

FY26 EMEA Partner Kickoff

Cloud Champion





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Shalona Moodley

Microsoft Elevate EMEA Organization and FY26 Priorities

Ian Drew



MERCI TACK ขอบคุณครับ KIITOS MULȚUMESC DANKE

SALMAT PO GRACIAS 감사합니다 شكراً DZIĘKUJĘ

OBRIGADO MAHALO TEŞEKKÜRLER ευχαριστώ धन्यवाद

СПАСИБО

תודה

Thank you!

நன்றி

多謝晒

PALDIES ДЯКУЮ ĎAKUJEM متشكراً TERIMA KASIH TAK

HVALA شكریه DĚKUJI 谢谢 CÁM ƠN DANKON

GRAZIE KÖSZÖNÖM БЛАГОДАРЯ ありがとうございます

A high-resolution image of Earth from space, showing the Americas and surrounding oceans. The Earth's curvature is visible against a clear blue sky. The landmasses are covered in green vegetation and brown/tan areas, while the oceans are a deep blue. The image is used as a background for a mission statement graphic.

Our company mission

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



Microsoft Elevate Mission

Bring the power of AI to social impact organizations and educational institutions everywhere

Microsoft Elevate: Putting people first

Our belief in AI

We believe AI technology has the power to amplify human ingenuity and extend our capabilities

Our commitment

Putting people first

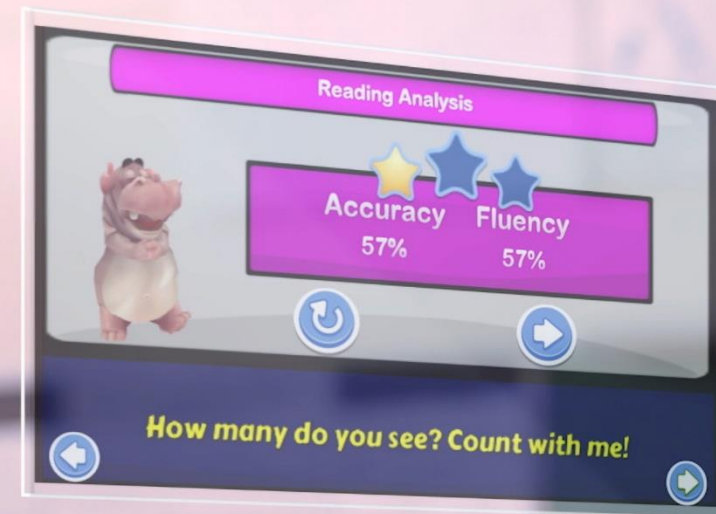
Developing and using AI that serves humanity

