

# Presentation guidance

<b>Title of presentation</b>	Microsoft Tech for Social Impact: Azure Solutions for Nonprofits <b>Pitch Deck</b>
<b>Presentation length</b>	30 minutes
<b>Audience</b>	Nonprofit sales prospects, likely small- or medium-sized
<b>Presenter</b>	Microsoft Partner
<b>Purpose</b>	Demonstrate the value of Azure solutions and how said solutions and enabling products can address nonprofit challenges, today and going forward.
<b>How to use</b>	<p>PLEASE NOTE:</p> <p>The presentation begins with an introduction to the four opportunities Azure can provide nonprofits.</p> <p>The presentation then provides common nonprofit challenges, Azure solutions, and success stories.</p>
<b>Accessibility</b>	It should be noted that this presentation has been intentionally designed with visual accessibility in mind. As such, each slide has been optimized to enable screen reader technology to accurately read and convey its contents. It is important to consider that any modifications to the presentation may affect multiple layers that should be accounted for in order to preserve the visual accessibility of the deck.



# Microsoft Azure Solutions for Nonprofits

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3. [Easy ways to that nonprofits can get started with Azure and ensure long-term success](#)



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## Opportunities for nonprofits

# How nonprofits benefit from Azure

## Azure solutions help nonprofits:



### Secure and modernize workflows

- Reduce security risks.
- Improve communication with staff, constituents, and donors.
- Increase storage and scalability.



### Stretch budgets

- Lower maintenance costs for outdated infrastructure by migrating to modern systems.
- Pay only for what they use.
- Automate time-intensive processes for greater efficiency.
- Save time and money with data-driven cost management tools.



### Improve fundraising

- Earn more donations by enabling personalized donor outreach.
- Earn more funding from donor institutions by providing better data security, management, and reporting.



### Support organizational values

- Lift employee satisfaction by providing the digital tools and related training to be more effective in their day-to-day work.
- Become more environmentally sustainable.<sup>1</sup>
- Partner with a company with shared values: Microsoft is a globally-recognized leader in corporate responsibility, committed to helping the nonprofit sector accelerate their missions.



**How Microsoft Azure helps  
nonprofits realize these  
opportunities**

# SECURE AND MODERNIZE WORKFLOWS

Microsoft Azure provides a cost-effective migration to the cloud, advanced security, modern application solutions, and automation.

## **For example, this helps nonprofits:**

- Migrate with confidence.
- Improve security and resiliency across hybrid environments.
- Increase storage.
- Modernize and scale infrastructure and web applications.
- Communicate more effectively with staff, constituents, and donors.

# Challenges, solutions, and enabling products

## NONPROFIT CHALLENGES

## AZURE SOLUTIONS

## ENABLING PRODUCTS

### Storage limitations

- Need to reliably scale large amounts of data
- Limited storage
- History of data backup failures

### Scalable storage and backup

- Azure Storage is a scalable and accessible database.
- Azure Site Recovery's replication, failover, and recovery processes help keep applications running.

[Azure Storage](#)  
[Azure Site Recovery](#)  
[Azure Files](#)  
[Azure StorSimple](#)  
[Azure Backup](#)  
[Azure Storage Blob](#)

### Security concerns

- Security/threat concerns to systems and devices
- Able to detect security issues, but unable to properly respond

### World-class security solutions

- Enterprise-grade endpoint protection across devices and ability to use automated built-in intelligence to rapidly protect, detect, and respond to threats.
- Security analytics and threat intelligence at scale, across all users, devices, apps, and infrastructure.

[Microsoft Defender](#)  
[Microsoft Sentinel](#)  
[Azure DDoS Protection](#)  
[Azure Firewall](#)  
[Azure Information Protection](#)

### Access issues

- 3 or more SaaS apps lack unique passwords (SaaS apps allow users to connect to/use cloud-based apps over the web) which causes security risk
- 3<sup>rd</sup>-party supplier and volunteer user access is not securely monitored
- No multi-factor authentication (MFA)

### Secure identity and access

- Defend against malicious login attempts and safeguard credentials with risk-based access controls, identity protection tools, and strong authentication options.
- Provide access to external partner and volunteer users without risk to security. Measure the user, location, and device risk to determine access.

