



Cloud Champion: Tech for Social Impact Series

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Welcome!



Cloud Champion Series

Sponsored by
 Microsoft





Microsoft Tech for Social Impact Series for Partners

Join us for an exciting series of events to empower Microsoft partners on various topics related to the Nonprofit industry.

Our Microsoft Cloud Champion Series aims to provide valuable insights into Microsoft solutions and offers for nonprofits, along with comprehensive go-to-market support.

[REGISTER NOW!](#)

[Microsoft Tech for Social Impact Series for Partners](#)

Watch Now:

1. [**Introduction to the Nonprofit Industry and Microsoft Nonprofit Solutions**](#)
2. [**Azure for Nonprofits**](#)
3. [**Business Application for Nonprofits**](#)

Save the dates:

FY26 Q1 Kickoff

Agenda

01

Welcome and Introduction

02

The Modern Work AI Opportunity with the Nonprofit Sector

03

Partner Spotlight – Ignition-Teams

04

Q&A and Close



Opportunity with the Nonprofit Sector – Modern Workplace and Security

Aysha Kaushik, TSI Global Modern Workplace & Security





40% of the
global nonprofit
opportunity with
Microsoft 365 is
within EMEA

**14 million eligible
nonprofits worldwide**

In FY24...

Microsoft provided \$4.7 Billion in grants and discounted software and services.

Equipped 400,000 nonprofit organizations with modern, secure, and scalable Microsoft cloud solutions.

aka.ms/JoinPSI



Security

Security threats in the nonprofit sector



State-affiliated threat actors played a persistent supporting role in broader geopolitical conflicts.

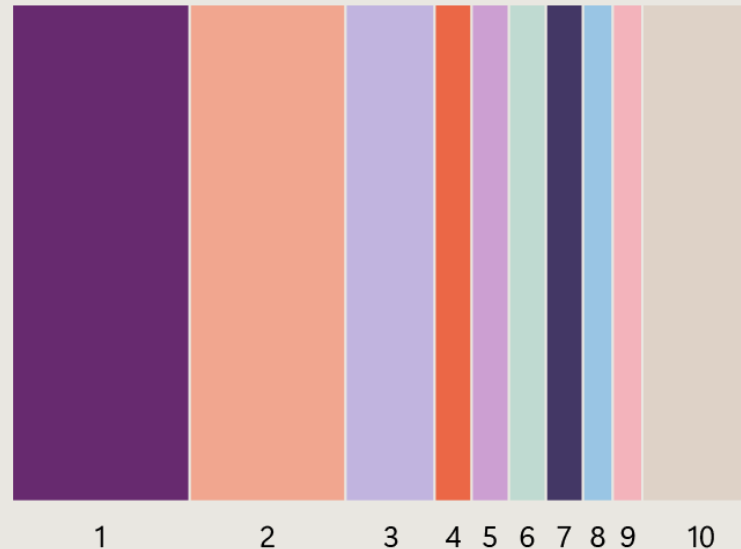


The Education and Research sector became the **second most targeted** by nation-state threat actors.



Think tanks and NGOs became the **fourth most targeted** by nation-state threat actors.

Top 10 targeted sectors worldwide



Sector	Percentage
1 IT	24%
2 Education and Research	21%
3 Government	12%
4 Think tanks and NGOs	5%
5 Transportation	5%
6 Consumer Retail	5%
7 Finance	5%
8 Manufacturing	4%
9 Communications	4%
10 All others	16%

Threat actors from Russia, China, Iran, and North Korea pursued access to IT products and services, in part to conduct supply chain attacks against government and other sensitive organizations.

Source: Microsoft Threat Intelligence, nation-state notification data

Nonprofits are especially vulnerable to security threats

Cyberattacks are becoming more sophisticated

61% of nonprofits expressed concerns that there was an increase in cybersecurity risk from 2023 to 2024.¹

Attacks like ransomware are increasingly targeted

Nonprofit organizations are the **fourth most common** targets of nation-state actors detected by Microsoft.²

Attack surface is expanding due to flexible work environments

39% of employees admitted to using less-thorough security practices at home compared to in the office.³

Security tooling is costly, inefficient, and complex

59% of large humanitarian organizations believe their cybersecurity practices are underfunded.¹

Think tanks and NGOs became the **fourth most targeted** by nation-state threat actors.