Empowering people with skills to thrive

Invested in AI skills development globally

Partnering to drive economic success & opportunity

Advancing AI education and advocating for policy solutions





**Opportunity
for every
classroom**



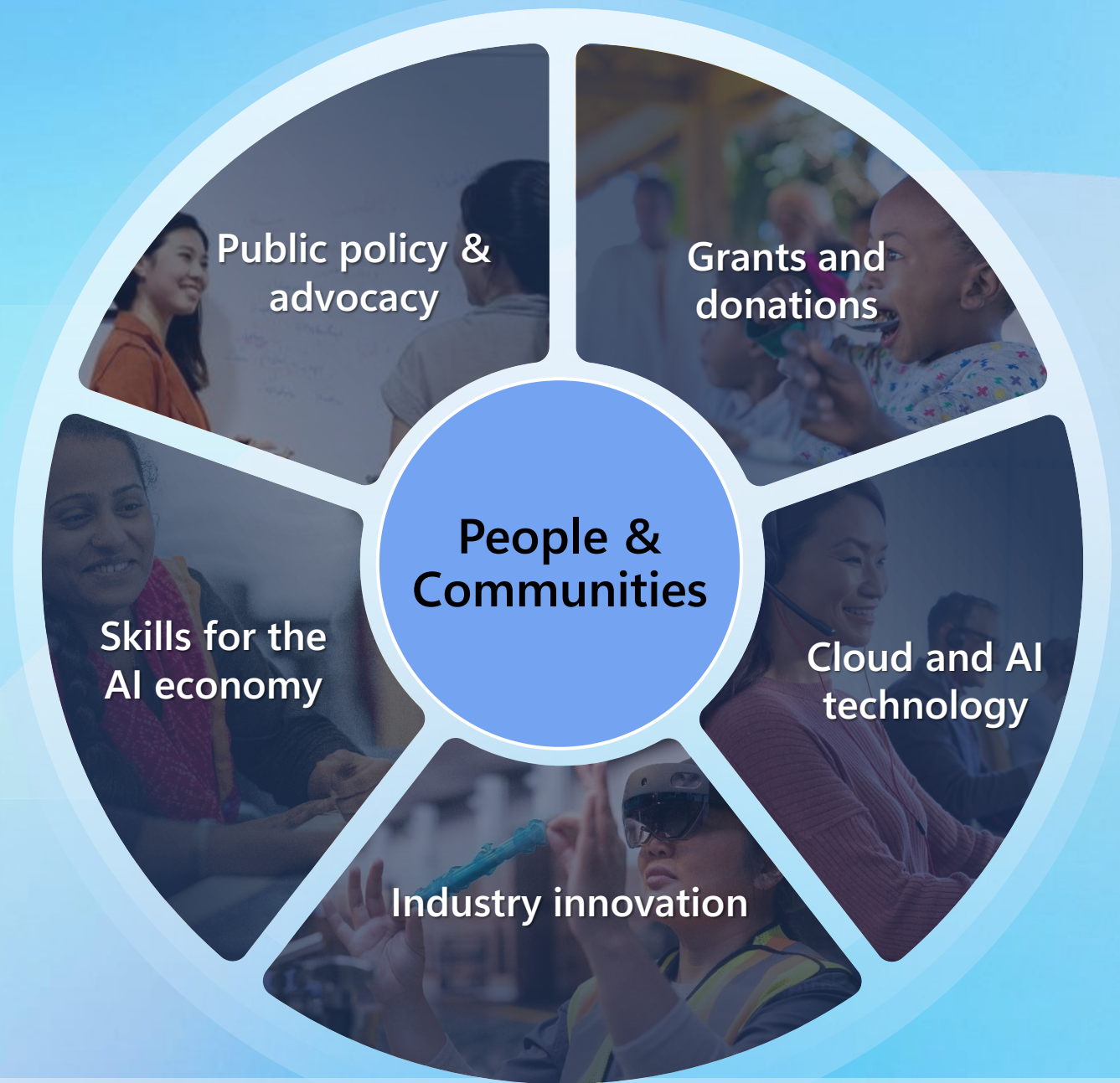
**Opportunity
for every
changemaker**



**Opportunity
for every
community**

Introducing Microsoft Elevate

Bringing the power of AI to social impact organizations and educational institutions everywhere



GTM Priorities

Growth



Transforming
education
and nonprofits
with
responsible AI



Co-creating
frontier AI
solutions



Securing the
cyber
foundation

Foundational



M365 core
execution



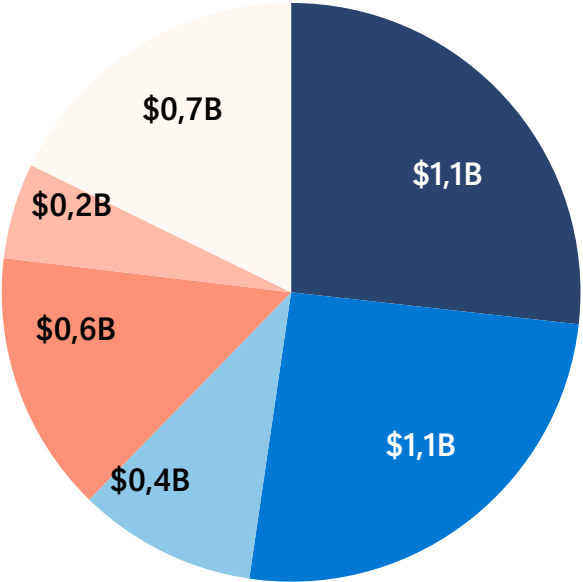
Migrations,
migrations,
migrations

Opportunities Ahead in FY26 – EMEA

Nonprofit TAM \$4B



Forecast by Solution Area FY26



■ AI Workforce ■ AI Business Process ■ Security
■ Data & AI ■ Digital & App Innovation ■ Infra

