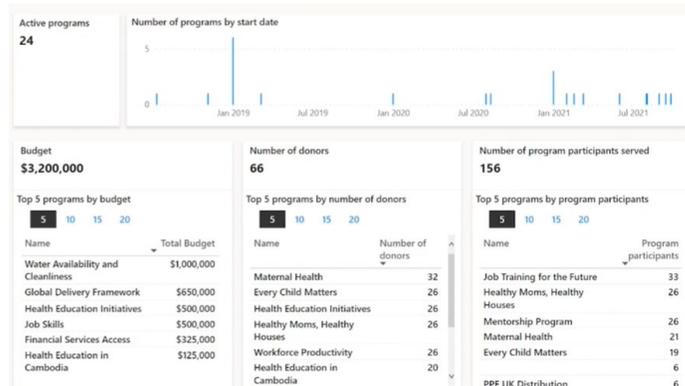
IMPACT DELIVERED

Get a holistic view of your organization's overall programs, the revenue and funds raised aligned to those programs, and program participants served. Use this info for reports to leadership teams, board, and a starting point for annual impact reports.



PROGRAM SUMMARY

Allow program staff to deep dive into program metrics including the top programs by budget, number of donors, and number of program participants.



PROGRAM IMPACT

Understand individual programs' objectives, indicators, results, and the number of program participants. This will help program managers communicate the impact of their work and fundraisers with communicating the outcome of donors' funds.

Program: **Water Availability and Cleanliness**

Objective: This is the top level objective for the period - other sub-objectives are linked to this parent objective.

Budget: \$1,000,000

Total revenue raised: \$35,251

Result (Group)	Result	Indicator	Indicator value	Baseline Value	Amount (Base)	Number	Percent
6.1 By 2030, achieve universal and equitable access to safe and affordable drinking water for all	6.1.1 Proportion of population using safely managed drinking water services	Access to safely managed drinking water	Safe potable water access		100.00	75	75.0%
Total					100.00	75	75.0%
6.4 By 2030, substantially increase water-use efficiency across all sectors and ensure sustainable withdrawals and supply of freshwater to address water scarcity and substantially reduce	6.4.2 Level of water stress: freshwater withdrawal as a proportion of available freshwater resources	Freshwater withdrawal as a proportion of available resources	Freshwater withdrawal ratio		100.00	70	70.0%
	6.4.1 Change in water-use efficiency over time	Improved water use efficiency	Percentage of water used efficiently		100.00	45	45.0%
Total					200.00	115	115.0%

Harness the power of your fundraising data

Make better business decisions in a cost-effective way using Azure's vast array of tools and services

DATA ARCHIVING

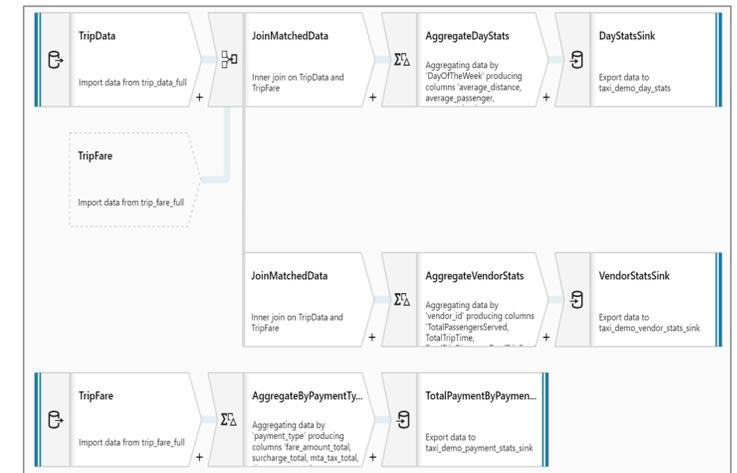
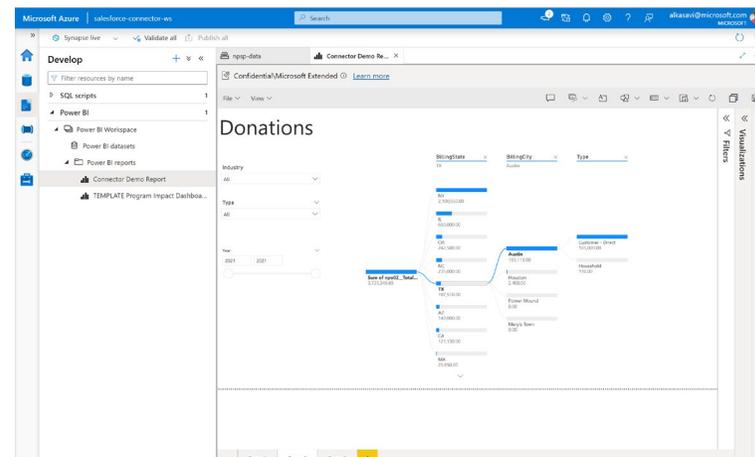
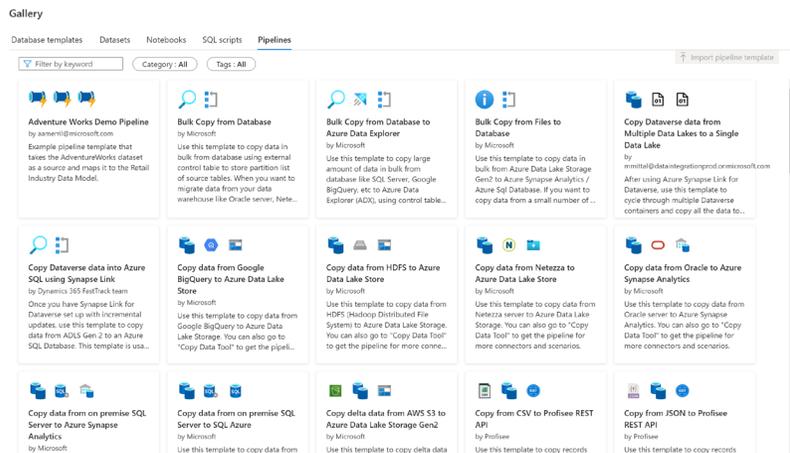
Reduce costs and improve performance by archiving data. Azure provides durable, secure, and highly available cloud storage for rarely accessed data for only a few dollars a month, enabling organizations to repurpose storage infrastructure for other critical business objectives.