The 'best-of-breed' model is **BROKEN**

Complex and expensive integration

Constant training on new tools

Too many alerts to handle

Gaps in visibility



78%

of CISOs have 16+
tools in their
cybersecurity vendor
portfolio

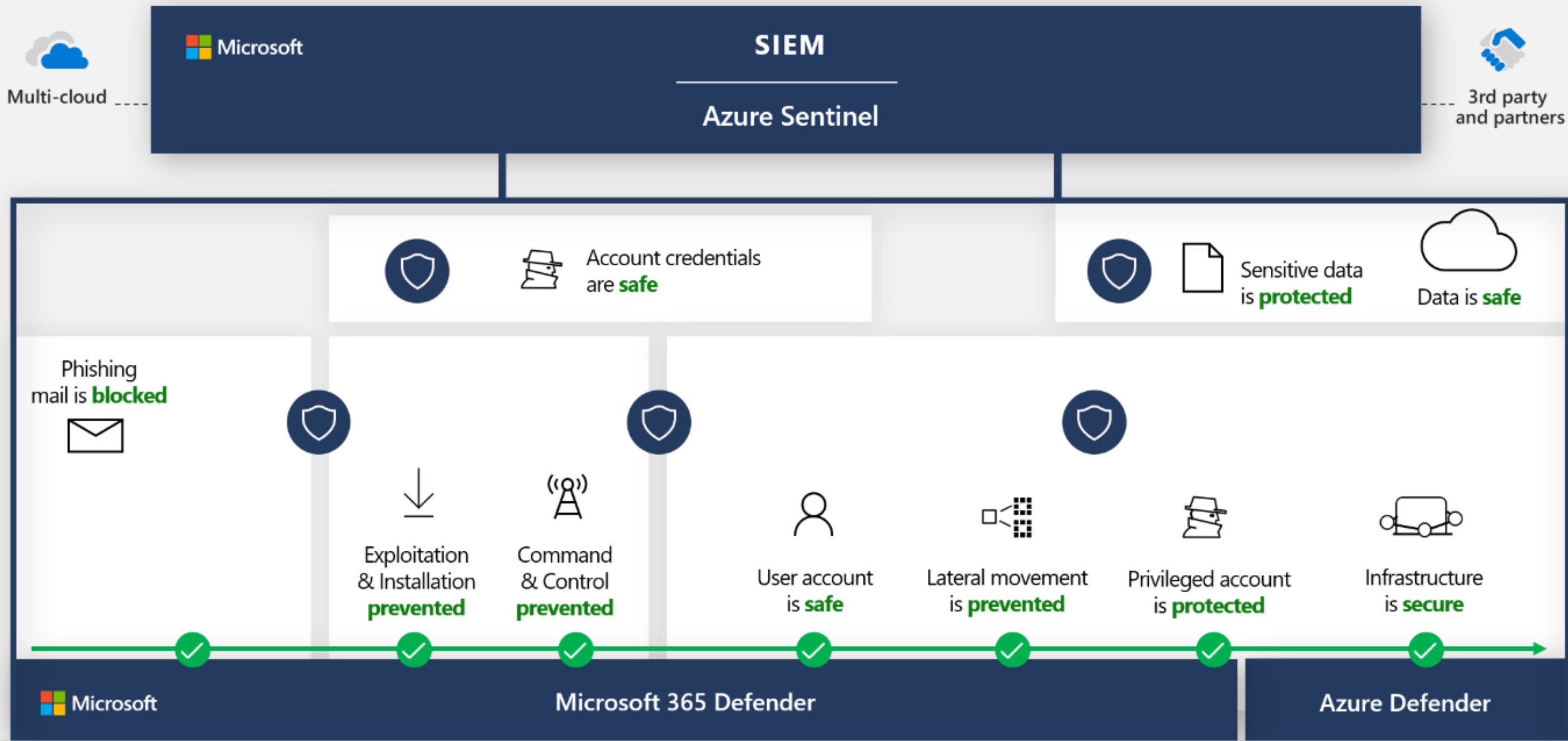


Siloed security breeds gaps

COMPLEXITY= COSTS

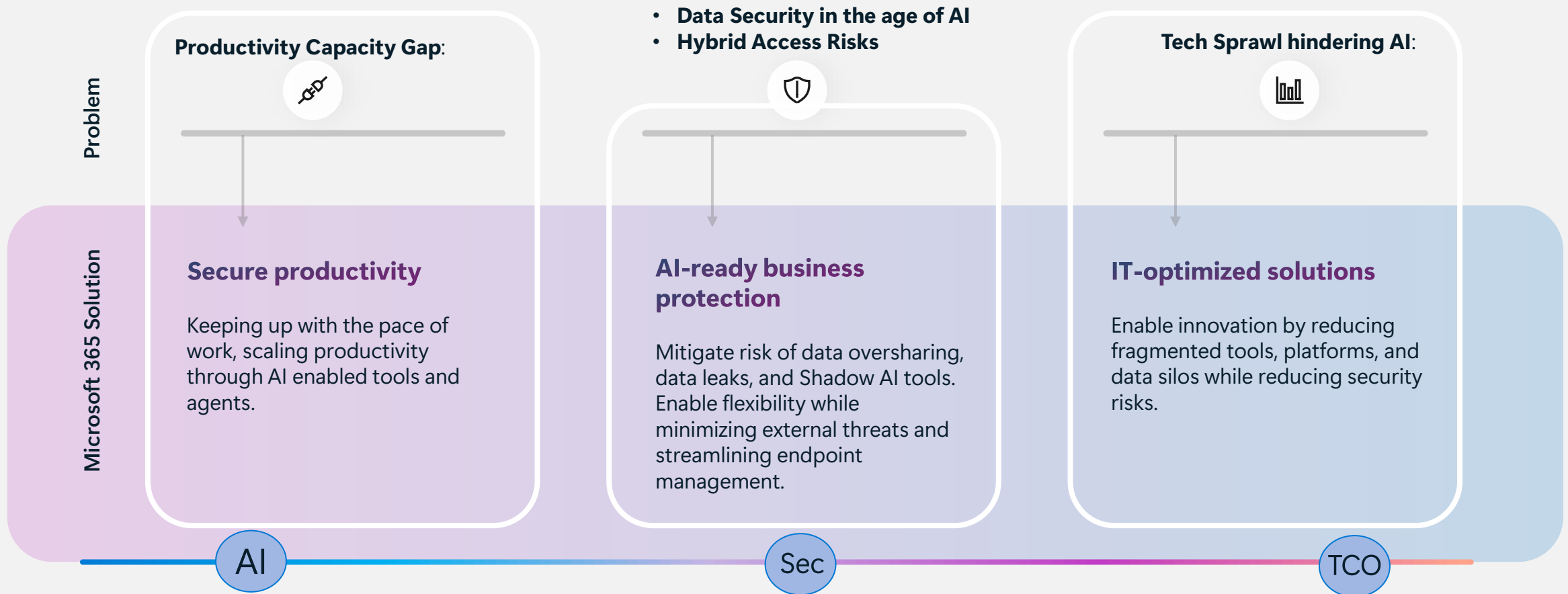
Microsoft Security closes the gaps

Simplicity=SAVINGS



Secure, productive, and optimized for the future of work with Microsoft 365

Secure AI



Security offers for nonprofits

Basic

- Basic security – automatic spam and malware filtering
- Up to 300 free seats of Microsoft Business Basic
- Up to 2,000 free seats of Microsoft Office 365 E1*

Core

- Basic security + device + cyberthreat protection + secure, manage identities
- **75% off commercial pricing for Microsoft 365 Business Premium and Microsoft 365 E3**
- Free AccountGuard providing an extra layer of protection with nation-state threat notifications
- Free security assessments – fast analysis of security posture

Advanced

- **Core + accelerated threat response + advanced data security**
- **60% off commercial pricing for Microsoft 365 E5 and Microsoft E5 Security and E5 Compliance standalones**
- Discounts on embedded AI services, including Microsoft Security Copilot

Explore nonprofit grants and discounts at **microsoft.com/nonprofits**

Enroll your nonprofit customers at **aka.ms/accountguard**

Nominate your nonprofit customers for **security assessments** through the [SMB Assessment Desk](#)

