

# Presentation guidance

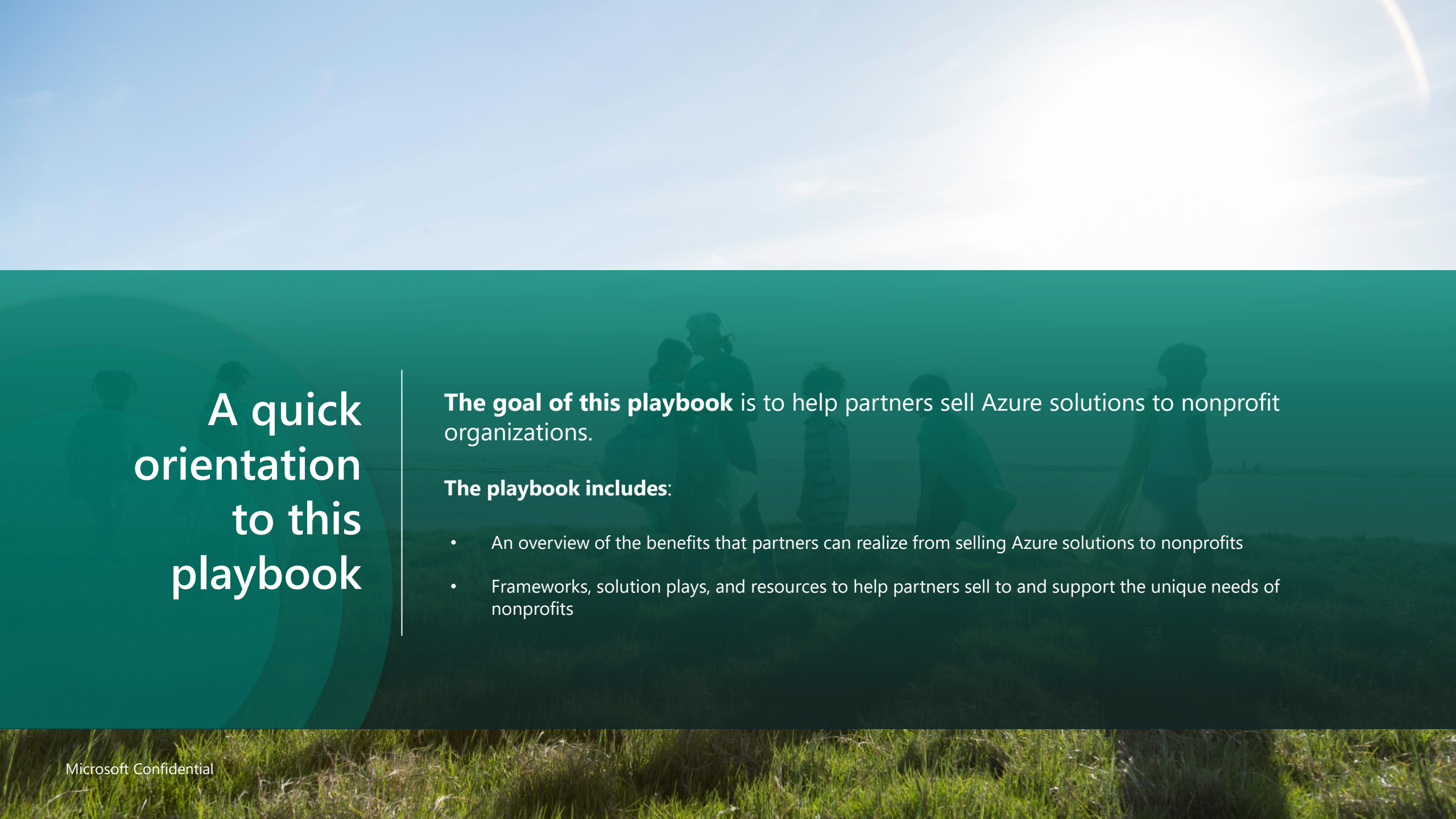
<b>Title of presentation</b>	How to sell Microsoft Azure to Nonprofits: A playbook for partners
<b>Audience</b>	Microsoft Partners
<b>Purpose</b>	Provide guidance to Microsoft partners on how to sell Microsoft Azure solutions to nonprofits
<b>How to use</b>	<p>Partners can use this document to better understand:</p> <ol style="list-style-type: none"><li>(1) How partners can benefit from selling Azure to nonprofits</li><li>(2) How nonprofits can benefit from Azure solutions</li><li>(3) How to sell Azure to nonprofits</li></ol> <p>→ Do not present this presentation directly to sales prospects or current nonprofit customers</p>
<b>Accessibility</b>	<p>It should be noted that this presentation 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.</p>



# How to Sell Microsoft Azure to Nonprofits

A playbook for partners





# A quick orientation to this playbook



**The goal of this playbook** is to help partners sell Azure solutions to nonprofit organizations.

**The playbook includes:**

- An overview of the benefits that partners can realize from selling Azure solutions to nonprofits
- Frameworks, solution plays, and resources to help partners sell to and support the unique needs of nonprofits

