


Modernize donor and constituent engagement to increase mission impact








[Watch a demo of Fundraising and Engagement >](#)

 **Now more than ever, nonprofit organizations need modern, data-driven solutions** to help strengthen and grow donor relationships, efficiently fundraise and process donations, and understand the financial impact of fundraising efforts. Plus, organizations need to do all of that while delivering more services in response to unprecedented global need.

At the same time, donor expectations are changing so nonprofits need to be able to tie fundraising efforts to program results to demonstrate transparency and impact.

Fundraising and Engagement, built for Dynamics 365 Sales

Fundraising and Engagement, which is part of Microsoft Cloud for Nonprofit, provides nonprofits of all types and sizes with key fundraising capabilities, including:

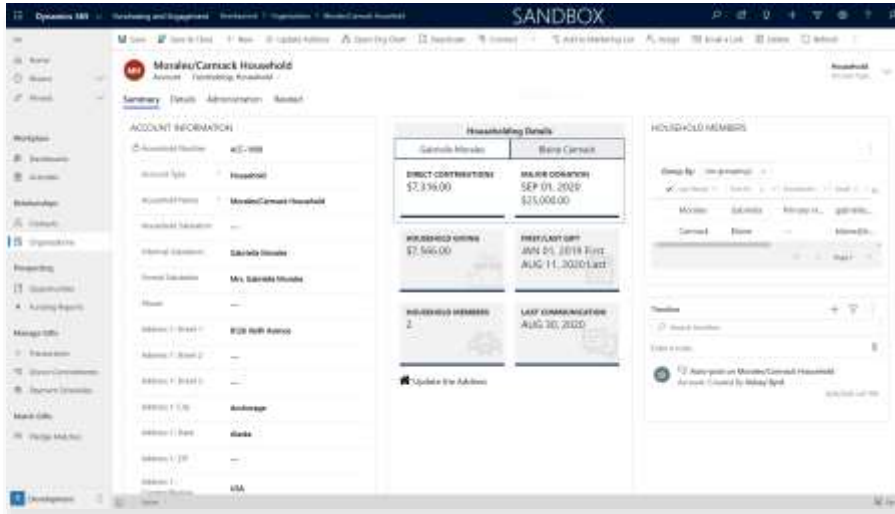
-  Constituent research and management
-  Opportunity management
-  Donation management
-  Payment processing
-  Event management
-  Recurring gift management
-  Business intelligence powered by Azure

Backed by the power of Azure and the **Common Data Model (CDM) for Nonprofits**, Fundraising and Engagement brings together data from virtually any source—Microsoft system or not—into a connected digital loop of business intelligence and reporting. Built by Microsoft in conjunction with leaders throughout the nonprofit sector and technology industry, the CDM interrelates and standardizes data across all applications, into one language, so all applications built on the CDM define data the same way, ensuring organizations report on mission impact with accuracy and ease. And with the help of Microsoft Dataverse, data can securely flow throughout a nonprofit organization's technology ecosystem, finally eliminating expensive data siloes.



Attract, retain, and grow donors through personalized engagement

Better understand supporters and provide targeted engagements with a comprehensive view of constituents including preferences, household information, and affiliations. Increase donor loyalty and lifetime giving by understanding and addressing funder priorities. Enable fundraisers to quickly respond to organizational and program needs.



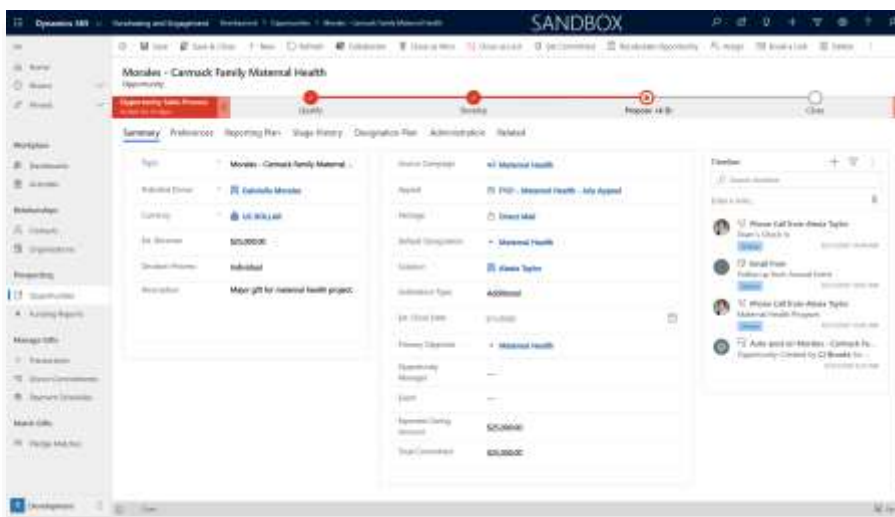
Capabilities:

- Prospect and opportunity management
- Constituent research, insights, and engagement powered by LinkedIn
- Designation management
- Donation management and payment processing
- Preference, task, and activity tracking
- Event management
- Household management
- Primary and seasonal address management
- Acknowledgements
- Customizable data recovery (or customizable business intelligence), dashboards, and views
- Analytics snapshots



Drive fundraising efficiency and reduce costs with automated processes

Empower nonprofit staff to be able to spend more time on mission critical work by automating business processes. From faster monthly recurring gift management to data processing and imports driven by Azure, move nonprofit staff from reactive to strategic.



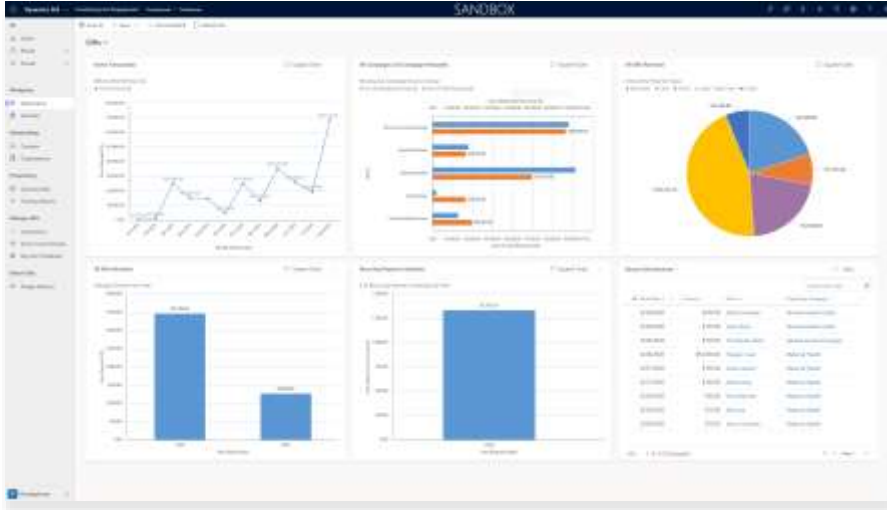
Capabilities:

- Recurring gift management
- Pledge management
- Batch import and entry
- Receipting
- All heavy data transformation, merging, transaction processing handled via a connected Azure tenant
- Donation management and payment processing
- Embedded communications



Get an accurate, real-time view of fundraising and financial outcomes

Enable fundraisers and financial managers to benefit from common donation, revenue, and transaction management. Eliminate the need for complex fundraising and financial reconciliation by leveraging fundraising and ERP solutions built on the Microsoft Cloud that leverages the Common Data Model (CDM) for Nonprofits. Get an immediate view of donations and cash flow, gain insight into fundraising efforts, and focus dollars mid-campaign where nonprofits can have the greatest results. Nonprofits will also have a real-time view of the impact per dollar spent, so funders can understand the results of the programs and services their donations are funding.



Capabilities:

- Integrates with Microsoft ERP solutions
- General Ledger integration
- Transaction management
- Real-time gift processing
- Pre-built and customizable Power BI reports and dashboards
- Payment gateway integrations

Get Fundraising and Engagement—now with our Dynamics 365 grant

Eligible nonprofits can get Dynamics 365 Sales Enterprise free for up to 5 seats and discounted pricing of \$23.80 per user/month for additional users.

Connect now with your current Microsoft Partner, or [complete this form](#) and we'll connect you with a Dynamics 365 partner who can help you take advantage of this offer.