Build your nonprofit security offer

Get Ready	Nonprofit M365 and Security GTM assets	Nonprofit Partner Playbooks and Customer Pitch decks and demos aka.ms/NonprofitPartnerSite
Drive intent	Cloud Ascent (CLAS)	Streamlined customer targeting model providing prioritized leads and insights for enhanced up-sell and cross-sell strategies within your customer base Use the 'IsNonprofit' field in your CLAS workbooks to identify your nonprofit customers and upsell opportunities
	M365 and Copilot Accelerate engagements	Pre- and Post-sales Investments through Partners Your nonprofit customers qualify for these
	CSP Briefings	Thru-partner funded events targeting new customer acquisition; Co-op approved. Nonprofits can attend and count towards incentives aka.ms/CSPbriefings
	Offer Development Guide and Email outreach	Develop your nonprofit offer and drive awareness at scale with for nonprofits aka.ms/nonprofitofferguide
Close sales	Offers	75% discount off Microsoft 365 E3, 60% discount off Microsoft 365 E5 microsoft.com/nonprofits

Nonprofit Grant Updates

Effective July 1, 2025, the Microsoft 365 Business Premium and Office 365 E1 grant offers will be discontinued.

- The Microsoft 365 Business Premium and Office 365 E1 grant offers in the Web Direct and CSP channels will be discontinued for customers on their next renewal after July 1, 2025. Licenses will expire at the customer's next renewal date on or after this date.
 - For instance, if a customer has a renewal date in June 2025 their license will renew and they can use this license until June 2026.
 - If a customer has a renewal date in October 2025 their license will deactivate on their renewal date
- We will continue to provide up to 300 granted licenses of Microsoft 365 Business Basic and discounts of up to 75 percent on many Microsoft 365 offers to nonprofits, including Microsoft 365 Business Premium and Office 365 E1
- These changes apply exclusively to free licenses and do not impact paid licenses.
- We will continue to provide up to 2000 granted licenses of Office 365 E1 via Enterprise Agreement for new and existing customers

Customer Transition Plan

Communications

- Existing donation customers received an email the week of May 14 informing them that their E1 and/or BP donation will be discontinued on their next renewal after July 1st.
- In this email we informed customers of the available transition paths; namely the option to convert to free Business Basic licenses or to one of the discounted offers.
- In addition to this email, customers will receive an email 30, 60, and 90 days prior to their subscription being turned off
- Customers will have access to their data for 90 days after their licenses are shut off (per [standard retention](#)) rules.

Partner Support aka.ms/M365GrantSunsetPartnerResources

- A [Partner FAQ](#) document. aka.ms/M365GrantSunsetPartnerResources
- Partners are encouraged to share with their customers the various discounted Microsoft 365 nonprofit offers and grants they can select.
- Partners are encouraged to engage their nonprofit customers with the [Microsoft CSP briefings](#). You can also offer these customers security assessments to assess their security posture and licensing options.
- Partners can also develop their own offers to support these customers.

Partner Resources on the Microsoft 365 Grant Updates

Link	Description
aka.ms/M365GrantSunsetPartnerCenter	Partner center announcement
aka.ms/M365GrantSunsetPartnerResources	Partner resources on Microsoft 365 grant updates including FAQs
aka.ms/TSI-Partner-Desk	One-stop resource for general inquiries
aka.ms/PartnerGuideFromBPtoBB	Partner Step-by-step guide
aka.ms/M365-Plan-Comparison-Chart	Comparison Chart



Microsoft 365 Copilot

A general view of nonprofits and Copilot

Nonprofits are facing challenges



Reduced or limited resources



Hiring and skilling challenges (technical and non-technical)



Global events impact locally



Constituent self-service continues to accelerate



Constant push to "Do More With Less"

Nonprofit opportunity with Copilot

The nonprofit sector

14 million

Nonprofit
organizations globally

400,000+

Organizations served
by Microsoft Tech for
Social Impact

20 million+

Nonprofit
Microsoft 365 Seats globally

~40%

EMEA Opportunity

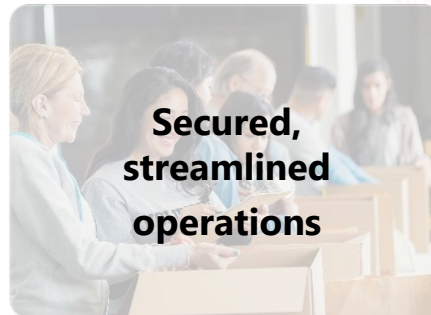
Their priorities



Impactful
program delivery



Engaged
supporters and
funders



Secured,
streamlined
operations

AI uses cases nonprofits care about

Automation to increase capacity and
optimize costs

Fundraising and donor engagement

Recruiting, retention, and management

Data collection and analysis

Training

Microsoft 365 Copilot – Nonprofit scenarios

Nonprofit priorities

Impactful
program
delivery

- [New program launch](#)
- [Optimize program performance](#)

Nonprofit KPIs

Program Impact: Define a program's theory of change, monitoring and evaluation goals, and deliver impact faster.