# Table of Contents

1. [How both partners and nonprofits benefit from Azure solutions](#)
2. [How partners can introduce Azure solutions to nonprofits](#)
  - Prepare, Connect, and Meet
  - **Azure Use Case for Nonprofits #1: Secure and modernize workflows**
    - Common challenges for nonprofits related to modernization and security
    - Azure solutions to those challenges
    - How to put this knowledge into action: Prepare, Connect, and Meet
    - Success stories
  - **Azure Use Case for Nonprofits #2: Stretch budgets**
    - Common challenges for nonprofits related to budget constraints
    - Azure solutions to those challenges
    - How to put this knowledge into action: Prepare, Connect, and Meet
    - Success stories
  - **Azure Use Case for Nonprofits #3: Improve fundraising**
    - Common challenges for nonprofits related to fundraising
    - Azure solutions to those challenges
    - How to put this knowledge into action: Prepare, Connect, and Meet
    - Success stories
  - **Azure Use Case for Nonprofits #4: Support organizational values**
    - Opportunities for nonprofits to align to a greater, global mission
    - How Microsoft and Azure can help
    - How to put this knowledge into action: Prepare, Connect, and Meet
    - Success stories
3. [How to accelerate and increase sales to nonprofits](#)
  - How to respond to common objections
  - Tools for estimating ROI for nonprofits
  - Opportunities to expand into other Microsoft solutions
  - Additional resources



# How partners and nonprofits benefit from Microsoft Azure solutions

# How partners benefit from selling Azure to nonprofits

## Doing good makes good business sense.

Providing nonprofits with the technology they need to make positive impact in the world, can also make a positive impact to your bottom line. As a Microsoft partner, you can:



**Unlock** new revenue streams in one of the largest industries in the world



**Leverage** extensive Microsoft resources to engage and support nonprofits



**Improve** employee satisfaction within your organization by creating mission-driven work that aligns with their principles

# 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 to sell Microsoft Azure to nonprofits



# Step 1: Prepare

## STUDY

Study the [use cases](#) (see slides 12-33) for nonprofits.

## DISCOVER

Conduct online research (LinkedIn, relevant news articles, and the website of the nonprofit organization) to determine their area of focus and how they might leverage Azure to achieve their goals.

## ALIGN

Identify key decision-makers within these nonprofit organizations, consider their challenges and opportunities, and align them with the appropriate [use cases](#) (see slides 12-33).



# Step 2: Connect

## REACH OUT

**Reach out** to the key decision-makers you have identified in Step 1.

## PERSONALIZE

**Personalize** your message by demonstrating an understanding of their unique challenges and opportunities.

## OFFER

**Offer** to meet and discuss how Azure can help address their needs.

### BEST PRACTICE:

During outreach efforts, always open with a **greeting**. Close with a **request to meet** and your **contact information**.

### Send a message on LinkedIn

***Try this:** I saw your recent post about [opportunity] and was hoping to discuss how Microsoft Cloud could help [nonprofit] realize that opportunity.*

### Call them directly

***Try opening with this:** I read an article about how [nonprofit] is looking to address [pain point] and wanted to discuss how Microsoft Cloud can help provide a solution.*

### Leave a voicemail

***Try leaving this message:** I read a report [their nonprofit] released this year and understand that [pain point] has created a challenge. I would be happy to discuss how Microsoft Cloud can provide a solution.*

### Send an email

***Try this:** I read a report [their nonprofit] released this year and understand that [pain point] has created a challenge. I would be happy to discuss how Microsoft Cloud can provide a solution. I'm open [date/times]. Do either of these times work for you? If not, can you suggest options that better fit your schedule?*

# Step 3: Meet

## ASK

**Ask** them about their ideas, challenges, and plans. Listen carefully.

## RECOMMEND

**Recommend** relevant Microsoft Azure solutions from the [use cases](#) (see slides 12-33).

## SUPPORT

Be mindful of and **support** their decision-making process by taking the time to understand their BANT (Budget, Authority, Need, and Timeline).

### **Budget:**

- How much budget does the nonprofit have to invest in new technology and devices? Is there budget restricted for mission delivery only?

### **Authority:**

- Who within the nonprofit organization makes technology decisions?
- Does anyone else need to be brought in to determine the right solution(s)?

### **Need:**

- What challenge is the nonprofit trying to solve? What long-term goals will our solutions support?
- Are there other solutions they are considering or currently using and why? Have they had challenges with competitor technology?
- What are the metrics needed to meet the best potential outcome?

### **Timeline:**

- When do they need their pain points resolved?
- What is the timeframe in which the business upgrades or improves its technology?
- Which business calendar events may impact decision-making processes?

# Four use cases for nonprofits

1. Secure and modernize workflows

2. Stretch budgets

3. Improve fundraising

4. Support organizational values



## What are these uses cases?

These use cases are a set of Microsoft solutions that address the current challenges and priorities of the nonprofit sector.

Through utilization of these use cases, you can more easily determine a nonprofit's needs, as well as demonstrate your commitment to the success of their organization.

These use cases will help guide customer interactions and conversations and position Microsoft Azure in meaningful ways relevant to the nonprofit sector.

# Use Case 1

## 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.

# Common scenarios for this use case

**SCENARIO:** A nonprofit needs to expand data storage and ensure that this data is secure.



**AZURE SOLUTION:** Azure provides **storage security solutions** to help protect data from security attacks, and **built-in backup** for disaster recovery.