Real world results

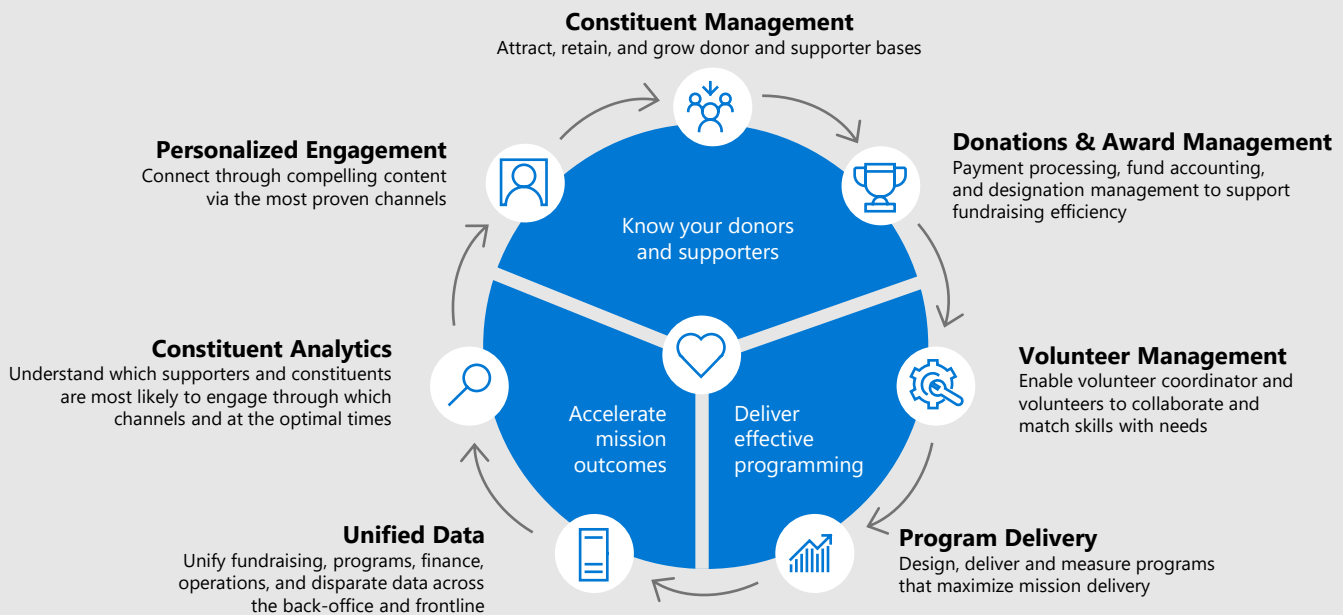
See how Fundraising and Engagement is helping **Right To Play** scale their monthly donor program and expand into additional countries, and reach more children in need.

[Watch the video >](#)

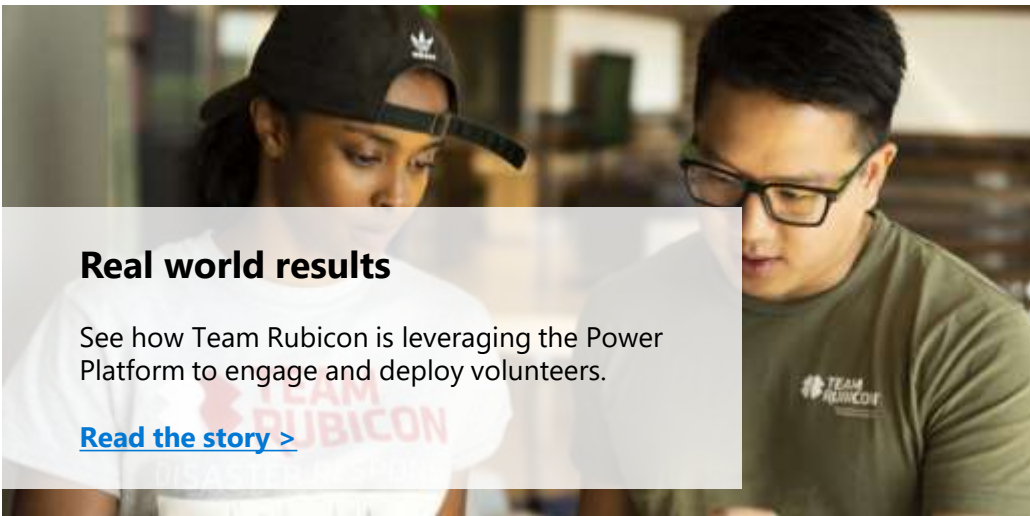
Microsoft Cloud for Nonprofit uniquely brings together trusted cloud capabilities of the Microsoft stack aligned to the most common nonprofit organizational scenarios, including constituent management, award management, fundraising, volunteer management, and program design and delivery. By aligning once disparate data sources from across the organization, nonprofits can realize the full value of their data to help accelerate mission outcomes.

This nonprofit-specific cloud accelerates time to value by unlocking the power of Microsoft Azure, Microsoft Power Platform, Microsoft 365, Microsoft Dynamics 365, and LinkedIn - all brought together by a Common Data Model (CDM) for Nonprofits and built on a platform of security and compliance.

While Fundraising and Engagement is available today, the broader Microsoft Cloud for Nonprofit will be generally available in the second half of 2021. Watch the [Microsoft Cloud for Nonprofit overview video](#) and visit the [Microsoft Cloud for Nonprofit website](#) to learn more.



[Visit our website](#) to learn more about Fundraising and Engagement, [watch a demo](#), or [take a Test Drive](#). This solution is available today to enable constituent management, donor and award management.



Real world results

See how Team Rubicon is leveraging the Power Platform to engage and deploy volunteers.

[Read the story >](#)

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