Engaged
supporters and
funders

- [Funding research and grant proposal writing](#)
- [Grant tracking and reporting](#)
- [Manage the donor pipeline](#)
- [Marketing campaign planning and design](#)

Fundraising Growth, ROI: YOY funding growth and the ratio of net funds raised divided by fundraising costs.

Secured,
streamlined
operations

- [Optimize staff and volunteer planning](#)
- [Improve onboarding and development processes](#)

Volunteer retention: Measure the organization's success with reducing attrition and increasing repeat volunteerism.

Visit the nonprofit scenario library at [Nonprofit – Microsoft Adoption](#)

Microsoft 365 Copilot: Projected benefits

The Copilot value framework for nonprofits—beyond time savings to real mission outcomes

A Forrester New Technology Projected Total Economic Impact™ Study projected that Microsoft 365 Copilot has the potential to:

1 Increase fundraising output up to 20% in 3 years



Improved communications and campaign development make it easier for marketing and fundraising staff to reach more donors and communicate with these donors more often.

3 Decrease technology costs by at least 50%



Streamlining AI use on a unified platform reduces the need for third-party services and other AI tools and services, like translation.

2 Improve operational efficiency up to 25%



Staff spend less time in meetings, searching for information, and creating content by leveraging prompt engineering.

4 Increase staff retention by up to 18%



When staff can spend less time on mundane, repetitive tasks, they are also able to complete more of their work faster.

Empower every user with a Copilot and every organizational process with an agent

Microsoft 365 Copilot Chat

Acquire new customers and drive organization wide AI adoption with M365 Copilot customers