**SCENARIO:** A nonprofit is recovering from security breach and wants to ensure that their systems and devices are secure.



**AZURE SOLUTION:** Azure provides **enterprise-grade security** across systems and devices as well as automated built-in intelligence to rapidly **protect, detect, and respond to threats**.

**SCENARIO:** A nonprofit needs to improve communication and collaboration with employees, volunteers, donors, and constituents.



**AZURE SOLUTION:** Azure works seamlessly with Dynamics 365 and other Customer Relationship Management (CRM) platforms to enable **personalized, efficient engagement and collaboration** with key stakeholders.

**SCENARIO:** A nonprofit needs to enable remote work.



**AZURE SOLUTION:** Azure provides **a cloud-based virtual desktop** - with a seamless Teams and Office experience - **accessible from anywhere**.

# 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
- \*Partners can leverage a free security audit

### 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



# Put it into action: Prepare, connect, and meet

## Step 1: Prepare

1. Study the [common scenarios](#) for this use case
2. Know the [challenges, solutions plays, and enabling products](#) for this use case
3. Discover the needs of target nonprofits with research

### Start by understanding:

- When they last updated infrastructure (i.e., servers and storage), software, and devices
- If they are currently using a cloud-based system
- If they work in-office or remotely
- If they have had any security breaches

## Step 2: Connect

Reach out to your prospect and demonstrate an understanding of their needs.

## Step 3: Meet

### Try these conversation starters

- Are you currently using a cloud-based system? If not, what are your hesitations?
- Is third-party access currently compromising your organization's security?
- Did you know the cloud-based infrastructure of Azure is more secure than a physical infrastructure?
- Are you prepared for disaster recovery, caused by anything from ransomware to human error?
- Are you interested in working with remote or global talent? Did you know Azure's virtual desktop allows users to securely access applications from anywhere?
- Is optimizing productivity important to your mission's success?

### Words that work

- Optimize across workloads and environments and accomplish more with a comprehensive cloud platform.
- Create more secure, future-ready cloud solutions on Azure.
- Utilize advanced analytic tools and advanced security to keep your organization safe.
- Save on IT infrastructure costs and improve operational efficiency, while maintaining agility.
- Secure, develop, and operate infrastructure, apps, and Azure services anywhere.
- If you're nervous about switching, you can easily start with entry-level workloads such as Backup and Storage to test the waters.

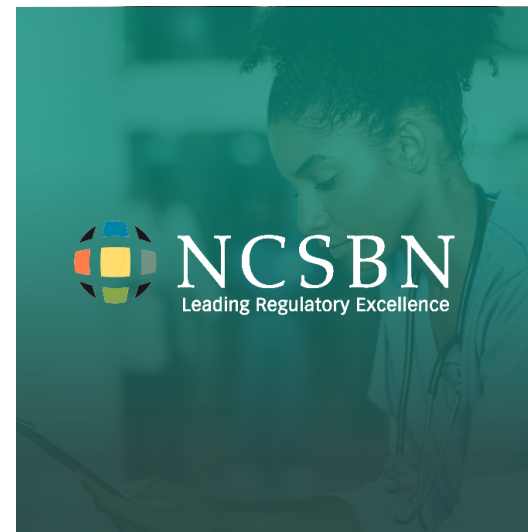


# Success stories



## 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.

# Use Case 2

## 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.

# Common scenarios for this use case

**SCENARIO:** A nonprofit is having difficulty coordinating volunteers and employees for upcoming events, and feels this current system affects their overall efficiency.

**SCENARIO:** A nonprofit would like to reduce expenses on infrastructure and avoid being locked into long-term database service contracts.

**SCENARIO:** A nonprofit would like to realize efficiencies from working with a cloud-based platform that is compatible with a wide variety of other technologies.

➔ **AZURE SOLUTION:** Azure supports CRMs, including Microsoft Dynamics 365, and workflow automation. These solutions **increase operational efficiency** by improving communication, scheduling, and process efficiencies.

➔ **AZURE SOLUTION:** With Azure, nonprofits pay only for what they use. Azure also provides **cost management tools** that help monitor, allocate, and optimize cloud.

➔ **AZURE SOLUTION:** Microsoft's Nonprofit Common Data model enables data to be shared across a wide variety of applications, **saving time and money**.

# 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](#)

# Put it into action: Prepare, connect, and meet

## Step 1: Prepare

1. Study the [common scenarios](#) for this use case
2. Know the [challenges, solutions plays, and enabling products](#) for this use case
3. Discover the needs of target nonprofits with research

### Start by understanding:

- Organizational financial situation
- If they are currently using a cloud-based system
- User experience on websites and apps

## Step 2: Connect

Reach out to your prospect and demonstrate an understanding of their needs.

## Step 3: Meet

### Try these conversation starters

- Did you know the cloud-based infrastructure of Azure can actually be more cost-effective than a physical infrastructure?
- Did you know you can save with Azure by only paying for what you use?
- Would cost management tools and tools to visualize spending be helpful in determining and maintaining your organization's budget?
- Where does your current system fall short in meeting the needs and demands of your constituents and organization?
- Have you heard about the Azure Hybrid Use Benefit?