[Azure Active Directory \(AD\)](#)  
[Azure Lighthouse](#)

### Outdated on-prem platform

- Currently using physical infrastructure that lacks efficiency and scalability
- IT budget spent on continual patching
- Hesitant to migrate to cloud due to concern about downtime

### Migration to cloud-based platform

- Cloud-based system for driving efficiency at scale
- Automatic patching
- No downtime during migration with Azure Migrate

[Azure Migrate](#)  
[Linux on Azure](#)  
[Azure Virtual Machine](#)  
[Azure Virtual Desktop](#)  
[Windows Server on Azure](#)  
[Azure Arc](#)  
[Azure Stack](#)  
 • [VPN Gateway](#)



via password-based attacks were not protected with strong authentication<sup>1</sup>



with Microsoft Defender for Cloud<sup>2</sup>

<sup>1</sup> Microsoft Digital Defense Report 2022  
<sup>2</sup> TEL of Microsoft Defender For Cloud



# Challenges, solutions, and enabling products

## NONPROFIT CHALLENGES

### Unable to adequately support remote work

- Key applications often unavailable remotely
- Employees and volunteers unfamiliar with security best practices related to remote work

### Cumbersome communication

- Inefficient, unscalable, and impersonalized communication to employees, donors, and constituents

### Workflow inefficiencies

- Less than optimal productivity and workflow efficiency

## AZURE SOLUTIONS

### Desktop as a service

- Flexible cloud virtual desktop infrastructure for nearly any use case, anywhere.
- Seamless Teams and Office experience; access Windows 10 and applications anywhere.
- Applications and data that stay secure and compliant with security capabilities that can proactively detect threats and take remedial action.

### Personalized, scalable engagement

- Azure works seamlessly with Dynamics 365 and other Customer Relationship Management (CRM) platforms that enable cost-effective, scalable, personalized engagement with key stakeholders.

### Automated and streamlined processes

- Business intelligence and AI solutions that identify and activate workflow efficiencies.
- Cloud-based process automation systems.
- A Nonprofit Common Data Model to enable greater data management efficiencies and extensibility with a wide variety of partners.

## ENABLING PRODUCTS

[Azure Virtual Desktop M365](#)  
[Azure VPN Gateway](#)  
[Azure Security Center](#)  
[Azure Monitor](#)  
[Azure Firewall](#)  
[Defender for Cloud](#)

[Azure and Dynamics 365](#)

[Azure Applied AI Services](#)  
[AI @ Scale Azure App Services](#)  
[Azure Functions](#)  
[Azure DevOps](#)  
[Azure Automation](#)  
[Nonprofit Common Data Model](#)  
[Azure Service Health](#)



due to increased automation<sup>3</sup>



With the effective implementation and use of AI in applications<sup>4</sup>

<sup>3</sup> The Total Economic Impact™ Of Power Automate  
<sup>4</sup> Fuel Application Innovation With Cloud AI Services

# Success stories



## American Council of the Blind counts on Azure to help modernize infrastructure

The American Council of the Blind (ACB) understood it was operating on a shaky IT foundation with almost-daily disruptions to staff and members alike. They needed technology that helped—not hindered—its work. That’s why they transitioned to Azure. With a reliable cloud infrastructure that improves remote work security and enables increased productivity, as well as tools to better help the organization communicate with its growing audience, ACB is in prime position to advance its mission and serve more people.



## Nursing organization migrated to Azure to improve availability of critical data

By migrating its applications and databases to the cloud with Microsoft Azure, the National Council of State Boards of Nursing (NCSBN) has been able to achieve greater scalability, security, and manageability—increasing nursing mobility nationwide.