Microsoft 365 Copilot

Acquire new customers and drive continuous upsell from Copilot Chat

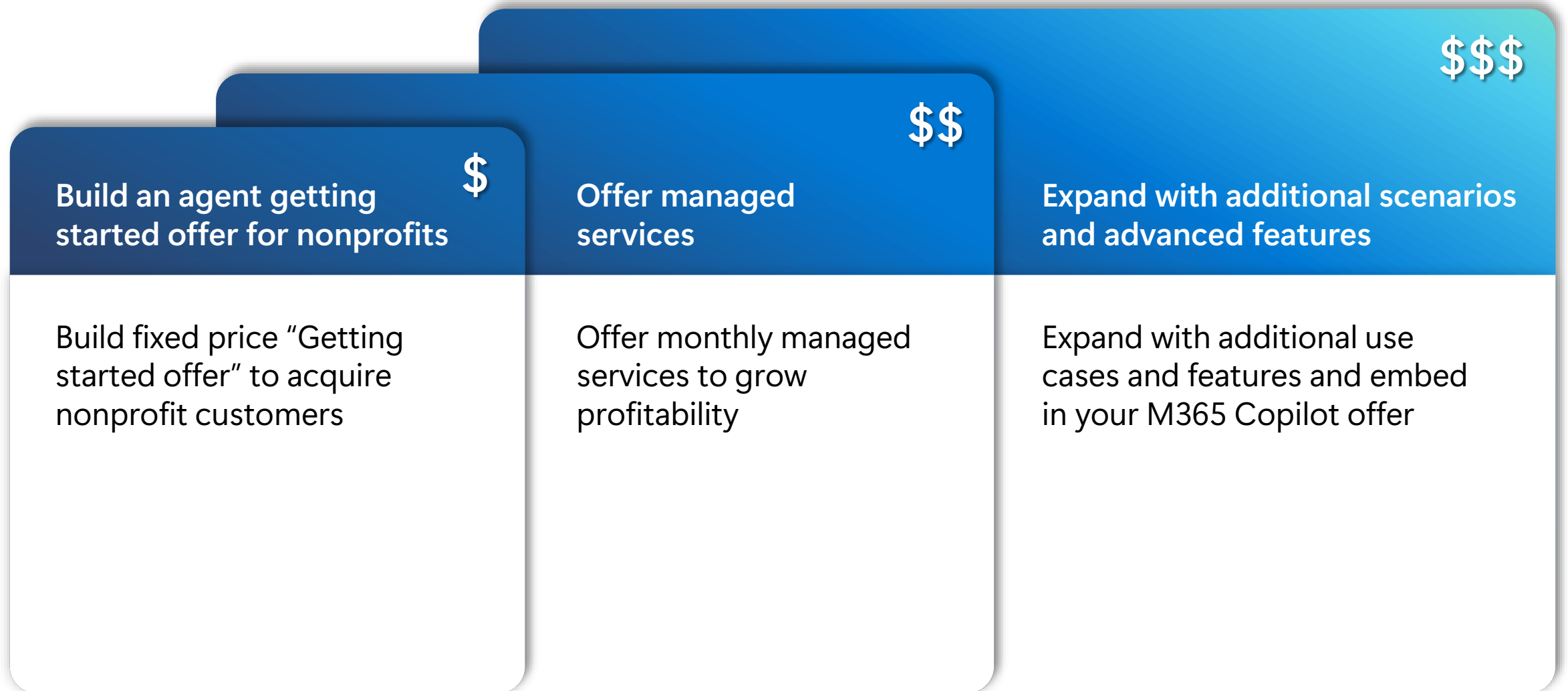


Agents

Acquire and attach to M365 Copilot and Copilot Chat customers

Go to market with agents in CSP

[Agents CSP go-to-market presentation](#)



Develop for Nonprofit Copilot offer with these resources

Get ready

Practice Development

- [Partner Playbook for Microsoft 365 Copilot for Nonprofits](#): A guide for understanding and enabling the partner opportunity and its associated marketing outreach campaign for Microsoft 365 Copilot. This is a Nonprofit industry-focused supplement to the [SMB Partner Playbook](#) for this solution play.
- [Microsoft 365 Copilot FAQs for CSP Partners](#): FAQ document to help answer questions surrounding the Nonprofit-specific discount on Microsoft 365 Copilot, which is available to CSP partners globally.

M365 Copilot – Nonprofit customer GTM assets

- [Modern Work GTM Library | Drive Business Transformation with Copilot](#): Nonprofit go-to-market resources to help partners optimize their Microsoft 365 Copilot opportunity.
- [Customer Pitch Deck for Microsoft 365 Copilot for Nonprofits](#): GTM Microsoft 365 Copilot pitch deck for Nonprofit partners to leverage with their customers.
- [AI Scenario Library for Nonprofits](#): Nonprofit AI use cases and day-in-the-life views to help Nonprofit customers understand how Microsoft 365 Copilot can help boost productivity and enhance day-to-day operations.
- [Nonprofit customer stories](#): Real-life stories featuring how Nonprofits are using Microsoft 365 Copilot to help drive their mission.

Drive intent

CSP Briefings

- [Microsoft 365 Copilot CSP Briefing](#): Help customers revolutionize the way they work, turning their words into the most powerful productivity tool on the planet. [Nonprofit customers can attend and count toward incentives.](#)

Cloud Ascent (CLAS)

- [CloudAscent Campaigns for Partners](#): CloudAscent is a streamlined customer-targeting model providing prioritized leads and insights for enhanced up-sell and cross-sell strategies within your customer base. Use the [IsNonprofit](#) field to in your CLAS workbooks identify your Nonprofit customers.

Nonprofit Microsoft 365 Copilot Training

- [Microsoft 365 Copilot QuickStart Training for Nonprofit Organizations](#): A two-and-a-half-hour, hands-on session for Copilot beginners that teaches Nonprofit customers how to start using Copilot as their own AI assistant.

Copilot Accelerators

- [Co-sell with Microsoft GTM](#): Get up to speed on what Microsoft has in store for FY25 and leverage GTM resources to support solution plays. Through-partner-funded engagements for 300+ seat customers. [\(Nonprofit customers qualify.\)](#)

Nonprofit Copilot customer insights



Leading with Copilot training options *AND* Microsoft 365 Chat can help drive both new customer acquisition as well as Copilot attach



Most existing Copilot customers expand their pilots through the course of their annual subscriptions steadily and renewal time; Engage with Copilot adopters to drive accelerated time to value with their Copilot investments with AGENTS



Flexible billing options adoption is strong and steadily increasing; Many nonprofits start with <10 seats and newer customers are especially available the annual commit/monthly billing option