### Words that work

- Spend less time and money patching outdated technology by migrating to the more cost-effective, cloud-based Azure.
- You won't lose any down time during migration with Azure, so you can keep working and stay productive.
- Significantly reduce operational costs with the only virtualized multi-session Windows 10 desktop.
- Azure tools help you manage your cloud spending and focus on what matters most to your organization.



# 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 to have a greater grasp on the supporter journey and to better connect volunteers with foster families.

# Use Case 3

## 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 improve donor experiences on digital platforms.
- Enable more secure donor and constituent data management.



# Common scenarios for this use case

**SCENARIO:** A nonprofit would like to apply for a grant but lacks the ability to provide the donor institution with the organizational and financial data needed to apply and, should they earn the funding, quantitatively demonstrate impact.



**AZURE SOLUTION:** Azure provides data management solutions that enable **secure data storage** collection, analysis, and reporting.

**SCENARIO:** A nonprofit is looking to increase donor engagement, but their website is out-of-date, and their outreach/marketing efforts are impersonal.



**AZURE SOLUTION:** Azure solutions, such as artificial intelligence, can create better digital experiences for donors. Azure can also help personalize donor outreach by enabling digital commerce and CRM solutions such as Dynamics 365.

**SCENARIO:** A nonprofit's website is unable to scale with increased traffic, negatively impacting their ability to accept donations.



**AZURE SOLUTION:** Azure provides site performance monitoring and scaling to allow rapid increases in traffic.

**SCENARIO:** A nonprofit recently experienced a security breach and would like to assure new and returning donors that their information is safe and secure.



**AZURE SOLUTION:** Azure's **secure data storage** is designed to help defend against malicious login attempts and rapidly protect, detect, and respond to threats.

# 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]

# Put it into action: Prepare, connect, and meet

## Step 1: Prepare

1. Understand the [common scenarios](#) for this use case
2. Understand [challenges, solutions plays, and enabling products](#) for this use case
3. Discover and define nonprofit needs through research

### Start by understanding:

- Fundraising efforts in past years
- Marketing campaigns

## Step 2: Connect

Reach out to your prospect and reference the challenges and opportunities you have discovered in your research.

## Step 3: Meet

### Try these conversation starters

- Would you like to better enable the collection and reporting of data often needed to receive funding? Can you ensure the privacy of that data?
- Have your marketing campaigns been successful in both retaining and acquiring new donors?
- Did you know you can drive donor engagement with personalized outreach and digital experiences based on customer needs and interests?

### Words that work

- Azure keeps donor data secure, organized, and accessible. Worry less about security, focus more on the success of your mission.
- Azure can provide digital experiences that help enhance donor engagement and experience.
- Migrating to Azure helps you maintain infrastructure, allowing more time for developing apps and reaching your audience.



# Success stories



## 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.

# Use Case 4

## 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](#)

## Common scenarios for this use case

**SCENARIO:** A nonprofit would like to empower employees with new technology to elevate their technological capacity and better serve their organization's mission.



**AZURE SOLUTION:** Azure can help nonprofits elevate technological capacity by migrating to a cloud-based service and utilizing **desktop as a service** and **infrastructure cost optimization**, thereby reducing time and resources while increasing productivity.

**SCENARIO:** A nonprofit wants their business practices to align with their organizational values. They also look to cut costs while doing their part to help others and the planet.



**AZURE SOLUTION:** With **infrastructure cost optimization**, Azure can help optimize power usage effectiveness in data centers. Azure can help reduce carbon footprint by transitioning to remote work with **desktop as a service**.

**SCENARIO:** A nonprofit may prefer to work with vendors who share their commitment to social equity and/or environmental sustainability. They may also seek to work with vendors invested in the success of the nonprofit sector.



**AZURE SOLUTION:** By using Azure, nonprofits build a relationship with Microsoft—a company dedicated to philanthropy, corporate responsibility, and supporting nonprofits. Microsoft has built an end-to-end cloud solution for nonprofits called **Microsoft Cloud for Nonprofit** that enables nonprofits to raise more funds, improve staff collaboration, and increase workflow efficiencies. Additionally, Microsoft [Tech for Social Impact](#) currently supports the digital transformation of over 300,000 nonprofits globally and is actively expanding their reach.

# 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

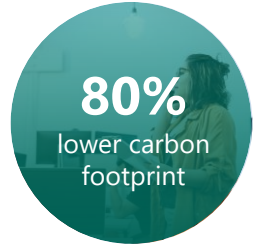
- Build a relationship with Microsoft—a company dedicated to supporting nonprofits with training, support, and cutting-edge, end-to-end solutions such as Microsoft Cloud for Nonprofit.
- Microsoft’s Tech for Social Impact supports the digital transformation of over 300,000 nonprofits globally.
- Microsoft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

## ENABLING PRODUCTS

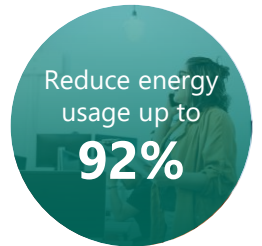
[Azure training](#)  
[Tech Community](#)  
[Azure Automate](#)  
[Azure Advisor](#)

[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](#)

# Put it into action: Prepare, connect, and meet

## Step 1: Prepare

1. Study the [common scenarios](#) for this use case
2. Know the [challenges, solutions plays, and enabling products](#) for this use case
3. Discover the needs of target nonprofits with research

### Start by understanding:

- Organizational values
- Talent turnover
- Sustainable business practices

## Step 2: Connect

Reach out to your prospect and reference the challenges and opportunities you have discovered in your research.