ANALYTICS

Improve reporting and decision making by turning your data into actionable insights with AI-driven analytics.

MAPPING AND INTEROPERABILITY

Enhance operational effectiveness and efficiency across functions by consolidating data from different applications into a single pane of glass.



**Seamless & Secure
Finance & Operations**

Security Program for Nonprofits

Partners insert your own program here
Or integrate with this slide

AccountGuard for Nonprofits



- Unified threat monitoring and notification
 - Notification when organizations are targeted or compromised by nation-state attackers
 - Covers organizations (O365) and personal (Outlook & Hotmail) email accounts
- Sign up for AccountGuard in your [nonprofit hub](#)

Security Assessment



- Free security assessments for nonprofit organizations
- Evaluate your security risks and identify an action plan to better protect your organization
- Determine cloud optimization opportunities

Security Training for end users & IT pros



- For non-IT employees
 - [Protect yourself from online scams and attacks \(microsoft.com\)](#)
 - [Work from home more securely \(microsoft.com\)](#)
 - [Be safer over wireless connections \(microsoft.com\)](#)
 - [Intro to cybersecurity](#)
- For IT administrators
 - [Microsoft 365 Administrator's Security Toolkit](#)
 - [Security collection on MS Learn](#)
 - [Security Skilling Hub](#)
 - [Security Virtual Training Days](#)

PARTNER: THIS SECTION HAS EXAMPLE SLIDES YOU CAN MODIFY OR DELETE THESE SLIDES AND INSERT YOUR OWN.

How it works

Prerequisites | Microsoft Cloud Services licensing map

Nonprofit scenario	Capability	Microsoft 365		Power Platform		Viva	Microsoft Dynamics 365			Microsoft Azure
		Teams	SharePoint	Power Apps	Power BI	Microsoft Sales Copilot	Sales Enterprise	Marketing	Customer Insights	App Service
Attract, retain, and grow donors	Fundraising and Engagement	◆			◆	◆	●	◆		●
	Fundraising performance dashboard				●		◆			
Reach and engage audiences	Constituent marketing journeys						●	●	◆	
Deliver programs in time at scale	Volunteer Management	◆		●						
	Volunteer Engagement			●*						
	Manage volunteers	●								
	Volunteer center		●							
	Community Training									●
	Program impact dashboard				●		◆			

Legend:

●	Prerequisite	◆	Recommended
---	--------------	---	-------------

* [Power Pages](#) required. Quantity dependent on volunteer volume.

Additional value-added services

Partner to fill in, examples include the following:

- Migration assistance
- Training *(think how you can utilize what Microsoft offers)*
- Work from home solutions and hardware
- On-going support to get the most out of the cloud service
- Microsoft Cloud for Nonprofit *e.g., Volunteer Management & Engagement*
- Security Assessments
- Etc.