3.6 million
eligible
organizations

Routes to market and scale



**Through
our sellers**



**Through
our partners**



**Through
One Microsoft**



Through our marketing engines

Paid media, web, email, content, events

Storytelling

EMEA Channel Team



Ian Drew

SMB Sales & Channel Director

SMB Territory Focus



Chris Lines

*Partner Solution Sales –
Territory (UK/FRA)*



Shalona Moodley

*Partner Solution Sales –
Territory (NL/WE)*



Wanjiku Munyaka

*Partner Solution
Sales – Territory (Africa)*



Susanne Morsy

*Partner Solution Sales –
Territory (DACH)*



Lina Marie Seubert

*Channel Business Development
Manager (DACH)*

Solution Area Focus



TBH

*Partner Solution Sales – Specialist
(Modern Workplace & Security)*



TBH

*Partner Solution Sales – Specialist
(Cloud & AI)*



Henrik Krogh Andersen

*Partner Solution Sales – Specialist
(Business Applications)*

Managed Account Focus



David Leigh

*Partner Development Manager
(UK/NL)*

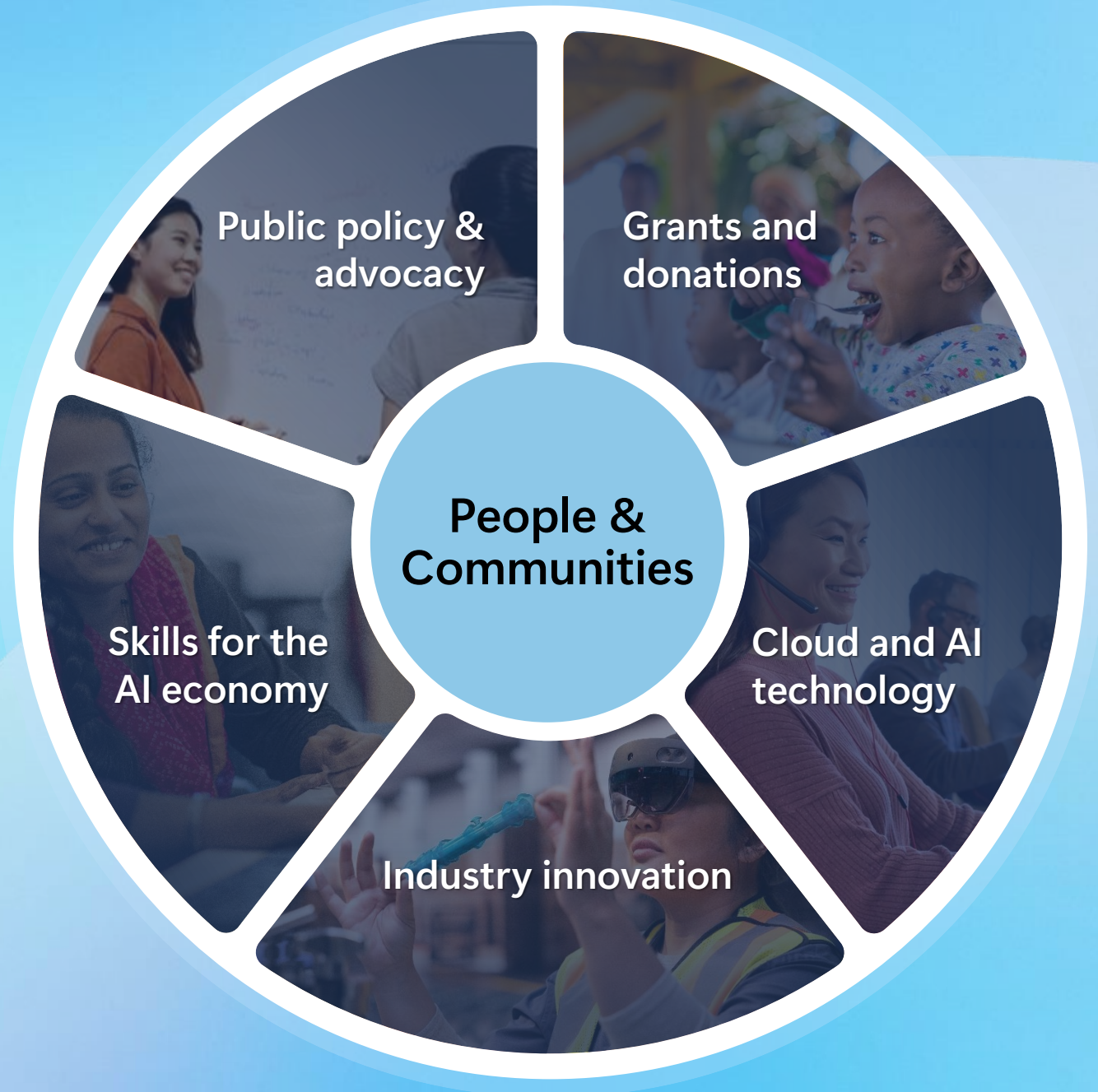


Timos Platsas

*Partner Development Manager
(GER/FRA)*

Your Microsoft Elevate Toolkit

Why? To bring the power of AI to social impact organisations & educational institutions everywhere



How? Accelerating AI transformation in Nonprofits with Partners



Enrich staff experiences

By helping every person **transform** their daily job to serve and deliver more



Deliver impactful programs

By **streamlining** program delivery and modernizing experiences



Engage supporters and funders

By **reaching** more people and **enhancing** relationships to those supporting the mission



Transform operations

By **evolving** and **reinventing** how deliver mission & learning based work

Microsoft Partners are the enabler of the AI economy

How? Accelerating AI transformation in Education K12 with Partners



Student success

Tailored learning and a more **engaged** and **effective** learning environment



Institutional innovation

Transforming operations and experiences



Simplify and secure IT

Protecting and **securing** learning environments

