Microsoft

One organization.
One mission.
One platform.

Microsoft Cloud for Nonprofit

You are on a mission to create lasting change. To do so, your organization needs a secure, digital foundation to help unify data, connect teams, automate processes and give you the right insights. And, with those tools, you can better demonstrate impact to your donors, funders, and community. Not sure where to start? We are here to help.

Microsoft has partnered with nonprofits for over 40 years to ensure they have relevant and affordable technology. Today, Microsoft Cloud for Nonprofit brings the best of Microsoft together with solutions built for and with the nonprofit sector. Our solutions help connect teams across your organization, unify reports and data, and enable program participants, donors, and experiences that surpass expectations. Infused with responsible AI, Microsoft Cloud for Nonprofit can build your capacity, so you have more time to engage with your community.

Over 325,000 nonprofits choose Microsoft technology including Cloud for Nonprofit to:

Attract, retain, and grow donors with
- Fundraising and Engagement on Dynamics 365 Sales Enterprise which includes AI-driven capabilities such as:
  - Microsoft Sales Copilot
  - Likelihood to donate model
- Fundraising Performance Dashboard on Power BI
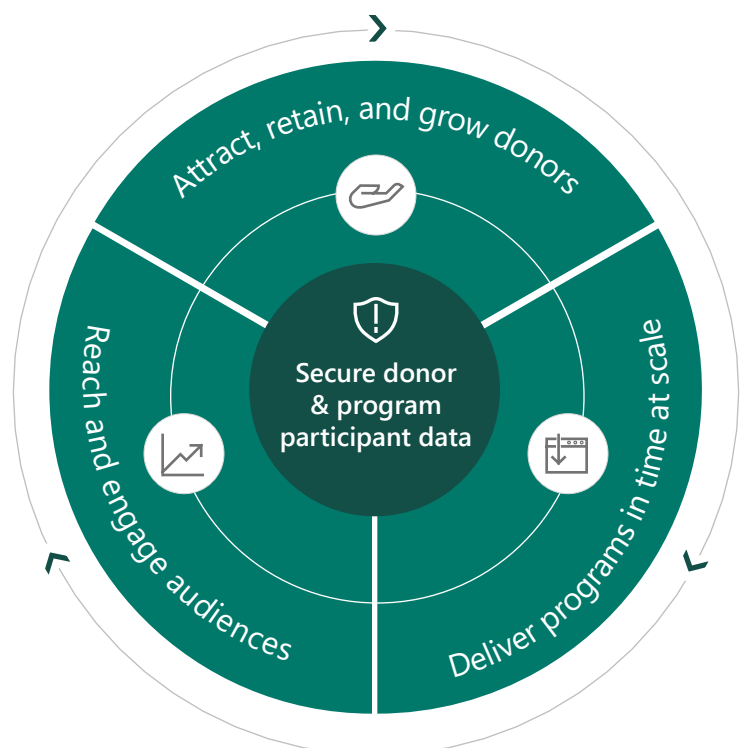
Reach and engage audiences through
- Constituent marketing journeys on Dynamics 365 Customer Insights

Deliver programs in time at scale utilizing
- Program impact dashboard on Power BI
- Community Training on Azure
- Volunteer Management technology:
  - Volunteer Management & Engagement on Power Apps
  - Volunteer center on SharePoint
  - Manage volunteers on Teams
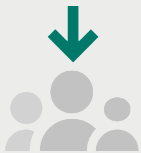
Secure donor and program participant data
- Security Program for Nonprofits

Attract, retain, and grow donors

Reach and engage audiences

Secure donor & program participant data

Deliver programs in time at scale

With unified data, nonprofits work smarter by **raising more revenue, effectively delivering more programs and services to communities**, and more easily **measuring the impact they're making**. Our ambition is to make it easier, faster, and less expensive for nonprofits to adopt technology solutions so they can focus on what's important – their mission.

Attract, retain, and grow donors

Fundraising and Engagement

Fundraising and Engagement is a constituent relationship management (CRM) platform that modernizes donor and constituent engagement to help organizations increase their mission impact. By standardizing data across disparate systems, teams get a holistic view of constituents, donors, volunteers, and programs. Its donation and transaction management and payment gateway integrations with many solutions, including Stripe, iATS, and Moneris and more, resulting in more seamless financial reconciliation and reporting.

Built on Dynamics 365 Sales, Fundraising and Engagement is part of a purpose-built, end-to-end CRM platform that powers prospect and moves management, marketing planning and execution, and business intelligence, and enables nonprofits to drive greater transparency and collaboration. It aligns constituent management, insights, and reporting with program delivery, finance, and operations data.

Fundraising and Engagement includes:
- Constituent and household management
- Opportunity management
- Donation management
- Designation management
- Donor stewardship
- Campaign, appeal, package, and marketing list management
- Recurring gift management
- Payment processing
- Likelihood to donate model (AI-enabled; full description below)
- Event management
- Constituent research powered by LinkedIn Sales Navigator
- Unified constituent profiles across Volunteer Management, Volunteer Engagement, and Dynamics 365 Marketing
- Reporting via views and embedded Power BI templates, including Fundraising Performance Dashboard (full description below)
- Transaction processing powered by Azure

Likelihood to donate
(Part of Fundraising and Engagement)

Built into Fundraising and Engagement, the Likelihood to donate model is an AI model that uses your data to assign a likelihood status to each of your contacts that represents their propensity to give. These status designations enable forward-looking segmentation to support marketing journeys that help you reach your fundraising campaign goals. Theses donor statuses can be exported to various nonprofit marketing solutions, including seamless integration with Dynamics 365 Customer Insights. The model also provides insights into what drives a particular contact's likelihood status, and the ability to sort and filter on the attributes of your choice.