Partner logo,
competency
badge(s)



Microsoft Cloud for Nonprofit

One organization. One mission. One platform.



Connected data

Utilize connected, real-time data for decision making



Interoperable

Remove silos with solutions that integrate seamlessly



Modular & extensible

Adopt solutions that scale with your organizational needs



Long-term value

Maximize technology investments



Security, compliance, and privacy

Protect sensitive information, rely on robust compliance platforms, and trust your data is private

Next steps

Partner this is your space to document your success with the solution and add your nonprofit customer stories, add your own demos, etc.

1 Ask for a demo

2 Watch our [Microsoft Cloud for Nonprofit Demo Series](#)
(available on-demand)

3 Check out Fundraising and Engagement available today
Website: [Fundraising and Engagement](#)
Guided Tour: [Fundraising and Engagement Guided Tour](#)

4 Check out Volunteer Management and Volunteer Engagement
Website: [Deliver Programs in time at scale](#)
Guided Tour: [Volunteer Management Guided Tour](#)



Thank you

 ADD your LinkedIn profile

ADD your email

Microsoft.com/nonprofits

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Appendix

Microsoft Cloud for Nonprofit Solutions:



Chief Development Officer
Donor Center of Excellence
Attract, retain, and grow donors

Fundraising and Engagement
 Fundraising performance dashboard

Dynamics 365 Sales
 Power BI Pro

Microsoft Sales Copilot
 Azure App Services

Teams Premium (AI)



Chief Marketing Officer
Marketing Center of Excellence
Reach and engage audiences

Constituent marketing journeys

Dynamics 365 Customer Insights

Azure Data & App Services



Chief Program Officer
Program Center of Excellence
Deliver programs in time at scale

Volunteer Management
 Volunteer Engagement
 Power Apps

Power Pages
 Microsoft 365

Community Training
 Dynamics 365 Customer Service
 Azure Data & App Services



Chief Operating/Information/Finance Officer
Mission Center of Excellence
Secure donor & participate data

Dynamics 365 Business Central
 Dynamics 365 Finance

Microsoft 365
 Power BI Pro

Dynamics 365 Supply Chain Management
 Azure Data & App Services

Nonprofit Common Data Model

Data & AI, M365 for Nonprofits, Security for Nonprofits: Account Guard, Purview, Priva, Defender, Entra, Sentinel

Fundraising and Engagement

Modernize donor and constituent engagement to increase mission impact.

Includes

- Constituent & household management
- Opportunity management & donor stewardship
- Donation & designation management
- Campaign, appeal, package, & marketing list management
- Designation management
- Recurring gift management
- Constituent research powered by LinkedIn Sales Navigator
- Event management
- Unified constituent profiles across Volunteer Management, Volunteer Engagement, and Dynamics 365 Customer Insights
- Reporting via views and embedded PowerBI templates
- Transaction processing powered by Azure

Product Requirements:

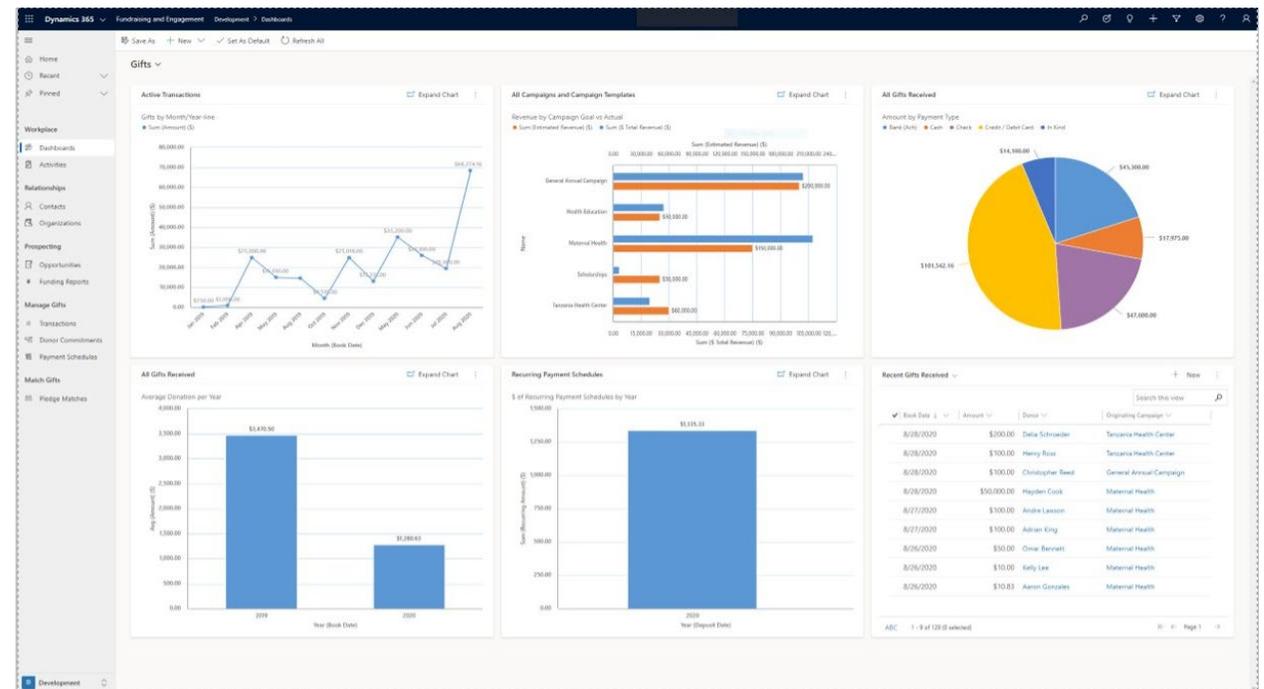
- Dynamics 365 Sales Enterprise
- Azure

Fundraising and Engagement

Dynamics Sales Enterprise

Azure

Nonprofit Common Data Model



Constituent marketing journeys

Enable nonprofit marketing teams to personalize their outreach to donors and volunteers based on their history and interactions with your organization

Includes

- Campaign segments
 - Donor segmentation
 - Volunteer segmentation
 - Suppression segments
- Email templates
 - Acknowledgements
 - Newsletter
 - Recurring gift conversion
- Constituent journeys
 - Welcome journeys for new donors and volunteers
 - Lapsed recapture

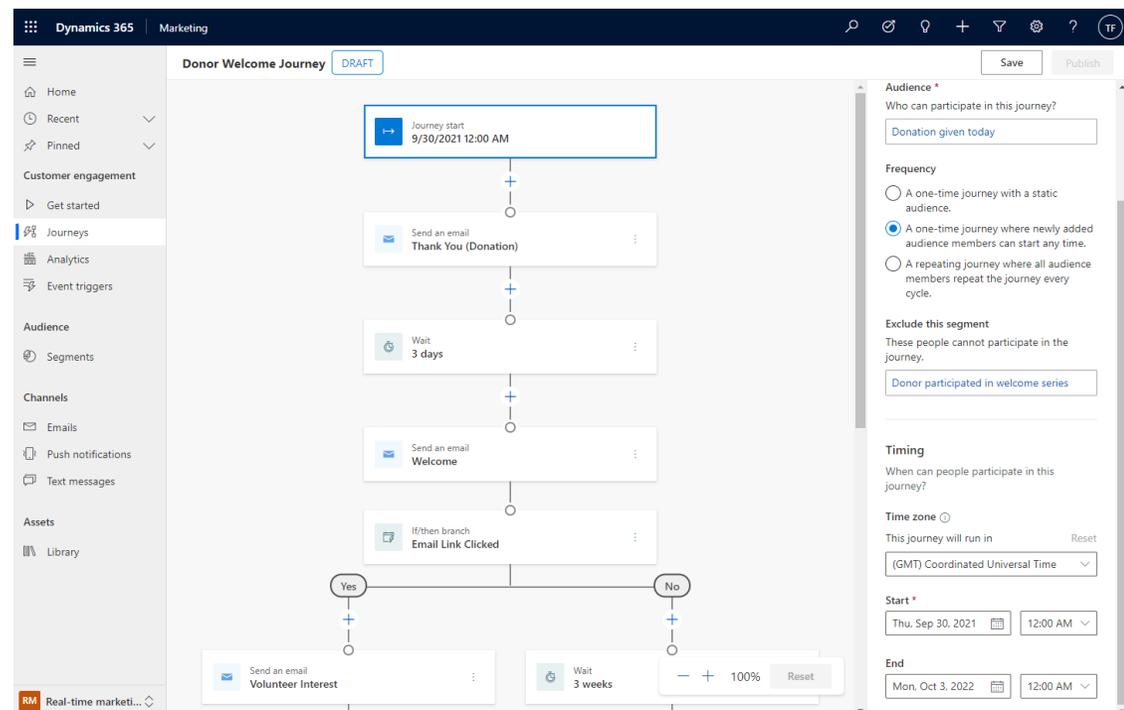
Product Requirements:

- Fundraising and Engagement
- Dynamics Marketing

Constituent marketing journeys

Dynamics 365 Customer Insights

Nonprofit Common Data Model



Likelihood to Donate

Extend segmentation and donor campaign capabilities included in Fundraising and Engagement

Overview

Engage donors with AI-supported constituent donation insights and segmentation

Features:

- Calculated donor likelihood scores
- Donor insights contributing to likelihood status
- Customizable fields and donor categories
- Connection to segmentation building with Dynamics 365 Customer Insights

A screenshot of the Dynamics 365 interface showing a list of donors under the 'Likelihood to donate' segment. The list includes columns for Full name, Likelihood, Estimated amount, Email, Job title, Household, Last donation, and Last engagement. A filter overlay is visible on the right side of the list, showing a 'Likelihood' filter with options for 'Most likely', 'Highly likely', 'Early likely', and 'Not likely'.

Full name	Likelihood	Estimated amount	Email	Job title	Household	Last donation	Last engagement
Daren Moulton	Most likely	\$4,000	something@email.com	Security Researcher	Moulton household	\$1,400	14 days ago
Kayo Misa	Highly likely	\$1,500	something@email.com	Senior Designer		\$600	5 months ago
Aadi Kopper	Highly likely	\$10,000	something@email.com	Landscaper Architect	Kopper household	\$3,000	5 months ago
Aaron Bunton	Most likely	\$500	something@email.com			\$100	3 months ago
Gabriella Morales	Most likely	\$750	something@email.com	Construction Manager		\$500	3 months ago
Martha Monroe	Highly likely	\$7,000	something@email.com	Project Manager	Monroe household	\$600	28 days ago
Leah Astreda	Highly likely	\$2,400	something@email.com	Artist	Astreda household	\$1,200	1 month ago
Lucian LaChance	Highly likely	\$1,400	something@email.com	Police Captain		\$2,000	14 days ago
Karin Bar	Highly likely	\$1,200	something@email.com	Program Manager		\$3,000	14 days ago
Chlan Dupree	Highly likely	\$200	something@email.com	Technical Writer		\$200	1 year ago
Kyral McKinney	Highly likely	\$9,000	something@email.com	Author		\$2,000	32 days ago
Cassandra Dun	Most likely	\$1,000	something@email.com	Business Owner	Medford household	\$500	1 year ago
Laurenne Gilberstein	Highly likely	\$5,400	something@email.com	Human Resources		\$1,000	14 days ago
Ray Tanaka	Most likely	\$1,600	something@email.com	Software Engineer	Tanaka household	\$600	14 days ago
Bruno Zhao	Highly likely	\$1,300	something@email.com	Senior Engineer		\$900	2 months ago
Will Little	Highly likely	\$2,000	something@email.com	Marketing Analyst		\$50	2 months ago
Andre Lawson	Highly likely	\$800	something@email.com	Carer		\$900	32 days ago
Chantelle McLean	Most likely	\$1,000	something@email.com	Account Executive	McLean household	\$1,000	3 months ago

A screenshot of the Dynamics 365 interface showing a list of donors under the 'Likelihood to donate' segment. The list includes columns for Full name, Likelihood, Estimated amount, Email, Job title, Household, Last donation, and Last engagement. A filter overlay is visible on the right side of the list, showing a 'Likelihood' filter with options for 'Most likely', 'Highly likely', 'Early likely', and 'Not likely'.

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Lucian LaChance	Highly likely	\$1,400	something@email.com	Police Captain		\$2,000	14 days ago
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Laurenne Gilberstein	Highly likely	\$5,400	something@email.com	Human Resources		\$1,000	14 days ago
Ray Tanaka	Most likely	\$1,600	something@email.com	Integration Specialist	Tanaka household	\$600	5 months ago
Bruno Zhao	Highly likely	\$1,300	something@email.com	Art Director		\$900	2 months ago
Will Little	Highly likely	\$2,000	something@email.com	Real Estate Broker		\$50	28 days ago
Andre Lawson	Highly likely	\$800	something@email.com	Carer		\$900	32 days ago

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Fundraising Performance Dashboard

Extend the analytic capabilities of Fundraising and Engagement

Overview

View key fundraising performance

Features:

- Connect Fundraising and Engagement data model
- View KPI trackers and updated metrics
- Analyze fundraising overview reports

Volunteer Management

More efficiently manage day to day processes to recruit, onboard, and retain larger pools of volunteers.