## Nonprofit ECRI provides innovative, life-saving medical information with Azure

Azure provides ECRI with endpoint management and real-time protection to stay ahead of cyberattacks. It also provides the flexibility to combine the power of AI and machine learning with ECRI’s DevOps automation to help bring new solutions to market.

## STRETCH BUDGETS

Microsoft Azure tools and technology helps nonprofits save time and money.

**For example:**

- Workflow automation tools enable greater efficiency.
- Cloud-based platforms have lower maintenance costs than on-prem systems.
- Azure is a pay-as-you-use-it solution; nonprofits only pay for what they need.
- Azure provides financial visualization tools and alerts to help with budget management.

# Challenges, solutions, and enabling product

## NONPROFIT CHALLENGES

### High IT costs

- Aging hardware requiring frequent maintenance
- High costs of on-premises infrastructure upkeep

### Lack of visibility into expenses

- Unsure where money is being spent; no centralized financial dashboards

### Inefficient workflows

- Lack modern productivity applications to save time and resources
- Downtime due to regular maintenance for on-premises platforms costs time and money

## AZURE SOLUTIONS

### Infrastructure cost optimization

- A modern, cloud-based platform with automatic updates and maintenance requires less upkeep.
- Azure cost management tools track utilization and provide savings recommendations.
- Cloud-based data systems require less energy [and no on-prem operational costs](#) (storage, servers, cooling, floor space, electricity costs, etc.)

### Data-driven financial management

- Pay-as-you-go pricing
- Tools to visualize spending; budget and alert settings.

### Greater productivity

- Azure supports world-class productivity applications, such as CRMs and the creation of automated workflows.
- No downtime during migration to cloud-based Azure and no downtime due to maintenance thereafter.

## ENABLING PRODUCTS

[Windows Server on Azure](#)  
[Azure Virtual Machines](#)  
[Azure Networking](#)  
[Linux on Azure](#)

[Power BI on AzureStream](#)  
[Analytics Power BI](#)  
[Azure Cost Management](#)

[Azure Migrate](#)  
[Azure and Dynamics 365](#)  
[Azure Database Migration Service](#)  
[Nonprofit PowerApps](#)



Microsoft Defender for Cloud reduced cost of third-party security tools and services by over \$200k annually<sup>1</sup>



ROI can be realized by customers on migrating to Azure<sup>3</sup>

<sup>1</sup> [TEI of Microsoft Defender For Cloud](#)

# Success stories



## Charity secures data and devices while reducing costs with Azure

As the charitable arm of Derby County Football Club, Derby County Community Trust (DCCT) understands that enhancing lives through the power of sports is more than just fun and games—it requires serious dedication to protecting sensitive information and enabling organizational efficiencies. That's why DCCT counts on Azure to help manage identities and control access to applications and content across its environment. And since it no longer requires third-party security products, they also benefit from cost-savings. Now, DCCT can rest assured that all employee devices—along with its entire device estate—are compliant, secure, and centrally managed.



## NFL Players Association reduces capital and maintenance costs by scaling systems

By moving its business systems to the cloud, the NFL Players Association converted the capital costs associated with refreshing servers and storage systems every few years into a predictable monthly operating cost, freeing up staff to develop new member services.



## Nonprofit invests in Azure solutions to get foster children the care they need

The Contingent works to mobilize Oregonians to support the foster care system. With Azure and Power BI solutions, they can collect and use data that furthers their mission, helping them have a greater grasp on the supporter journey and to better connect volunteers with foster families.

# IMPROVE FUNDRAISING

Microsoft Azure improves donor engagement and ensures secure and privacy-compliant data collection and reporting.

## **Azure helps nonprofits:**

- Provide donor institutions with the data they need to provide and justify support to your organization.
- Personalize outreach and build optimal donor experiences by hosting highly configurable fundraising and donor engagement solutions.
- Ensure secure donor and constituent data management.