Microsoft Partners are the enabler of the AI economy

FY26 Nonprofit Solution Plays

FY26 Priority

+

Industry Introduction

✓

Industry Sales Kit

☆

Prioritized for SMB

♥

Industry Offering

Solution plays			Nonprofit			
			FY26 ISK	Sales Priority	Marketing Priority	FY25 Comparison
			FY26 Stack Ranking (1 = Highest Priority)			
Cloud & AI Platforms	Infra	Securely Migrate and Modernize to be AI-Ready		Y	Y	New/Merged (FY25 Migrate & Secure Wind Server, SQL Server, Linux Estate + Migrate SAP + Modernize portion of Build and Modernize)
	Data & AI	Unify your Intelligent Platform	✓ ♥	Y	Y	<i>Evolve</i> FY25 TSI and Corp Plays <i>Industry Offering: Nonprofit data solution with Microsoft Fabric</i>
	Digi Apps	Innovate with Azure AI Apps and Agents	✓	Y	Y	<i>Evolve</i> FY25 TSI Play and Merged Corp Plays (Innovate w/ Azure AI Platform + Accelerate Dev Product + Build New portion of Build & Modernize)
Security		Data Security		Y	Y	<i>Evolve</i> FY25 Data Security
		Modern SecOps with Unified Platform		Y	Y	New/Merged FY25 Modern SecOps + Threat Protection)
		Protect Cloud, AI Platform & Apps		Y		<i>Evolve</i> FY25 play
AI Business Solutions		Innovate with Low Code AI and Agents	✓ ♥	Y	Y	<i>Evolve</i> from TSI FY25 play (Innovate w/ AI Low Code) <i>Industry Offering: CDM for Nonprofits, Volunteer Management, Volunteer Engagement</i>
		Sales Transformation with AI	+	Y		<i>NEW</i> FY26 TSI Play – Use evolved Corp FY25 Accelerate Revenue Generation
		Service Transformation with AI	✓ ♥	Y	Y	<i>Evolve</i> FY25 Modernize Service <i>Industry Offering: Common Data Model for Nonprofits</i>
		ERP Transformation with AI	☆	Y	Y	<i>Evolve</i> FY25 Modernize ERP <i>F&O – Managed, Biz Central – Priority for SMB</i>
		Copilot and Agents at Work	✓	Y	Y	<i>Evolve</i> FY25 TSI Play (Drive Biz Transform w/ Copilot)
		Secure AI Productivity		Y	Y	<i>New</i> FY26 TSI Play – Use FY25 Merged Corp Plays (Secure Productivity + Frontline Workers)
		Scale with Cloud and AI Endpoints		Y		<i>Evolve</i> FY25 Cloud Endpoints
		AI Ready with Surface Copilot PCs	+	Y		<i>Evolve</i> FY25 Modernize w/ Surface