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

Fundraising performance dashboard
(Part of Fundraising and Engagement)

The Fundraising performance dashboard extends the analytics capabilities of Fundraising and Engagement, enabling you to see key fundraising performance indicators in one place. It provides a holistic view of donors, fundraising, and campaign outcomes in near-real-time as data gets added and updated in your CRM. Built on Power BI's industry-leading data visualization platform, the dashboard connects seamlessly to your data through the Nonprofit Common Data Model.

Fundraising dashboard includes:
- Instantly calculated and updated KPI trackers
- Donor and campaign metrics
- Pre-built data model connected to Fundraising and Engagement
- Easy customization through Power BI

Reach and engage audiences

Constituent marketing journeys	Constituent marketing journeys, built on Dynamics 365 Customer Insights, enable nonprofit marketing teams to personalize their outreach to donors and volunteers based on their history and interactions with your organization.	**Constituent marketing journeys include:** • Pre-built campaign and marketing segments for a variety of givers including new donors, lapsed donors, and donors who have never given a recurring gift • Pre-built segments for volunteers based on participation history, preferences, and qualifications including new and lapsed volunteers • Real-time customer journeys that automate and personalize outreach to donors and volunteers alike, including a donor welcome series and a volunteer welcome series • Real-time email templates to quickly and easily engage donors and volunteers including thank you emails, newsletters, and a recurring gift ask

Deliver programs in time at scale

Volunteer Management	Volunteer Management is a Power App that helps nonprofit staff more efficiently manage day-to-day operations to recruit, onboard, and retain larger pools of volunteers. This technology enables volunteer managers to move from spreadsheets, documents, and systems built for donors and program participants to solutions designed for volunteers.	**Volunteer Management includes:** • Engagement opportunity management • Volunteer profile and history • Qualifications and requirements • Volunteer application and attendance tracking • Scheduling • Messaging and communication • Task and activity tracking • Dashboards • Group management
Volunteer Engagement	Volunteer Engagement helps organizations engage and retain more volunteers by making it easier for volunteers to find and apply for engagement opportunities that match their skills, interests, and schedules. Built on Microsoft Power Pages, this public-facing web portal interfaces with the nonprofit's external-facing website and Volunteer Management to facilitate the flow of information between volunteers and volunteer managers.	**Volunteer Engagement includes:** • Engagement opportunity search • Volunteer profile • Scheduling • Engagement summary
Volunteer center	The Volunteer center SharePoint template can save volunteer managers time and improve the onboarding process for volunteers by providing a central hub of key information. Built on the familiar Microsoft 365 platform, nonprofits can share information and resources with volunteers for training, onboarding, upcoming events, and other important materials, enabling volunteers to better understand and engage with your organization.	**Volunteer center includes:** • Quick links for volunteers to access key sites and resources both within and outside SharePoint • Access to training and onboarding materials with links to SharePoint files and external sites • Newsfeed for surfacing announcements, event updates, and other important information • Yammer connector for building volunteer community • About us pages for volunteers to learn about nonprofit and volunteer staff
Manage volunteers	The Manage volunteers Teams template can increase productivity and collaboration for staff that work with volunteers by streamlining volunteer management activities. This Teams template integrates with Volunteer Management and enables staff to manage documents and execute tasks in their application of choice, across multiple devices.	**With the Manage volunteers Teams template teams can use different channels to:** • Share volunteer and engagement opportunity information with co-workers • Organize and share onboarding and frequently used documents • Make important team and event announcements

Program impact dashboard	The Program impact dashboard helps nonprofit fundraisers and program managers understand the impact of funds raised, programs delivered, and outcomes achieved. It enables nonprofit staff to measure the results of their organization's impact so they can report to funders, apply for grants, and make informed, data-driven decisions. This Power BI template interrelates fundraising and program data in new and transformative ways to simplify reporting on program goals, outcomes, and impact.	**The Program impact dashboard enables nonprofit teams to:** • Streamline the preparation of external reports with overall summary numbers • Compare metrics across all programs including funding, budgets, and people served • Track performance over time with a view of outcomes by month, year, and year-to-date • Track progress to key program objectives and results • Break down silos between fundraising and program priorities by reporting on a donor's program impact
Community Training	Community Training is a customizable, mobile-optimized skilling platform. This skill-as-you-go PaaS offering can be used by nonprofits and community programs to empower staff and volunteers while offering support to deliver education, health, or volunteer servicesin the field. This Azure-based solution offers the ability to organize learning paths, assessments, and structured learning utilizing your organizational content.	**Community Training includes:** • Customizable platform settings • Low bandwidth learning • Intuitive visual interface • User management • Content management • Course administration • Certificate of completion • Reporting, monitoring, and analytics tools

Secure donor and program participant data

	Microsoft's Security Program for Nonprofits was created to help organizations strengthen their security posture and reduce the risk of cyberthreats.	This comprehensive set of offerings enables nonprofits to assess organizational risk, provide proactive monitoring and notification, and train staff on security strategies. For more information, visit our Security Program for Nonprofits page.

Support and training for Microsoft Cloud for Nonprofit

Microsoft Partners
Partners and ready to help you evaluate, implement, and support your usage of these solutions.

Free training
Specialized learning paths on Microsoft Learn provide fundraising and program delivery teams with the basics of how to use select Microsoft Cloud for Nonprofit capabilities.

Technical support
Access free self-help tools and customer support.

Contact us to learn about nonprofit offers for your organization

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