# Challenges, solutions, and enabling products

## NONPROFIT CHALLENGES

## AZURE SOLUTIONS

## ENABLING PRODUCTS

### Need data to apply for grants

- Unable to provide donor institutions with the data needed to apply for grants or show progress over time
- Need to store and retrieve sensitive data securely

### Better data collection and management

- Data collection and progress reporting that donor institutions require to provide funding
- Easy and compliant maintenance of sensitive data with proper software, storage, and database options
- Works seamlessly with leading CRM tools like Microsoft Dynamics 365

[Azure Storage Blob](#)  
[Azure Files](#)  
[Azure Information Protection](#)  
[Azure and Dynamics 365](#)  
[Azure Confidential Ledger](#)  
[Azure Data Factory](#)  
[Microsoft Purview](#)

### Poor donor outreach capabilities

- Inability to personalize and efficiently scale outreach to donor audiences
- Unable to provide donors with the modern digital engagement experiences they have come to expect
- Non-personalized and non-specific donor targeting

### Personalized, modern donor engagement

- Personalized outreach with CRM, AI, cognitive services, and predictive analytics solutions
- Modern digital experiences (text-to-give, mobile site with donate buttons, QR codes, etc.) with low latency
- Broadcast push notifications to everyone at once or target specific customer devices based on activity, interest, location, or preference

[Azure App Services](#)  
[Azure Service Fabric](#)  
[Azure Functions](#)  
[AI @ Scale](#)  
[Personalizer](#)

### Site crashes

- Need to be able to scale website on-demand to allow for increased traffic

### Ability to scale instantly

- Tools to route incoming traffic for high performance and availability

[Traffic Manager](#)  
[Internet Analyzer](#)  
[Content Delivery Network](#)



comes from grants<sup>1</sup>



In *online* giving to nonprofits in 2021<sup>1</sup>

<sup>1</sup> Nonprofit Statistics [2023]

# Success stories for this solution play



## Using Azure to highlight the gaps in scientific research funding

The Global Antimicrobial Resistance Research and Development Hub, or Global AMR R&D Hub, operates at the confluence of science and digitalization. In order to further its mission, the Hub needed to publicly and transparently document how its research funding is used. That's where Azure solutions stepped in to help. By creating a dynamic dashboard and using Power BI, Global AMR R&D Hub can analyze and display data in the cloud, and transition it into informed business and scientific decisions that help highlight and identify funding opportunities.



## Nonprofit develops donor relationships through data

Starlight Children's Foundation relies on Azure solutions and the Microsoft Cloud for Nonprofit to rapidly connect fundraising and donor engagement data.



## UNICEF Netherlands turns donors into lifetime supporters

With Azure solutions and Microsoft Dynamics 365, UNICEF Netherlands can better engage donors and build lifetime loyalty across the right donor touchpoints at the right time.



# SUPPORT YOUR ORGANIZATIONAL VALUES

Microsoft is dedicated to providing nonprofits with the technology and resources they need to drive positive impact.

## **Nonprofits that invest in Microsoft Azure solutions:**

- Empower their staff to do more with less every day, improving talent satisfaction and retention.
- Enjoy Microsoft-provided training and community support, enabling staff to learn and advance their career.
- Lower their carbon footprint<sup>1</sup>
- Build a relationship with Microsoft, a global leader in corporate responsibility, committed to supporting the needs of the nonprofit sector.