FY26 Nonprofit Partner Assets by Solution Play

Solution Area	FY26 Priority Solution Play	Aligned Products/Technology	Industry Offerings	Core Solution Play Materials for Partners	Supplemental Assets
AI Business Solutions (ABS)	Copilot and Agents at Work	<ul style="list-style-type: none"> M365 Copilot M365 Copilot Chat Copilot Studio 	<ul style="list-style-type: none"> Copilot Prompt Library Nonprofit Scenario Library Volunteer Teams Template Volunteer SharePoint Template 	<div>Customer Pitch Deck </div> <div>Partner Guide </div> <div>Customer One Pager </div> <div>Demo: M365 Copilot and Agent Demo </div> <div>Demo: Fundraising Insights with Copilot Agents </div>	<div>Nonprofit AI Nonprofit Being Frontier (Halo) Executive Conversation</div> <div>Customer Pitch Deck </div> <div>Partner Guide </div>
	Innovate with Low Code AI and Agents	<ul style="list-style-type: none"> Power Apps Power Automate Copilot Studio 	<ul style="list-style-type: none"> Common Data Model for Nonprofits Volunteer Management (1P) Volunteer Engagement (1P) Fundraising, Grant Management, and Outcome Management Power Platform Templates 	<div>Customer Pitch Deck </div> <div>Partner Guide </div> <div>Customer One Pager </div> <div>Demo: Donor Management AI Demo </div> <div>Demo: Donated Item Pricing </div>	<div>Nonprofit AI Hero Use Cases</div> <div>Customer Pitch Deck </div> <div>Partner Guide </div>
	Service Transformation with AI	<ul style="list-style-type: none"> D365 Customer Service D365 Field Service D365 Contact Center Copilot Studio 	<ul style="list-style-type: none"> Common Data Model for Nonprofits 	<div>Customer Pitch Deck </div> <div>Partner Guide </div> <div>Customer One Pager </div> <div>Demo </div>	
Cloud and AI Platforms	Unify Your Intelligent Platform	<ul style="list-style-type: none"> Microsoft Fabric (Power BI & Industry data in Fabric) Azure Databricks Azure Databases (Azure SQL, PostgreSQL, MySQL, Cosmos DB) Microsoft Purview 	<ul style="list-style-type: none"> Nonprofit Data Solutions with Microsoft Fabric Program Impact Dashboard 	<div>Customer Pitch Deck </div> <div>Partner Guide </div> <div>Customer One Pager </div> <div>Demo </div>	
	Innovate with Azure AI Apps and Agents	<ul style="list-style-type: none"> AI: Azure AI Foundry, 3P GPU App Platform: Azure Kubernetes Service, Azure App Service Integration Services: Azure API Management Data: Azure CosmosDB, Azure SQL, Azure PostgreSQL Developer: GitHub 	<ul style="list-style-type: none"> Azure Landing Zone for Nonprofits 	<div>Customer Pitch Deck </div> <div>Partner Guide </div> <div>Customer One Pager </div> <div>Grant Evaluation with Microsoft Azure AI Foundry </div>	<div>Available now </div>

Nonprofit Industry Partner Sales Kit Assets

AI Executive Conversation

AI Executive Partner Guide

AI Hero Use Cases

Use Case Partner Guide

To-Customer One Pager

Ready to present - industry intro

3

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Industry context and challenges

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Opportunity

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Seller Guidance

Internal only. Do not share these slides with customers.

Seller guidance (1 of 2)

Seller guidance (2 of 2)

Automate manual nonprofit program operations

Replace time-consuming, repetitive tasks to increase efficiency, reduce errors, and free up staff

AI Use Case

AI Use Case

Next Steps: Accelerate your AI journey

How to use this deck

Nonprofit priority personas

Nonprofit jobs to be done

Overcoming nonprofit objections

Top AI use cases for Nonprofit

Next Steps: Accelerate your AI journey

Reimagine Nonprofit Work with Microsoft 365 Copilot and Agents

Microsoft 365 Copilot and custom agents transform how nonprofit teams work—reducing nonprofit overhead, streamlining workflows, and empowering staff to focus on what matters most: delivering impact. Built into the Microsoft 365 tools your teams already use, Copilot helps fundraisers, program staff, and operations leads reclaim time, improve collaboration, and scale their mission with confidence.