## Step 3: Meet

### Try these conversation starters

- How do you currently work to reduce your organization's environmental impact?
- Did you know that a cloud-based system can actually help decrease your carbon footprint and save you money?
- Are you interested in purchasing from a vendor that is a leader in corporate responsibility?
- How do you automate rote tasks and free your team up to focus on the tasks they enjoy most?

### Words that work

- Migrating to a cloud-based platform will help to reduce your carbon footprint.
- Azure eliminates the need for building physical infrastructure, reducing environmental impact.
- Microsoft is a global leader in corporate responsibility, investing \$1BL over four years to the Climate Innovation Fund. Microsoft employees donate over \$100MM per year to over 19,000 organizations in need.
- Microsoft is committed to supporting nonprofits. Microsoft Cloud for Nonprofit is an end-to-end solution designed to support the unique needs of nonprofit organizations.
- Using technology to enable staff to drive greater positive impact every day will improve their job satisfaction.





# 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.



# How to accelerate and increase sales of Azure to nonprofits

# Respond thoughtfully to common objections

COMMON OBJECTION	RESPONSE
"I don't see any reason to move to the cloud."	"75% of SMB nonprofits transitioned to working remotely during the pandemic. Many are finding Azure can easily scale their organization while keeping data more secure and are spending less time maintaining infrastructure and more time focused on driving mission success. In fact, nonprofits are often surprised to see that parts of their environment are ready to move to the cloud without any changes. Plus, Azure's flexibility makes it easy to run hybrid environments that combine the scale and efficiency of the cloud with their on-premises infrastructure."
"How can cloud storage be cheaper for backups?"	"Although it may seem counterintuitive, using the cloud for backup reduces many of the operating costs of traditional backup. It lowers the costs of deploying, supervising, applying patches and maintaining a local business recovery infrastructure by eliminating the need to create or manage an expensive secondary data center. Plus, you only pay for what you use. But don't just take our word for it, read how the <a href="#">American Council for the Blind</a> saved on costs when they migrated to Azure."
"What if our data is hosted or transferred somewhere else? That makes our business liable."	"That's an understandable concern. However, Microsoft and Azure customers maintain ownership of their data—that includes content, personal data, and other data you provide for storing and hosting in Azure services. You are also in control of any additional geographies where you decide to deploy your solutions or replicate your data. In general, we have strict rules and do not provide direct or free access to any third parties. Azure services, including storage, meet regulations and standards across multiple industries. Our <a href="#">Trust Center</a> can give you more details. View a listing of our compliance offerings online in <a href="#">Azure compliance documentation</a> ."
"I can't afford to use Azure."	"Azure is designed to help nonprofits do more with less. Typically, as a starting point customers start with Backup and Archiving services to reduce costs and "test the waters". Nonprofits can achieve their goals more efficiently by streamlining and reducing infrastructure expenses. Azure enables them reduce the time it takes to update apps/websites and reduce demands for pro developers."
"I am already using another cloud provider."	"It's great that you're already using the cloud. But not all clouds are created equal, and they don't all offer the same benefits. Does your existing provider offer advanced analytics tools, constant compliance updates, and enterprise-grade security? Can it support hybrid cloud app development and delivery? And, if you're using any other Microsoft products—Office, PowerBI, or SQL Server, for instance—what is integration like? Azure excels in all these areas. And remember—Azure works very well in a multi-cloud environment."
"Azure is more expensive than Amazon Web Services."	"Believe it or not, it's the other way around. AWS is five times more expensive than Azure if you're running Windows Server or SQL Server virtual machines or using SQL Server running as a PaaS service. And only <a href="#">Azure offers free extended security updates for Windows Server 2008 and 2008 R2</a> . In addition, Azure integrates seamlessly with other Microsoft products and services, such as Microsoft 365, giving you a complete experience across all your IT services."
"It's too hard to start using Azure services. I don't know where to start."	"The idea of moving to Azure can be daunting. However, it can be a lot easier than you think. For instance, you can easily start with entry-level workloads such as Backup and Storage to test the waters. We can offer a free <a href="#">security assessment</a> of your environment to help you understand how your current environment would benefit from migrating to the cloud."
"Microsoft provides a \$3,500 grant to nonprofits that work with them directly. Why would I work with a partner?"	"The <a href="#">\$3,500 grant</a> offer from Microsoft for nonprofit organizations can put them in a position to manage their cloud strategy and migration on their own. As a Microsoft Partner, we provide the strategic recommendations, tools, resources, and hands-on service most nonprofits need to develop and execute a right-sized cloud migration strategy and deployment plan, as well as the support to ensure that you realize the highest return-on-investment over time. The \$3,500 grant can be applied to workloads such as testing and development, or for back-up of your production instance and done by a Microsoft Partner."

