

Microsoft 365 Business for Nonprofits

Partner Messaging and Positioning Framework
August 2019

Premise	Nonprofit organizations need to take advantage of the benefits offered by digital transformation. However, while many nonprofit decision makers understand how technology can support their missions and enable greater impact, it's not their main priority, so they often lack the funding, technical capabilities, and staffing to implement and manage these technical solutions. This can negatively impact nonprofit organizations in key areas: without the latest security safeguards, they are exposed to cyberthreats that can disable devices, disrupt operations and services, and expose sensitive information. Additionally, continuing reliance on legacy solutions can hamper an organization's ability to effectively collaborate to achieve its goals.
Promise	Technology enables nonprofit organizations to better connect people, protect sensitive data, streamline processes, drive collaboration and innovation, and to ultimately deliver greater societal impact. Microsoft helps nonprofits advance their missions through digital transformations powered by secure and trusted technology.
Proof	Microsoft is committed to bringing the benefits of digital transformation to nonprofits, so they can use technology to achieve their missions and drive real-world impact. With Microsoft 365 Business, nonprofit organizations can: <ul style="list-style-type: none">• Get more done – Be more productive with AI-powered Office tools and services• Work better together – Collaborate with tools that let your organization work from anywhere• Build your organization – Reach more beneficiaries and grow your impact• Safeguard your data – Protect your nonprofit against external threats and data leaks• Simplified for you – Easy to set up and manage, giving you time back
Partner Value Proposition	The Microsoft 365 Business for Nonprofits offer—up to 10 seats donated and \$5 per additional user per month*—offers value to existing and new nonprofit customers, while partners have the opportunity to sell value-added services, expand their business through cross-selling and upselling, and service a sector in need.

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Partner Pillars	Existing customers: Create upsell/cross-sell opportunities		New customers: Build a foundation for trust and future sales opportunities		Value-added services
	Partners with existing nonprofit customers can use the Microsoft 365 Business offer to develop customer lifetime value. Partners can easily start an upsell conversation by offering the 10 donated seats, and then upsell additional seats at just \$5/user/month*, which brings the benefits of Microsoft 365 Business to more employees. Next the partner can use this opportunity to introduce additional value-added service opportunities—from discovery, advisory, and migration planning to managed services. This offer can be used as a natural opportunity to bring existing customers under the umbrella of a single, integrated solution with a single license.		By offering up to 10 donated seats without additional financial commitment, partners can use the Microsoft 365 Business offer as an opportunity to grow relationships and build trust with net-new nonprofit customers. The partner can “sell by not selling,” leading with the 10 donated seats and a solution built specifically for nonprofits. The partner can then offer value-added services to effectively manage Microsoft 365 Business for the nonprofit. This also builds a foundation for future upselling/cross-selling opportunities from a position of trust.		Value-added services (VAS) don’t necessarily deliver immediate returns, but they do present the largest revenue opportunities for partners servicing small and mid-size businesses (SMBs), including nonprofit organizations. VAS will appeal to both new and existing customers, so they are a logical inclusion with the Microsoft 365 Business offering. Once a partner onboards a nonprofit leveraging the offer, the partner can identify opportunities to present VAS. The strongest margins from selling VAS to SMBs and nonprofits come from specialized business application deployment and projects that require planning, implementation, integration, security, and compliance. Research shows: <ul style="list-style-type: none"> • \$133 billion Business Applications opportunity • \$251 billion Microsoft 365 partner services revenue opportunity • 64% ROI by developing scalable SaaS solutions on Azure
Customer Value Proposition	Microsoft 365 Business is an integrated solution that brings together the best-in-class productivity of Office 365 with advanced security and device management capabilities to help you securely run and grow your nonprofit organization.				
100 Word Description	Microsoft 365 Business brings together the best-in-class productivity of Office 365 with advanced security to help you securely run and grow your nonprofit organization. This single, integrated solution includes productivity apps, advanced security, and device management to help your nonprofit protect sensitive information and improve collaboration so you can work better together and get more done. Microsoft Office 365 Business offers an additional value benefit: now your nonprofit can get Microsoft 365 Business with up to 10 seats donated, and then pay just \$5 per additional user per month*.				
Nonprofit Pillars	Get more done	Work better together	Build your organization	Safeguard your organization	Simplified for you
	Increase productivity with intelligent tools built into the Office you love along with enterprise-grade email and file storage. Access all your files from virtually anywhere and work efficiently with integration with other apps and solutions you use daily.	Collaborate, share, and communicate with flexible tools that go where your team goes. Bring all your teams and resources into one place and work anywhere from any device.	Build stronger volunteer and beneficiary relationships and increase beneficiary reach by improving the efficiency of your organization.	Help protect your nonprofit against external threats and data leaks with built-in privacy compliance tools. Apply customizable data loss prevention policies to protect data while allowing the right employees to access the right data across multiple devices and platforms.	Easily set up and manage your users, devices, and data, giving you more time to focus on your business. Standardize your security with easy toggles and preconfigured policies.

*All prices are in \$ USD. Prices accurate as of August 1 2019.