



Microsoft 365 Business for Nonprofits offer: **Partner playbook**

© Microsoft Corporation 2019

MICROSOFT PROVIDES THIS PLAYBOOK FOR INFORMATIONAL PURPOSES ONLY. MICROSOFT PROVIDES NO WARRANTIES EXPRESS OR IMPLIED AS TO THE CONTENT OF THIS PLAYBOOK.

THIS CONTENT IS CONFIDENTIAL TO MICROSOFT PARTNERS ONLY.

Nonprofits and the technology gap

Many nonprofit decision makers understand how technology can enable them to achieve greater impact, but they often lack the funding, technical capabilities, and staff to implement technology solutions.

Without the latest security safeguards, nonprofits are exposed to cyberthreats that can disrupt operations and expose sensitive information. Continuing reliance on legacy solutions can hamper an organization's ability to effectively collaborate to achieve its goals.

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. The Microsoft 365 Business for Nonprofits offer supports that commitment and provides partners with the opportunity to expand into this sector and increase sales.

Three key reasons SMBs (including nonprofits) consider cloud services¹



Cost savings



Improved security



Easy access to docs and apps on the go

¹ Bredin SMB research for Microsoft Corporation, March 2019.

Microsoft 365 Business for Nonprofits offer

Customer value

Nonprofit organizations—just like for-profit businesses—need to help their staff increase productivity and do more with less. They need to enable employees and volunteers to collaborate freely while meeting security and compliance requirements. Most importantly, nonprofits need to spend as little time as possible managing systems and infrastructure so they can focus on their mission.

Microsoft 365 Business addresses all those needs with a cost-effective, subscription-based cloud service, built especially for small and midsize organizations. It combines the productivity of Office 365 with advanced security and device management capabilities, which enables nonprofits to manage all their devices and protect their data from one simple administrative console.

With the Microsoft 365 Business for Nonprofits offer, nonprofit customers can share the benefits of Microsoft 365 Business with more employees and volunteers, helping to increase collaboration and security and ultimately get more done. The Microsoft 365 Business for Nonprofits offer includes:

- Up to 10 donated seats
- \$5 per additional user per month*

Partner benefits

The new Microsoft 365 Business for Nonprofits offer provides partners with the opportunity to:

- Sell value-added services
- Expand their business through cross-selling and upselling
- Service a sector in need

Partner opportunity

Existing customers

Use the offer to develop upsell and cross-sell opportunities.

Start by offering the 10 donated seats and upsell additional seats at just \$5/user/month.

- Introduce additional value-added services—from discovery, advisory, and migration planning to managed services, including device rollout and management using Windows 10 and Autopilot.
- Bring existing customers under the umbrella of an integrated solution with a single license.

New customers

Build a foundation for trust and future sales opportunities.

Nonprofit customers need to see value. Microsoft 365 Business provides value for customers in terms of licensing and capability, enabling partners to engage with the benefits for the nonprofit organization as a whole.

- Offer value-added services to manage Microsoft 365 Business for the nonprofit.
- Build a foundation for future upselling and cross-selling opportunities from a position of trust.

Value-added services

Create solutions that evolve with your customers.

The strongest value-added services margins from selling to nonprofits come from specialized business application deployment and projects that require planning, implementation, integration, security, and compliance. Research shows:

- \$133 billion business applications opportunity
- \$251 billion Microsoft 365 partner services revenue opportunity
- 64% ROI by developing scalable SaaS solutions on Azure

Framing the **Microsoft 365 Business** offer to nonprofit customers

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.

Microsoft 365 Business offers an additional value benefit: your nonprofit can get Microsoft 365 Business with up to 10 seats donated, and then pay just \$5 per additional user per month.





Microsoft 365 Business benefits for nonprofit customers

Build your organization

SharePoint team sites provide powerful collaboration tools, including (via Outlook):

- Group calendar
- Task management planner
- Group inbox

Your team can collaborate more efficiently in one single location.

Microsoft 365 Business benefits for nonprofit customers

Work better together

Microsoft 365 Business is powered by Office 365, so employees can:

- Stay connected through Teams video conferencing
- Use OneDrive to collaborate in real time

Microsoft 365 Business works across Windows, Mac, iOS, and Android devices, so you can auto-sync after working offline and always stay up to date.





Microsoft 365 Business benefits for nonprofit customers

Get more done

Microsoft Teams makes it easy to schedule online meetings, share screens, brainstorm on a virtual whiteboard, edit documents, and instant message—all in real time.

OneDrive for Business can help your staff find what they need quickly, easily save Outlook email attachments, and search files and folders across any devices.

Microsoft 365 Business benefits for nonprofit customers

Safeguard your organization

Microsoft 365 Business includes all the security features of Windows 10 Pro, including Windows Defender management controls that allow you to manage security controls within one product.

Microsoft Surface devices are designed for complete mobility and with the best features of Windows 10 security.





Microsoft 365 Business benefits for nonprofit customers

Simplified for you

Nonprofits can access all the benefits of Microsoft 365 with one simplified license. And with partner-managed billing and renewals, you're free to focus on mission-driven activities and achieve organizational goals.

Objection handling



“Isn’t Microsoft 365 Business just a rebranding of Office 365?”

Microsoft 365 Business is a product which could have been tailor-made for the nonprofit segment, bringing together the best-in-class productivity of Office 365 with advanced security to help you securely run and grow your nonprofit organization.



“I want to buy on-premises or perpetual licenses.”

Customers can get more value from subscription-based cloud services than they do from locally installed software. Benefits include:

- Apps purpose-built for small teams
- Services that continuously enhance software and security
- Better support for organization growth
- No long-term contracts; licensing volume can scale up or down depending on demand (minimum 1 seat required)



“Is my data secure?”