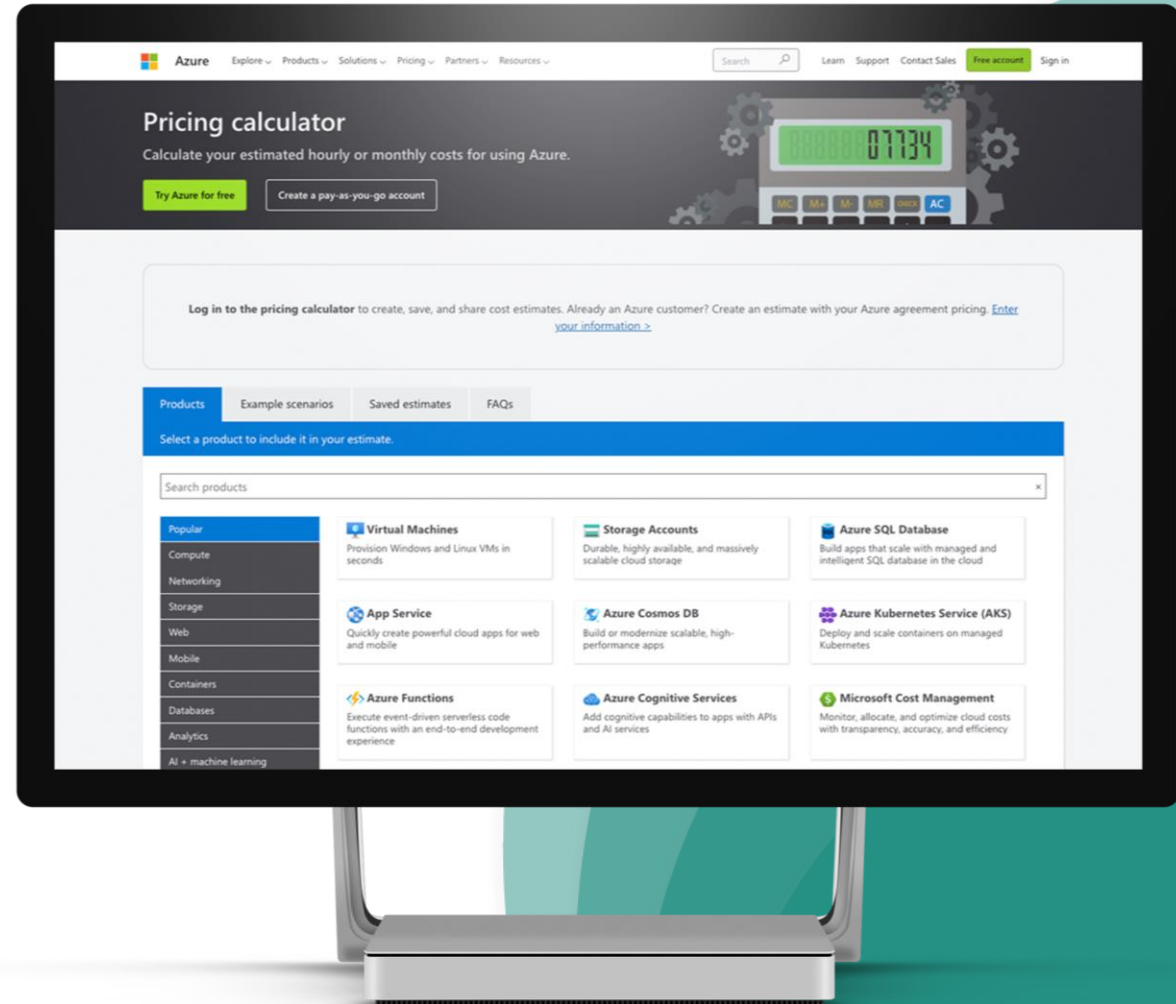
# Estimate nonprofit ROI for Azure solutions with these helpful tools