Includes

- Engagement opportunity management
- Volunteer profile and history
- Qualifications and requirements
- Volunteer application and attendance tracking
- Scheduling
- Messaging and communication
- Task and activity tracking
- Dashboards
- Groups

Product Requirements:

- Power Apps

Volunteer Management

Power Apps

Nonprofit Common Data Model

The screenshot displays the Power Apps interface for Volunteer Management. The left sidebar contains navigation options: Home, Recent, Pinned, Workplace, Dashboards, Activities, Engagement Opportunities, Shift Schedule, Volunteers, and Applicant Review. The main content area is titled 'Daily Dashboard' and features three data tables:

- Published Engagements:** A table with columns for Engagement Opportunity Title, Short Description, Starting Date, Number, and Minimum. It lists various activities like 'Invasive Species Removal', 'Garden Sprouts Summer Camp', and 'Fairfield - Healthy Student Market'.
- Volunteer Participation in Review:** A table with columns for Contact, Engagement Opportunity, Starting Date, Participation Status, and Created On. It shows individual volunteer records such as 'Jacob Hancock' and 'Jordan Mitchell' participating in different events.
- Engagements in Draft:** A table with columns for Engagement Opportunity Title, Short Description, and Engagement Opportunity Status. It lists draft entries like 'Advocacy: Food Insecurity' and 'Invasive Plant Removal'.

Volunteer Engagement

Engage and retain more volunteers by making it easier for volunteers to find and apply for engagement opportunities that match their skills, interests, and schedules.

Product Requirements:

- Volunteer Management
- Power Portal



Includes

- Engagement opportunity search
- Volunteer profile
- Scheduling
- Engagement summary
- Secure authentication

Power Apps

Search

+ New app Import canvas app All apps

Canvas

Model-driven

Portal

Name	Modified	Owner	Type
Volunteer Engagement	21 h ago	Kelsey Byrd	Portal
Marketing	1 d ago	Kelsey Byrd	Model-driven
Omnichannel Administration	1 d ago	SYSTEM	Model-driven
Omnichannel admin center	1 d ago	SYSTEM	Model-driven
Customer Service Hub	1 wk ago	SYSTEM	Model-driven

Volunteer center

Save volunteer managers time and improve the onboarding process for volunteers by providing a central hub of key information.

SharePoint template includes

- Quick links for volunteers to access key sites and resources both within and outside SharePoint
- Access to training and onboarding materials
- Newsfeed for surfacing announcements, event updates, and other important information
- Yammer connector for building volunteer community
- About us pages for volunteers to learn about nonprofit and volunteer staff

Product Requirements:

- SharePoint

Volunteer center template

SharePoint

Nonprofit volunteer center

Home Mission & Impact New volunteers Training Files & Forms Edit

Confidential \ Internal only ★ Following Share

+ New Page details Analytics

Published 8/26/2021 Edit

VOLUNTEER CENTER

Complete the checklist to activate your volunteer status

Review the checklist →

Local weather

Redmond, WA

62°F Cloudy 77°/56° 08/25/2021 MSN Wea...

National volunteer week

127 days 21 hrs 04 min 20 sec

This year's goal is 1 million volunteer hours!

Learn more

Upcoming events See all

★ Volunteer week registration

📄 Program directory

🧰 Volunteer toolkit

❤️ Donation portal

Manage volunteers

Increase productivity and collaboration for staff that work with volunteers by streamlining volunteer management activities.

Product Requirements:

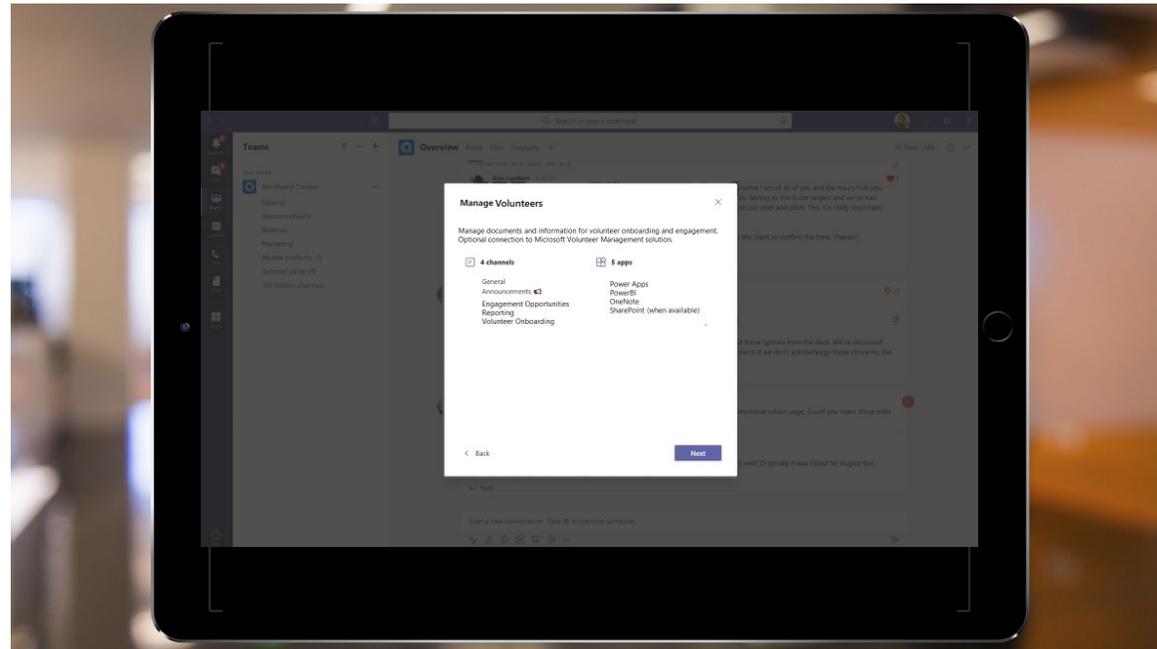
- Teams

Manage volunteers template

Azure

Teams template includes:

- Settings
- Channels
- Pre-installed apps



Community Training

Deliver personalized training and education at scale to volunteers, staff, and program participants.

Includes

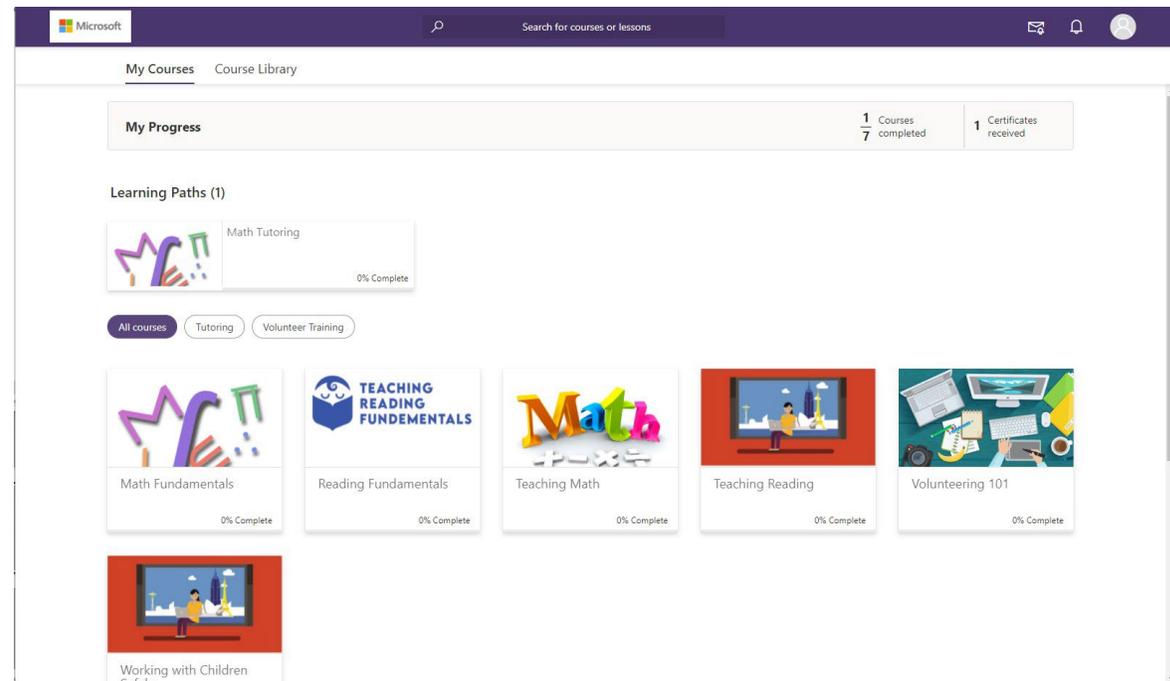
- Online, low-bandwidth, and offline learning
- User management and monitoring tools
- Reports and instrumentation, both out-of-the-box and custom, to track progress and measure outcomes
- Custom interface that can be personalized with nonprofit content, logo, and branding

Product Requirements:

- Azure

Microsoft Community Training

Azure

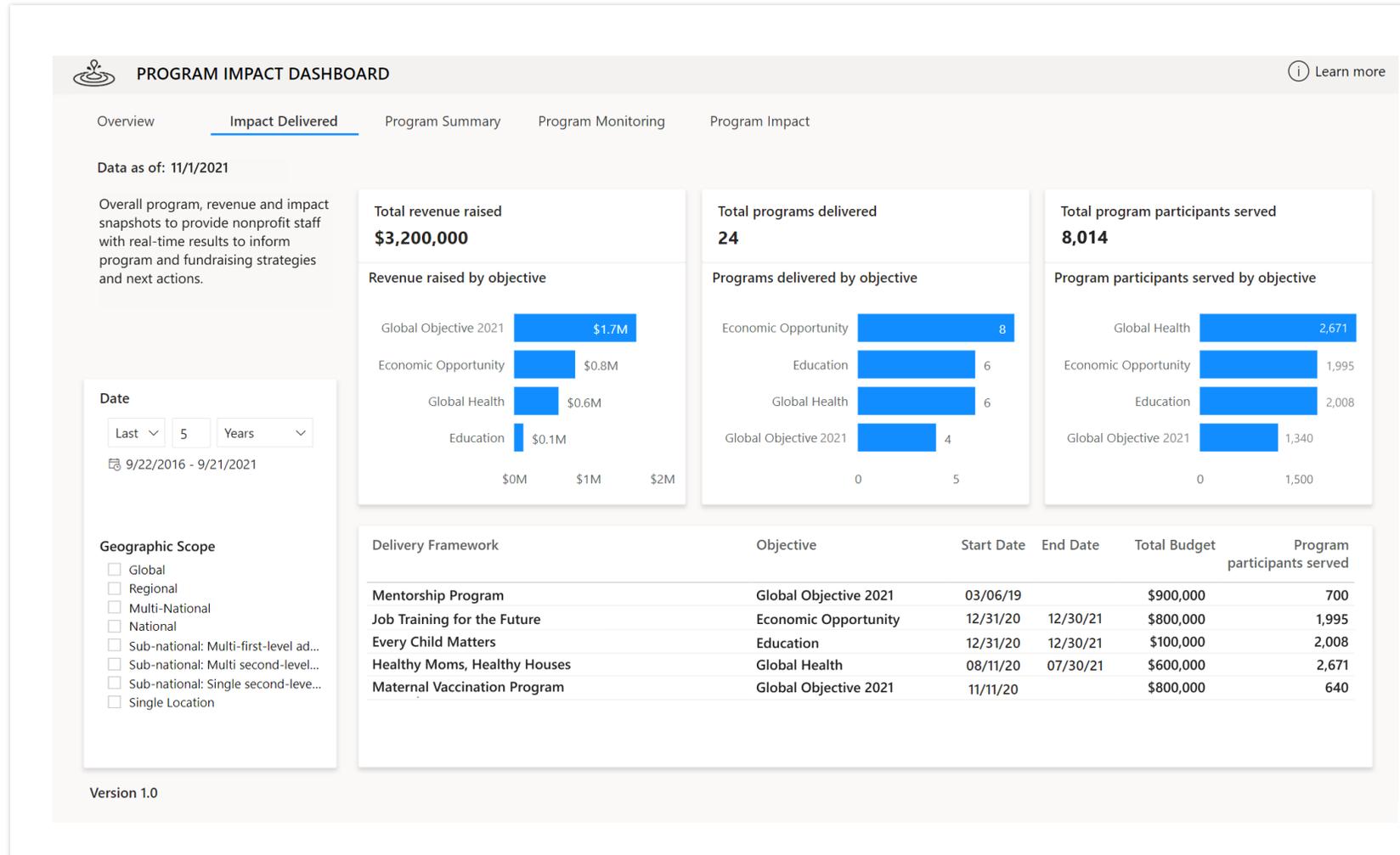


Program impact dashboard

Understand the impact of funds raised, programs delivered, and outcomes achieved.

Use the dashboard to

- Streamline the preparation of external reports
- Compare metrics across all programs
- Track performance over time
- Track progress to key program objectives and results
- Break down silos between fundraising and program priorities



Microsoft Sales Copilot for Teams Premium and Dynamics 365

Empower fundraisers and increase productivity with AI

Overview

Reduce admin task time with AI

Features:

- AI-generated email replies
- AI-generated notes and sentiment analysis (Teams)
- AI-generated real-time insights
- Connected CRM data and capabilities

Helps reduce:

- Data entry
- Time developing content/messaging
- Communication churn