<sup>1</sup> [Microsoft Cloud Carbon Study](#)

# Challenges, solutions, and enabling products

## NONPROFIT CHALLENGES

### Need to improve employee satisfaction

- Talent wants to learn and grow
- Talent would like to be freed up from rote process tasks that can be automated with technology, so they can focus on things they enjoy doing, like working directly with their constituents
- Staff wants to become more efficient and effective in their daily work, so they can make a greater positive impact in the world

### Want to lower carbon emissions

- Need to lower greenhouse gas emissions and reduce negative environmental impact

### Want to purchase solutions from vendors that share their values

- Nonprofit leaders seek to partner and purchase from vendors that share their organizational values, such as social equity and environmental sustainability

## AZURE SOLUTIONS

### Staff empowerment

- Employees can take advantage of opportunities such as Azure training and community platforms for skilling and support.
- Automation of frequent, time-consuming, and error-prone cloud management tasks to boost efficiency, allowing teams to focus on work that furthers the mission.

### Sustainable solutions

- Migrating from an on-prem platform to a cloud-based solutions reduces carbon emissions.
- The Emissions Impact Dashboard for Azure allows organizations to gain transparency into the carbon impact of their cloud usage.

### Partner with leaders in corporate responsibility

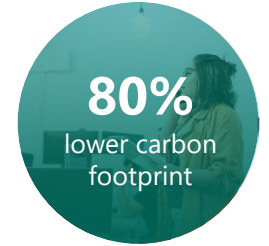
- Build a relationship with Microsoft—a company dedicated to supporting nonprofits with training, support, and cutting-edge, end-to-end solutions such as Microsoft Cloud for Nonprofit.
- Microsoft’s Tech for Social Impact supports the digital transformation of over 300,000 nonprofits globally.
- Microsoft employees donate \$100+MM per year.
- Microsoft is investing \$1BL over 4 years to the Climate Innovation Fund.

## ENABLING PRODUCTS

[Azure training](#)  
[Tech Community](#)  
[Azure Automate](#)  
[Azure Advisor](#)

[Azure Virtual Desktop](#)  
[Emissions Impact Dashboard](#)

[Microsoft Tech for Social Impact](#)  
[Microsoft Cloud for Nonprofit](#)  
[Microsoft Corporate Responsibility](#)



with virtual machines deployed in Azure than the modeled on-premises equivalent<sup>1</sup>



and carbon emissions up to 98%<sup>2</sup> with cloud computing<sup>2</sup>

<sup>1</sup> [Microsoft Cloud Carbon Study 2018.pdf](#)

<sup>2</sup> [The Carbon Benefits of Cloud Computing: a Study of the Microsoft Cloud](#)

# Success stories



## Canadian partnership project uses Azure to create opportunities for digital workforce

The Canadian Tech Talent Accelerator is a partnership project between public and private sectors aimed at solving the challenge of the employability gap. To ensure that Canada’s digital workforce meets employer needs and leverages tech talent from all backgrounds, Microsoft provides Azure certifications as well as other learning opportunities to help align talent with opportunities—giving newly skilled job seekers the ability to navigate the digital economy and build a sustainable IT career.



## Peace Parks Foundation harnesses technology to protect the natural world

With Azure centralized data storage and cutting-edge technology that helps it achieve conservation at scale, Peace Parks Foundation and Microsoft are leading the charge to uplift communities and create a sustainable future for natural ecosystems in southern Africa.



## Wildlife Protection Solutions helps protect animals with Azure solutions

With Microsoft AI for Earth and Azure high-performance computing, Wildlife Protection Solutions monitors vulnerable animal populations all over the planet and relies on Microsoft to be its committed technology teammate for long term.