Nonprofits workers are bringing their own AI to work 2X more than their commercial counterparts and positioning Microsoft 365 Copilot Chat as the secure experience with nonprofits is effective



Many of the nonprofits we work with have been asking for guidance as they develop their own AI use cases and policies. Address AI governance considerations in your conversations. aka.ms/AIGovernanceFramework



Partner Spotlight

Esther Rapp – Ignition-Teams





Next steps and resources

01

Learn more about our nonprofit offers:
aka.ms/nonprofit

02

Download the Microsoft 365 Copilot Playbook:
aka.ms/Nonprofit-Copilot-Playbook

03

Download the Forrester TEI report:
aka.ms/CopilotTSI-TEIStudy

04

Register for Microsoft 365 Copilot QuickStart Training:
aka.ms/QuickstartCopilotNonprofit

05

Build your AI policy through our AI framework modules:
aka.ms/AIGovernanceFramework

06

Join the [AI@Work CSP Community](#)

Grant Changes: Mark your calendars!

Upcoming Nonprofit Readiness Office Hours

Date	Registration link	Time
June 24	US/EMEA: Microsoft Nonprofit Readiness Office Hours: Grant Changes	8:00 AM / Pacific 3:00 PM / GMT
June 24 June 25	US/ANZ: Microsoft Nonprofit Readiness Office Hours: Grant Changes	4:00 PM / Pacific 9:00 AM / ANZ
July 24	US/EMEA: Microsoft Nonprofit Readiness Office Hours: Grant Changes	8:00 AM / Pacific 3:00 PM / GMT
July 24 July 25	US/ANZ: Microsoft Nonprofit Readiness Office Hours: Grant Changes	4:00 PM / Pacific 9:00 AM / ANZ

TSI Partner Desk

One-stop resource for inquiries about building your nonprofit industry practice including:

- Onboarding as a TSI partner
- Nonprofit offers
- Customer eligibility status check

Bookmark this!

Microsoft TSI Partner Desk

Thank you for contacting the Tech for Social Impact Partner Desk

The Nonprofit Partner Desk is available to you with resources to get started or refresh your knowledge to grow your business within this vibrant and inspiring sector.

Get started with these self-serve resources today.

[Partner portal for nonprofit specific content](#): Browse this curated collection of nonprofit specific content for our partners.

[Nonprofit frequently asked questions](#): Your go-to resource regarding Microsoft nonprofit product grants and discounts.

[Nonprofits grants & credits eligibility | Microsoft nonprofits](#): Help your nonprofit customers determine their eligibility for grants and discounted solutions offered by Microsoft.

[Nonprofit offers](#): Power your nonprofit customers with technology grants and discounts.

[Technical skilling resources](#): Start your culture of learning with resources designed to provide your team and your nonprofit customers' teams with the technical skills and knowledge to grow in an ever-evolving digital landscape.

[Microsoft partner incentives](#): Explore the Microsoft incentives portfolio.

If you still have questions, please complete the inquiry form and the TSI Partner Desk will reach out to you within 3 business days.

Contact Us

Need help with something specific? Please complete the form below to submit an inquiry. We will contact you as soon as possible.

First Name *

Last Name *

Organization Name *

Organization Email *

Organization Phone *

Country/Region... *

Partner ID

How can we help? *

Submit

* required fields

Partner Solution Sales in your region



Chris Lines

**United Kingdom +
France**



Wanjiku Munyaka

Africa



Shalona Moodley

**Netherlands +
Germany +
Switzerland +
Western Europe**



Stay up to date

- [Sign-up](#) to receive monthly TSI newsletters.

Get involved

- [Join](#) the Partners for Social Impact Community.
- [Visit](#) the nonprofit customer success story website and share these winning examples at your next meeting.
- [Participate](#) in the Nonprofit Community.
- [Submit](#) your own success stories.

Nonprofit Partner Resources

- [Access](#) sales and readiness materials via the Nonprofit Partner website.
- [Tech for Social Impact Community News](#) Nonprofit focused monthly updates and newsletters.

Skilling Resources

- [Visit](#) the Microsoft Partner Skilling Calendar for the latest training.

Questions

- Review the [Frequently Asked Questions](#) to learn more about our nonprofit product grants and discounts.
- Not finding what you need? [Explore](#) the TSI Partner Desk for resources and to get your questions answered.



Thank you

microsoft.com/nonprofits