Reduce operational burden

Empower non-technical innovation

Save time with smarter, productivity tools

Scale Your Mission Securely

Leverage Copilot to save time

Automate repetitive tasks with agents

Empower every staff member

Unify the work experience

Scenarios

To-Customer Demo

Microsoft

Create content effectively, efficiently and securely

Today we're going to explore how Microsoft's latest AI tools can support your nonprofit organization. Specifically, we'll dive into how Microsoft 365 Copilot can help you create content effectively, efficiently and securely.

Navigation Controls

Start Demo

Solution Area Priorities for FY26

**David Leigh, Susanne Morsy, Henrik
Krogh Andersen, Wanjiku Munyaka**



Key Partner Investments – Programs & Marketing

Timos Platsas



Partner Readiness and Demand Generation Programs

Overview

Microsoft Elevate has created a series of partner readiness and demand generation programs to help partner organizations grow their business in the nonprofit sector.

	1	2	3	4	5	6
	Nonprofit Partner Readiness Site	Partner Desk	Customer Story Program	Campaign-in-a-Box	Partner Event Co-Marketing	Partner Marketing as a Service
Type	Readiness	Readiness	Awareness	Demand generation	Demand generation	Demand generation
Description	Nonprofit-specific readiness materials to help partner organizations grow their practice in the nonprofit sector.	Hands-on support from our digital sales team to help new partners successfully onboard to Microsoft Elevate.	Storytelling opportunity to showcase nonprofit mission success alongside partner innovation.	Editable, self-serve campaign materials organized by solution play for partners to build and execute independently.	Microsoft-led demand gen engine designed to drive demand for partner-led live and on-demand events and webinars.	A co-funded model in which partners engage directly with creative agency to build and execute lead generation campaigns.
Funding Model	Free to partners	Free to partners	Microsoft funded	Partner funded (campaign materials free to partners)	Microsoft funded	Co-funded (\$10K minimum partner contribution)
Marketing Plan Required?	No	No	No	No	No	Yes
Outcomes	–	–	Reach	Revenue	Revenue (10:1 ROI)	Revenue (10:1 ROI)
Get Started	Nonprofit Partner Readiness Site	Submit an Inquiry	Contact your Microsoft representative	Nonprofit Partner Readiness Site	Intake form Re-opens Sept. 22 for Nov.	Intake form
Partner Eligibility	All partners	All partners	All partners	All partners	All partners	All partners

Nonprofit Partner Readiness Site

<http://aka.ms/NonprofitPartnerReadiness>



What's New?

- Simplified navigation
- Refreshed content aligned with FY26 solution plays
- New partner marketing programs
- Support resources



FY26 content

- Customer Pitch Decks – *coming end of September*
- Playbooks
- Click demos
- One pagers
- Campaigns-in-a-Box –

Nonprofit Partner Readiness

Grow your nonprofit practice with curated campaign BOMs, monthly news, community calls, skilling paths, and go-to-market resources. Everything you need to support nonprofit customers and drive mission-focused AI transformation.

[Play video](#)



Introduction

Learn how to get started in the nonprofit sector.

[Learn >](#)



Newsletter

Subscribe to Monthly Newsletters to stay ahead.

[Subscribe >](#)



Community

Join to receive product updates, share best practices and network.

[Join >](#)



Partner Desk

Leverage Partner Desk resources to grow your nonprofit business.

[Explore >](#)



Success Stories

Submit or share a nonprofit customer success story.

[View >](#)



Industry Solutions

Explore nonprofit tools, solutions, and resources.

[Explore >](#)

Solution Play Readiness Materials

Get key resources for each solution play to engage your nonprofit customers that include pitch decks, playbooks, campaign BOMs, and more.

[Cloud & AI Platforms](#) [Security](#) [AI Business Solutions](#)

Securely Migrate & Modernize to be AI-Ready

Securely migrate and modernize your infrastructure to unlock AI readiness, innovation, and future scalability today...