Security is built into all levels of Microsoft 365 Business. Features and capabilities include:

- Long-term archiving and preservation policies
- Access control, encryption, strong authentication
- Unlimited cloud archive and long-term preservation policies to ensure you never lose an email
- Advanced cyberthreat protection
- Ability to protect business data across devices



“What about privacy?”

Privacy is built-in. Benefits include:

- Customer control over data
- Control over who has access within the organization
- Encryption in case the device leaves the business
- No Microsoft access to data
- No data mining or advertising on Microsoft platforms

Review Microsoft’s [privacy policy](#) and learn more about the [Trust Center](#).

Comparison of Business Premium, Microsoft 365 Business, Office 365 E3 and E5

Features		Microsoft 365 for Nonprofits			Office 365 Business Premium
		Business	E3	E5	
Estimated retail price per user per month \$USD (with annual commitment)					
Maximum number of users		300	Unlimited	Unlimited	300
Office apps	Install Office on up to 5 PCs/Macs + 5 tablets + 5 smartphones per user (Word, Excel, PowerPoint, OneNote, Access), Office Online	Business	ProPlus	ProPlus	Business
Email and calendar	Outlook, Exchange Online	50 GB	Unlimited	Unlimited	50 GB
Hub for teamwork	Microsoft Teams	●	●	●	●
File storage	OneDrive for Business	1 TB	Unlimited	Unlimited	1 TB
Social, video, sites	Yammer, SharePoint Online, Planner	●	●	●	●
	Stream	●	●	●	●
Business apps	Scheduling app – Bookings	●	●	●	●
	Business apps – Outlook Customer Manager, MileIQ, ³ Invoicing ³	●			●
Threat protection	Microsoft Advanced Threat Analytics, Device Guard, Credential Guard, AppLocker, Windows Information Protection		●	●	
	Office 365 Advanced Threat Protection	●		●	
	Office 365 Threat Intelligence			●	
	Windows Defender Advanced Threat Protection			●	
	Windows Defender Exploit Guard Enforcement	●	●	●	
Identity and access management	Azure Active Directory – SSPR Cloud Identities, MFA, SSO > 10 Apps	●	●	●	
	Azure Active Directory – Conditional Access, SSPR Hybrid Identities, Cloud App Discovery, AAD Connect Health		●	●	
	Credential Guard and DirectAccess		●	●	
	Azure Active Directory Plan 2			●	
Device and app management	Microsoft Intune, Windows Autopilot	●	●	●	
	Microsoft Desktop Optimization Pack, VDA		●	●	
Information protection	Unlimited Exchange Archiving, ⁴ Office 365 Data Loss Prevention, Azure Information Protection P1, BitLocker Enforcement	●	●	●	
	Azure Information Protection Plan 2, Microsoft Cloud App Security, Office 365 Cloud App Security			●	
On-premises CAL rights	ECAL Suite (Exchange, SharePoint, Skype for Business, Windows, SCCM, Windows Rights Management)		●	●	
Compliance	Litigation Hold, eDiscovery, Compliance Manager, Data Subject Requests	●	●	●	
	Advanced eDiscovery, Customer Lockbox, Advanced Data Governance			●	
Analytics	Power BI Pro, MyAnalytics			●	
Voice	PSTN Conferencing, Cloud PBX			●	

Microsoft 365 Business : One subscription for productivity + security + device management



Third-party products

Bought separately, expensive, and hard to integrate

- Device management
- Archiving
- Data loss protection
- Email threat protection
- Email filtering
- Device antivirus
- Online chat and meeting
- Storage
- Email
- Productivity software



Microsoft 365

**Comprehensive and integrated
\$5.00* per user/month⁵**

- Device and app management across PCs, Macs, iOS, and Android
- Information protection
- Archiving and litigation hold
- Data loss protection
- Email + device threat protection
- Email filtering
- Windows Defender Antivirus
- Teams and Skype for Business
- 1 TB file storage
- 50 GB cloud email
- Microsoft Office (Word, PowerPoint, Excel, Outlook, OneNote, Access)

⁵ Online service for first 10 users per customer is donated.

*All prices are in USD and based on Web-Direct nonprofit pricing.

Onboarding a **new nonprofit customer** for eligibility

Provide these instructions to your new nonprofit customer to help them determine their eligibility for the Microsoft 365 Business Nonprofit offer.

1. Go to www.microsoft.com/nonprofits and click "**Get started.**" During the sign-up process, you will:
 - Attest to compliance with our [eligibility criteria](#), including the Microsoft Anti-Discrimination Policy
 - Provide information about your organization
 - Provide your legal identifier (e.g., charity registration number)
 - Create a Microsoft account and password
2. Complete your sign-up, also known as "Microsoft Nonprofit Registration"
3. Your nonprofit eligibility will be validated by Microsoft's validation partner; this process may take up to 20 business days.
4. Once validation is complete, you will receive confirmation of eligibility for Microsoft nonprofit offers via email. After receiving confirmation of eligibility, notify your partner that you are now eligible for nonprofit offers.

Questions about onboarding nonprofit customers? [Find key resources and guides here.](#)

Next steps for **partners**

- Familiarize yourself with the benefits and value this offer brings to nonprofits, and the opportunities it creates for you as a partner.
- Identify your current and potential nonprofit customers that can benefit from this offer.
- Use the customizable assets to build your own campaign around the Microsoft 365 Business for Nonprofits offer.
- Join the [**Partners for Social Impact Community**](#) and be part of the conversation.



Thank you.