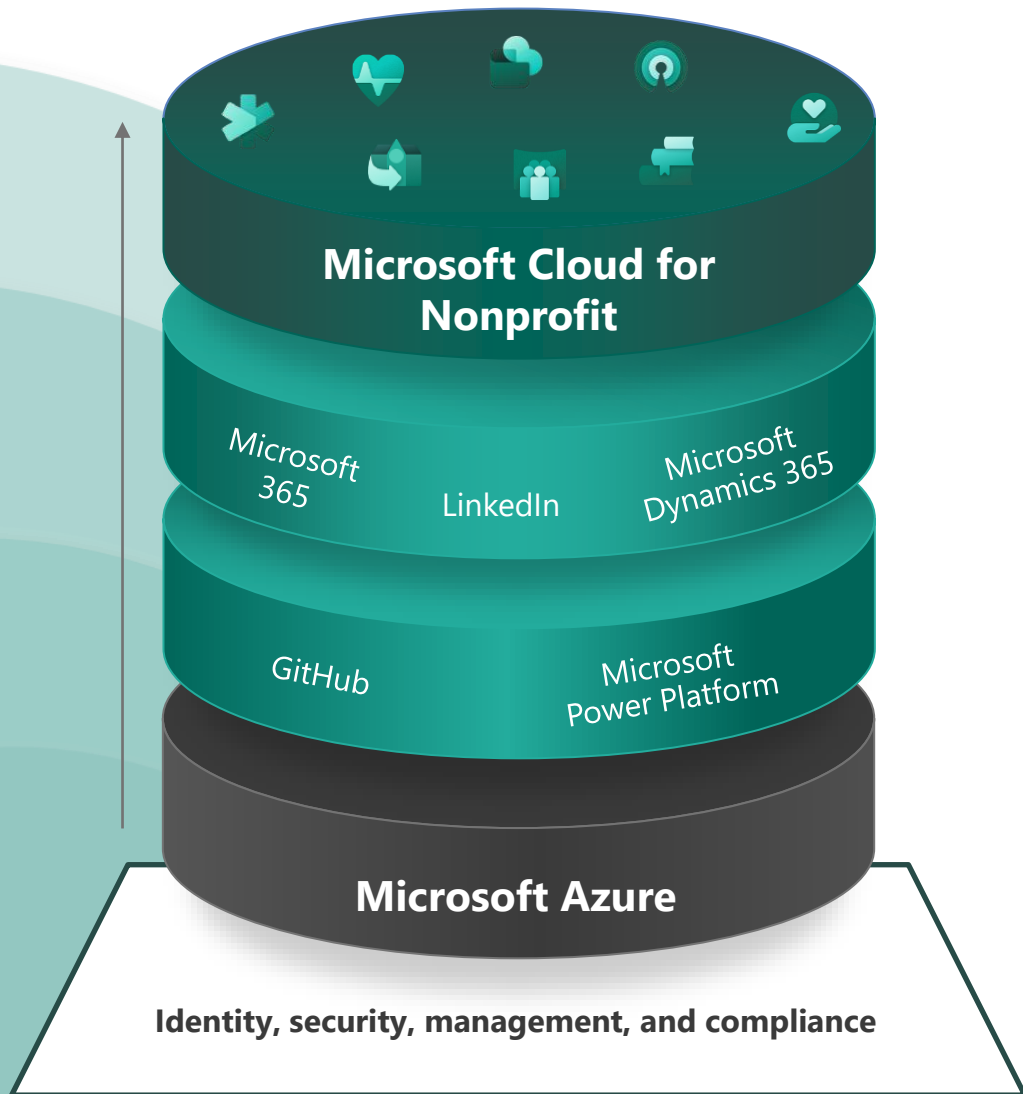
## Microsoft Azure Security Assessment

Show customers how easy it is to get started with an assessment of their current environment. With this tool, you can help nonprofits quantify how Azure will help save costs and improve digital security.

## Microsoft Azure Price Calculator

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





**ATTACH PLAY:**

## Encourage expansion 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](#)

# Additional resources

## Sales enablement and support:

- [Microsoft partner solutions for nonprofits](#)
- One-page customer-facing overviews:
  - [Azure Virtual Machine](#)
  - [Azure Files](#)
  - [Azure Virtual Desktop](#)
- Emails to send to invite other partners to sell Azure to nonprofits



Learn about how nonprofits can accelerate their mission with Azure.oft



Discover new market opportunity and grow your cloud business.msg



Additional events and demos.oft

## Azure skilling and support:

- [Azure Power Hour Webinar Series](#)
- [Azure migration and modernization center](#)
- [Azure Migrate resources and documentation](#)
- [Azure Cost Management documentation and training](#)



# Azure Virtual Machines (VM)

Connect your laptops and mobile devices to Azure Virtual Machines, which provide more efficient and cost-effective CPUs, memory, and storage than physical instances.

Create Linux and Windows virtual machines (VMs) in seconds.

## Secure and modernize your workflows with Azure Files:

- Run software on modern, frequently-updated operating systems
- Reduce downtime with Azure reliability with a 99.99% SLA<sup>1</sup>
- Maintain performance and availability while scaling applications, infrastructure, and computationally intensive workloads
- Encrypt sensitive data, protect from malicious threats, secure network traffic, and stay compliant

## Stretch your budgets with Azure VM:

- Pay only for compute time used with low-cost, per-second billing
- Reduce investments in physical infrastructure, including maintenance costs and utility bills

<sup>1</sup> [SLA summary for Azure services](#)

## How to get started with Azure VM:

1. Learn more about how Azure can help you save money and improve digital security with [Microsoft Azure Security Assessment](#).
2. Determine the right [VM for your workload](#).
3. See cost estimate examples below and then use [the pricing calculator](#) to right-size the cost estimate to the needs of your organization
4. [Learn](#) how migration to Azure can help your organization meet its financial and environmental sustainability goals

## Cost estimate examples

SERVICE CATEGORY	SERVICE TYPE	REGION	DESCRIPTION	ESTIMATED MONTHLY COST
Compute	Virtual Machines	East US 2	1 D2 v3 (2 vCPUs, 8 GB RAM) x 730 Hours (Pay as you go), Windows (License included), OS Only; 1 managed disk – S4; Inter Region transfer type, 5 GB outbound data transfer from East US 2 to West US	\$138.78
Storage	Storage Accounts	East US	Block Blob Storage, General Purpose V2, Flat Namespace, LRS Redundancy, Hot Access Tier, 1,000 GB Capacity - Pay as you go, 10 x 10,000 Write operations, 10 x 10,000 List and Create Container Operations, 10 x 10,000 Read operations, 1 x 10,000 Other operations. 1,000 GB Data Retrieval, 1,000 GB Data Write	\$21.84
Networking	Virtual Network		East US (Virtual Network 1): 100 GB Outbound Data Transfer; East US (Virtual Network 2): 100 GB Outbound Data Transfer	\$4.00
Management and governance	Azure Backup	East US	Azure VMs, 1 Instance(s) x 0 GB, GRS Redundancy, Moderate Average Daily Churn, 0 GB Average monthly snapshot usage data	\$0.00
Networking	Network Watcher	East US	1 GB Network Logs Collected, 0 Checks for Network Diagnostics, 1 Connection Metrics, 1 DNS or App Gateway Servers x 0 GB logs ingested, 1 GB logs collected for Traffic Analytics (Standard processing), 1 GB logs collected for Traffic Analytics (Accelerated processing)	\$5.80
<b>Total</b>				<b>\$170.42</b>