[Explore resources](#)

Unify your Intelligent Platform

Bring together data, apps, and AI into one intelligent, secure, and scalable platform foundation.

[Explore resources](#)

Innovate with Azure AI Apps & Agents

Accelerate innovation by building intelligent apps and agents with Azure's powerful, secure AI capabilities.

[Explore resources](#)

Community updates



Partner Event Co-Marketing Program

Overview

- **What:** The Partner Event Co-Marketing Program is a Microsoft-led demand gen engine designed to drive demand for partner-led live and on-demand events and webinars.
- **Market coverage:** United States, Canada, United Kingdom, Ireland, Australia, New Zealand, Netherlands, Belgium, France, Germany, South Africa, Kenya and Nigeria.
- **Target customers:** Managed, TUM, Breadth.
- **Inclusion criteria:** Dependent on solution play alignment, market prioritization, and availability.

Tactics

Newsletter

- Launches monthly in top 6 markets
- Offered in markets with 5K+ contacts

Geo	Contacts
US/CA	600K+
UK/IR	65K+
ANZ	50K+
FR	14K+
NL/BE	40K+
DE	35K+

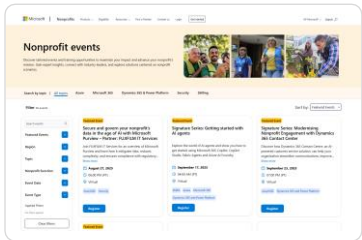
Demand Gen Emails

- Available in all geos
- Allocation varies by market
- Prioritizes in-person events



Events Webpage

- <https://www.microsoft.com/en-us/nonprofits/events>
- Promotes partner-led events and webinars, both live and on demand
- Promoted via paid media by region and solution play



Submission Process

Identify Topic

- Select a topic that aligns with priority solution plays



Event Submission

- Enter *all* information in [intake form](#). Incomplete entries will not be considered



Approval

- You will be notified if your event was selected for promotion within 5 business days



Launch

- Newsletter: 1st weekday of month
- Events Webpage: Every 2 weeks

New Nonprofit Events site

This new customer-facing site serves as a central hub for discovering aggregated free virtual and in-person events hosted by Microsoft and partners

Explore the new Microsoft Elevate [Nonprofit Events](#) website!

Key Highlights



You can filter events based on product, region, topic, and nonprofit function.



Events aggregated on this page are produced by the Microsoft Elevate commercial team, the Microsoft Elevate skilling team and select partners.



Events are aligned to with solution plays to ensure alignment with GTM priorities.

Nonprofit events

Discover tailored events and training opportunities to maximize your impact and advance your nonprofit's mission. Gain expert insights, connect with industry leaders, and explore solutions centered on nonprofit scenarios.



Search by topic | [All topics](#) Azure Microsoft 365 Dynamics 365 & Power Platform Security Skilling

Filter 36 events

Sort by: [Featured Events](#)

Search events

Featured Events +

Region +

Topic +

Nonprofit Function +

Event Date +

Event Type +

Applied Filters
No filters applied

Clear filters

Featured Event

Secure and govern your nonprofit's data in the age of AI with Microsoft Purview – Partner: FUJIFILM IT Services

Join FUJIFILM IT Services for an overview of Microsoft Purview and learn how it mitigates risks, reduces complexity, and ensures compliance with regulatory...

[Show more](#)

August 27, 2025

09:00 PM (ET)

Virtual

Asia/ANZ Security

Register

Featured Event

Signature Series: Getting started with AI agents

Explore the world of AI agents and show you how to get started using Microsoft 365 Copilot, Copilot Studio, Fabric Agents and Azure AI Foundry.

September 17, 2025

07:00 AM (ET)

Virtual

EMEA Azure Microsoft 365
Dynamics 365 and Power Platform

Register

Featured Event

Signature Series: Modernising Nonprofit Engagement with Dynamics 365 Contact Center

Discover how Dynamics 365 Contact Centre, an AI-powered customer service solution, can help your organisation streamline communications, improve...