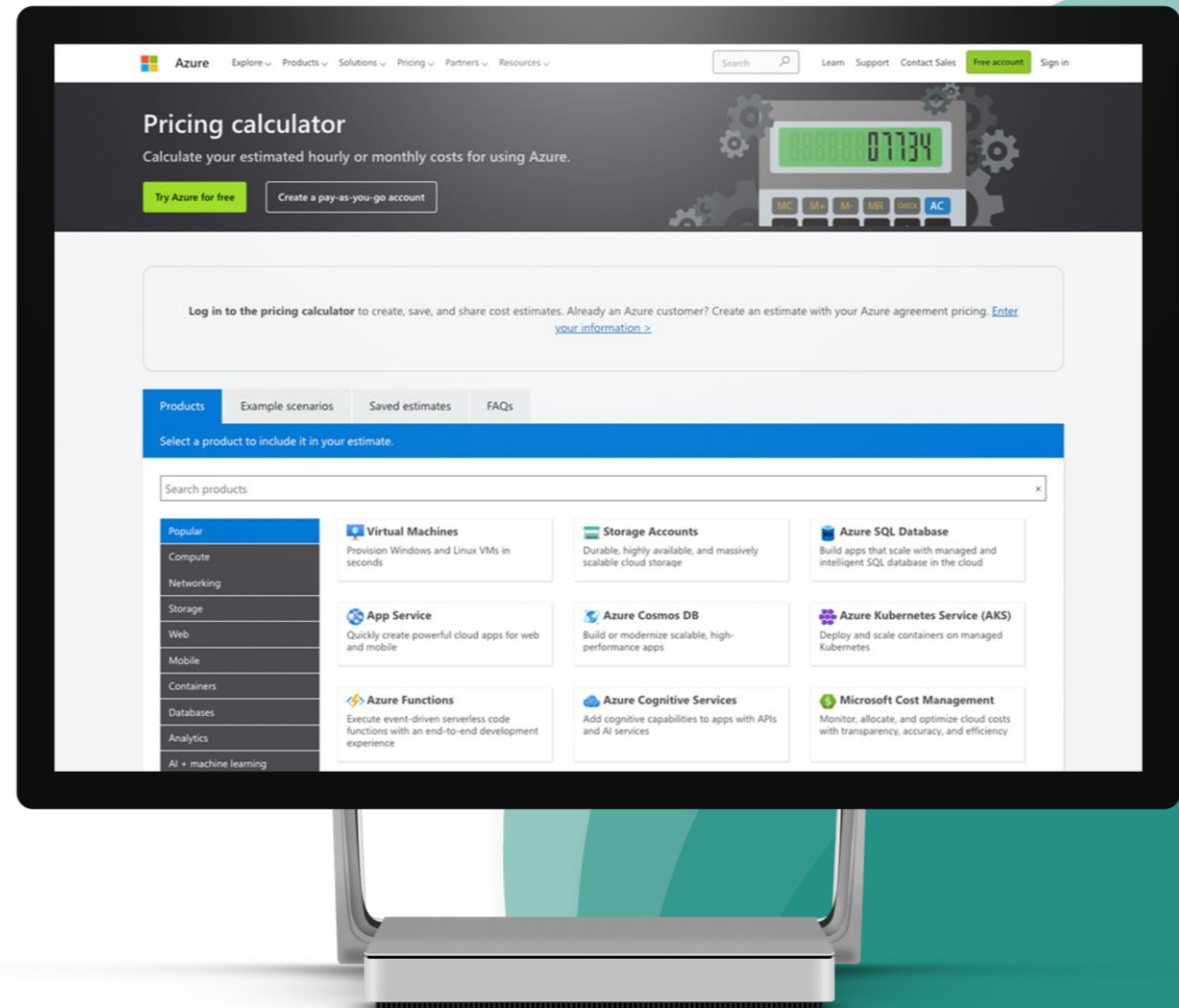
# Let's get started.

