

Microsoft Cloud for Nonprofit Fundraising & Engagement



Get started with Fundraising & Engagement, that modernizes donor and constituent engagement so you can increase mission impact.

Overview, goals and our six core activities

What you can expect as outcomes of the engagement:

Fundraising & Engagement is now part of Microsoft Cloud for Nonprofit, uniquely bringing together trusted and intelligent cloud capabilities to provide nonprofits with a holistic, connected platform that unifies disparate data and empowers nonprofit workers.



- **Attract, retain, and grow donors through personalized engagement**
- **Drive fundraising efficiency and reduce costs through process automation**
- **Get an accurate picture of fundraising and financial outcomes in real-time**

1. Assessment & Requirements – Gathering

- a. Kick-Off Workshop (getting to know each other)
- b. Presentation & documentation of basic functionalities
- c. Basic deployment Fundraising & Engagement, as well as Dynamics 365 Marketing
- d. Analysis Workshop (Personas, FIT-GAP)

2. Fundraising & Engagement – Implementation

- a. User-Management and team building
- b. Configuration of e-mail traffic (mailbox setup)
- c. Security roles, user account and user roles (Administration)
- d. Customization and configuration of the Fundraising & Engagement template and two custom reports

3. Dynamics 365 Marketing Implementation

- a. System configuration (Best-Practice)
e.g., contact- and lead matching strategy
- b. Development of relevant marketing components
e.g., implementation of one e-mail template, one marketing segment and customer journey

4. Testing

- End to end test of the processes with key personas



5. Training

- a. Basic knowledge about Dynamics 365 and Power Platform
- b. Fundraising & Engagement end to end training
- c. E-Mail Marketing
- d. User and system admin training

6. Deployment

- Final use of the productive environment and setup of all system components for the GOLIVE

Optional: Support

- In addition, we recommend a coordinated support package. For further information do not hesitate to contact us.

Price: 48.300 Euro*

*Licenses can be obtained and billed according to your needs. It is a standardized offer, which may differ based on your specific requirements. Services that go beyond the offer will be billed on a cost-related basis.

Your contact person



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