[Show more](#)

September 23, 2025

10:00 PM (ET)

Virtual

Asia/ANZ Dynamics 365 and Power Platform

Register

Featured Event

Signature Series: Unlocking the Power of AI Agents for Nonprofit Impact

Explore the evolving landscape of AI agents and learn how to get started with Microsoft tools like Microsoft 365 Copilot, Copilot Studio, Microsoft Fabric, and...

[Show more](#)

September 24, 2025

Microsoft Loop – Nonprofits Get Things Done in Microsoft 365 – Partner: IT Team

Discover how Microsoft Loop can streamline collaboration, planning, and project management at your organisation.

August 20, 2025

Practical Microsoft AI and Tech Strategies for Nonprofits – Partner: Conscierra

Explore how Microsoft Teams, SharePoint, CRM, and marketing automation with Microsoft 365 Copilot can boost impact without stretching your team or...

[Show more](#)

August 20, 2025

Partner Marketing-as-a-Service (PMaaS)

Overview

- **What:** Marketing campaign development service for partners that is co-funded by both Microsoft and the partner
- **Objective:** Drive demand for partner offerings via lead generation campaigns that generate revenue pipeline
- **Expected outcomes:** 200-600+ leads per campaign. ROI expectation for Microsoft investment is 10:1
- **Prioritized markets:** United States, Canada, United Kingdom, Australia, New Zealand, Netherlands, France, Germany (additional markets upon request)
- **Partner eligibility:** All Microsoft nonprofit partners; minimum \$10K partner investment

3 Packages

	Package 1 – Core	Package 2 – Flex	Package 3 – Comprehensive
Partner contribution	✓ \$10K minimum partner investment	✓ \$15K minimum partner investment	✓ \$20K minimum partner investment
Microsoft contribution	✓ 1:1 Microsoft match up to \$20K	✓ 1:1 Microsoft match up to \$25K	✓ 1:1 Microsoft match up to \$30K
Paid Media	✓ Yes	✓ Yes	✓ Yes
Messaging	✓ Standardized messaging	✓ Custom messaging	✓ Custom messaging
Gated Content	✓ Limited to existing Microsoft content	✓ Flexibility to promote existing partner content	✓ Flexibility to co-create new content
Event support	○ No	○ No	✓ Yes
Promotional tactics	✓ Social post, promo email, registration page, one-pager, banner ad	✓ Social post, promo email, registration page, one-pager, banner ad	✓ Flexible based on partner needs

Engagement Process

Sign up

Fill out the [intake form](#) and a program representative will contact you within 3 business days.



Marketing plan

A marketing plan is required for acceptance into the program. A standardized template is available along with support to ensure completeness of plan.



Approval of marketing plan

Microsoft Elevate business owners will review plan and approve or provide additional requirements.



Campaign execution

Partner engages with creative agency (Metia) to develop and execute the campaign.



Measurement

Partner required to provide full-loop performance reporting including lead volume, opportunity conversion, and attributed pipeline generation.

Next Steps & Close

Shalona Moodley



Get Started



Show you care

Update your website and marketing collateral to reflect you are serving the Nonprofit & Education Industries

Lead with NfP use-cases, not technology



Identify your opportunity

Leverage CloudAscent to identify the nonprofit opportunity within the cohorts

[Microsoft CloudAscent](#)



Learn the tribal language

Nonprofits have different challenges than commercial customers. Understand the challenges, emotional triggers and the core value proposition of Microsoft solutions for Nonprofits

[Nonprofit partner page](#)



Learn more about Nonprofit Offers

Discover a solution for every Nonprofit customer conversation including best in class products at a discounted price

aka.ms/nonprofit



Utilize Microsoft Partner Programs

Understand which of the many Microsoft programs are available for Nonprofit customers and accelerate your customer acquisition and shorten sales cycles.

[Nonprofit Partner Readiness](#)



Leverage TSI GtM assets

Leverage the nonprofitized GtM assets from TSI in your own GtMs.

[Build and implement solutions for nonprofits with Microsoft](#)

Next steps



Download our
AI Toolkit

- 1 Explore the Microsoft [Nonprofit Partner Readiness Site](#)
- 2 Download our AI Toolkit: aka.ms/EMEA-Toolkit.
- 3 Find the training that meets your needs: aka.ms/NonprofitSkills.
- 4 Explore our grants and discounts: microsoft.com/Nonprofits.

Thank you