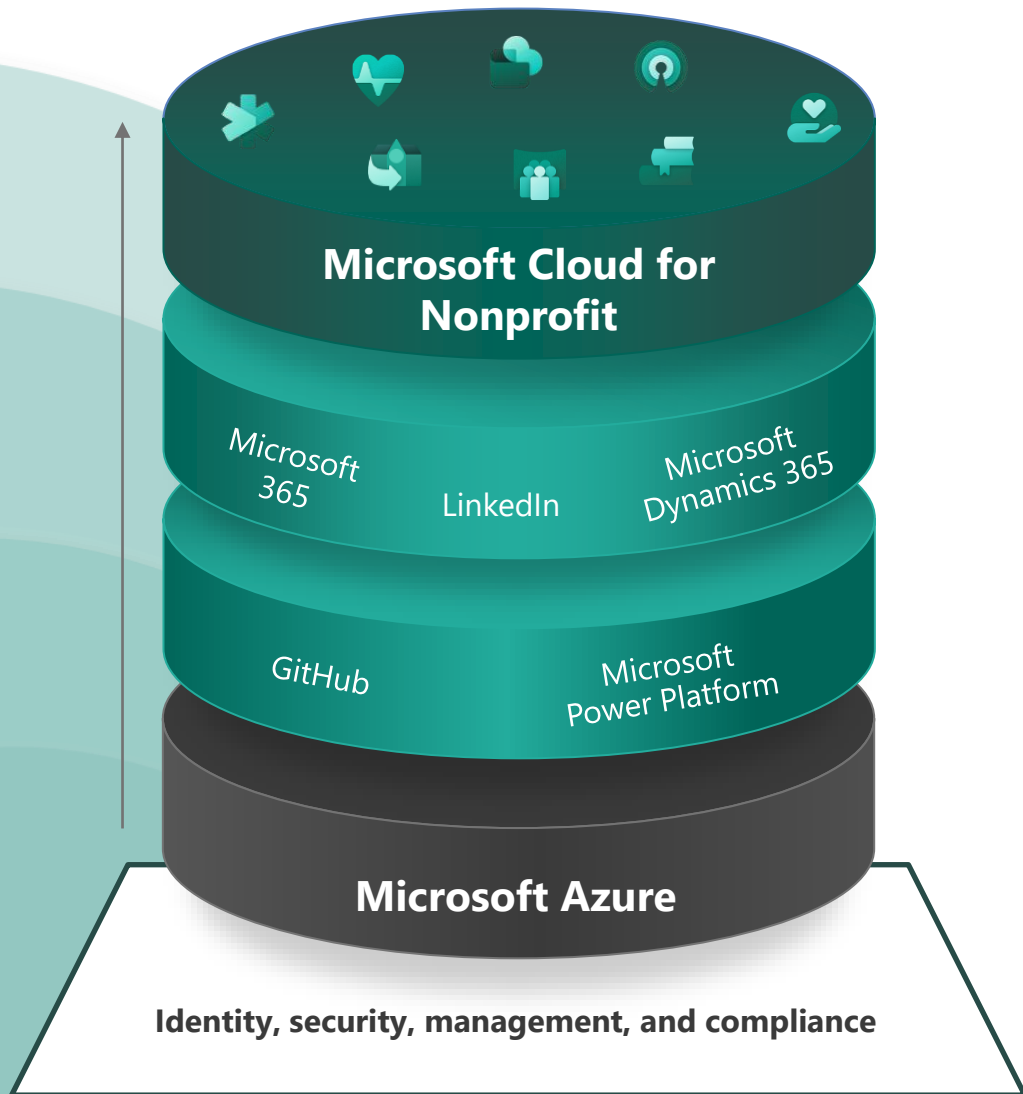
## Microsoft Azure Security Assessment

Quantify how Azure could help you reduce costs and improve digital security.

## Microsoft Azure Price Calculator

Evaluate how recommended Azure workloads will impact your budget with this price calculator for Azure solutions. With this tool, you can create example scenarios for Azure solutions and then estimate cost.





## Expand into Microsoft Cloud for Nonprofit

Microsoft Cloud for Nonprofit harnesses the power of Microsoft 365, Power Platform, Dynamics 365, Azure, and LinkedIn to boost the positive impact of the nonprofits around the world.

This end-to-end solution for nonprofits is also based upon the Nonprofit Common Data Model, which unites disparate data sources and ensures extensibility to other Microsoft and non-Microsoft applications.

Learn more [here](#) and take a look at the [Microsoft for Nonprofit Readiness Guide](#)



Thank you