Total for 12 months = \$170.42 x 12 = \$2,045.04 for one virtual machine

### Disclaimer

All prices shown are in United States – Dollar (\$) USD. This is a summary estimate, not a quote. For up-to-date pricing information, please visit <https://azure.microsoft.com/pricing/calculator/>

# Azure Files

Securely store all of your files in Azure Files, a fully managed file storage system in the cloud.

Azure Files can be mounted by both on-premises and cloud machines, and works seamlessly with Windows, Mac, and Linux operating systems.

## Secure and modernize your workflows with Azure Files:

- Store and access files from any location, from any device
- Works with Windows, Mac, and Linux operating systems
- Capacity can be added at any time
- Easily and securely migrate files, including sensitive donor and constituent data, to Azure Files

## Stretch your budgets with Azure Files:

- Choose from multiple pricing tiers, based performance needs
- No downtime due to maintenance windows, planned or unplanned
- Reduce maintenance costs; Azure takes care of all hardware and software updates, necessary upgrades, and system patching

## How to get started with Azure Files:

1. Learn more about how Azure can help you save money and improve digital security with [Microsoft Azure Security Assessment](#)
2. Determine your organization's [usage tier](#)
3. See cost estimate examples below and then use [the pricing calculator](#) to right-size the cost estimate to the needs of your organization
4. [Learn](#) how migration to Azure can help your organization meet its financial and environmental sustainability goals

## Cost estimate examples

SERVICE CATEGORY	SERVICE TYPE	REGION	DESCRIPTION	ESTIMATED MONTHLY COST
Storage	Storage Accounts	East US 2	File Storage, Premium Performance Tier, LRS Redundancy, 1 TiB of Data at-rest, (Pay As You Go), 0 TiB Snapshots, 0 Additional Sync Server(s)	\$163.84
<b>Total</b>				<b>\$163.84</b>
<i>Total for <u>12 months</u> = \$163.84 x 12 = \$1,966.08 for one storage account</i>				

### Disclaimer

All prices shown are in United States – Dollar (\$) USD. This is a summary estimate, not a quote. For up-to-date pricing information, please visit <https://azure.microsoft.com/pricing/calculator/>



# Azure Virtual Desktop (AVD)

Empower your team and increase productivity by enabling them to access their desktops and applications from virtually anywhere, with Azure Virtual Desktop.

Azure Virtual Desktop works with Windows, Mac, Android, HTML5, and more

## Secure and modernize your workflows with AVD:

- Applications and data stay secure with secure sign-in, proactive security threat detection and resolution, and compliance certification
- Teleworking experiences are improved with remote app streaming with low latency and high performance, as well as easy of access to personalized desktops from any device

## Stretch your budgets with AVD:

- Deploy and scale in minutes, reducing IT costs
- Bring your own device; Azure Virtual Desktop works with Windows, Mac, Android, HTML5, and more
- Pay-as-you-go with consumption-based pricing
- Leverage existing, eligible Microsoft 365 or Windows per-user licenses
- Empower IT pros to fix desktop issues remotely, saving time and resources

## Choosing Azure Virtual Desktop:

1. Learn more about how Azure can help you save money and improve digital security with [Microsoft Azure Security Assessment](#)
2. Determine which [type of virtual desktop](#) best suits your organization's needs
3. See cost estimate examples below and then use [the pricing calculator](#) to right-size the cost estimate to the needs of your organization
4. [Learn](#) how migration to Azure can help your organization meet its financial and [environmental sustainability goals](#)

## Cost estimate examples

SERVICE CATEGORY	SERVICE TYPE	REGION	DESCRIPTION	ESTIMATED MONTHLY COST
Compute	Azure Virtual Desktop	East US 2	Pooled, 20 Users, 90% Peak concurrency, 5% Off peak concurrency, 220 Usage hours/month, multi-session, medium workload, per user access pricing - App Hosting, D2 v5 (2 vCPU(s), 8 GB RAM) (Pay as you go), E10 (128 GiB, 500 IOPS) Disks, Premium File Storage: 0 GB of data at-rest and 0 GB of snapshots, Inter Region transfer type, 5 GB outbound data transfer from East US 2 to West US	\$281.84
		<b>Total</b>		<b>\$281.84</b>

Total for 12 months = \$281.84 x 12 = \$3,382.08 for one virtual desktop

### Disclaimer

All prices shown are in United States – Dollar (\$) USD. This is a summary estimate, not a quote. For up-to-date pricing information, please visit <https://azure.microsoft.com/pricing/calculator/>



Thank you