



# Nonprofit Get Modern Conversation Guide

The idea behind “getting modern” is to convey the value of moving from an on-premises solution to an always-updated experience powered by the cloud.

A modern desktop powered by Office 365 gives nonprofits a more productive, secure experience, helping nonprofits save money and gain peace of mind.



## Help nonprofits understand the value of moving operations to modern technology

### Smaller nonprofits continue to choose cloud services



of nonprofits use cloud services for data storage, donor and event management and document storage<sup>1</sup>

The cloud market is expected to pass **\$500 billion** by 2020<sup>2</sup>

### Yet many nonprofits are also overdue for change.

The total cost of owning a 4+ year old PC is

**\$2,379 US**

more than the cost of a newer PC.<sup>3</sup>



of small and mid-sized organizations are not aware or only slightly aware of the end of support dates<sup>3</sup>

<sup>1</sup>State of Nonprofit Cloud Report, 2018 <sup>2</sup>Cloud Market Cap to Pass \$500 Billion by 2020, Forbes, Alex Konrad <sup>3</sup>TechAisle SMB PC Study for Microsoft, July 2018

### Start conversations now to retain nonprofit customers that are ripe for change

Help nonprofit customers replace end-of-support solutions with Office 365 to avoid security risks

#### End of support deadlines

- Windows 7 - January 2020
- Office 2010 - October 2020

## Probe for the biggest nonprofit customer challenges



### Outdated tools lead to security and compliance risk

Without regular security updates, more vulnerability to breaches

Subpar antivirus antispam doesn't catch email issues

Users click on ransomware and phishing links



### Difficulty sharing information

Unsecured file sharing

Inability to locate or easily share meeting notes, chats, and relevant files



### Fragmented solutions, multiple log-ins

Different solutions for files, meetings, surveys, and planning

Separate security solutions must be licensed and managed



### Too much email

No centralized place to collect team input in real-time

No ability to collaborate in real-time with beneficiaries, donors, employees and volunteers

## Ask questions to understand the nonprofit environment. Can they do these things? Explain how Office 365 helps.

|   |   |
|---|---|
| Protect against security threats?   | <ul style="list-style-type: none"> <li>• Help protect PCs from viruses and other threats, including web-based threats</li> <li>• Reduce the attack surface of devices and protect folders from threats like ransomware</li> </ul>   |
| Protect nonprofit business data against leaks?  | <ul style="list-style-type: none"> <li>• Prevent network access to potentially malicious content on the Internet</li> </ul>   |
| Control who has access to information?  | <ul style="list-style-type: none"> <li>• Limit access to business information with encryption and multi-factor authentication</li> </ul>  |
| Provide compliance and risk mitigation?   | <ul style="list-style-type: none"> <li>• Protect shared documents</li> </ul>  |
| Keep costs in line for computer and IT maintenance, and administrative tasks?   | <ul style="list-style-type: none"> <li>• Manage your organization from anywhere with the web-based admin center</li> <li>• Hosted service removes the burden of upkeep to help you save time and money</li> <li>• Avoid the surprise expenses of unplanned hardware and software costs</li> <li>• Get time back with automatic patching and updates managed by Microsoft</li> </ul> |
| Collaborate in real-time on docs shared securely? Share files with outside team members and stakeholders? Reduce email clutter? | <ul style="list-style-type: none"> <li>• Easily present, share, and co-author documents during your online meeting</li> <li>• Build sites and portals that connect people to content and knowledge across the team or organization</li> <li>• Use chat and shared workspaces to help beneficiaries, donors, employees and volunteers, and board members work together</li> </ul>    |
| See team members' availability in real time?  | <ul style="list-style-type: none"> <li>• Share or publish team calendars</li> </ul>   |
| Collaborate securely with beneficiaries, donors, employees and volunteers, and board members?                                   | <ul style="list-style-type: none"> <li>• Use persistent chat and shared workspaces to help beneficiaries, donors, employees and volunteers, and board members work together</li> <li>• Use integrated instant message to chat or answer quick questions</li> <li>• Share or publish team calendars</li> </ul>   |

## Common objections

**Many nonprofits share misconceptions about cloud services. Here are some responses.**

**My apps and add-ins won't work with Windows 10 or Office 365.**

Microsoft continues to be focused on compatibility across Windows and Office. The fact is that 99 percent of Windows 7 apps work on Windows 10 and 99.8 percent of third-party add-ins that worked in Office 2010 also work in Office 365. We will assess your environment to address concerns.

**Windows 7 is working just fine.**

If you are running software reaching end of support, you will probably want to do something, because unsupported software cannot protect you against expensive and disruptive data breaches. Moving to Windows 10 Pro enables your organization to benefit from a major boost in security that starts at the operating system. More built-in security protections help defend businesses against viruses, phishing, and malware. New features are delivered through automatic updates. Windows Defender Antivirus helps protect PCs from viruses and web-based threats. Windows Defender Exploit Guard uses rules that reduce the attack surface of devices and protect folders from threats like ransomware.

**My data is too important to trust to cloud security. I can't afford for it to be stolen or unavailable.**

Many nonprofit concerns about cost, security, and business disruption are left over from early days when the cloud was less predictable and less secure.

Microsoft offers the industry's most secure, compliant cloud with 24/7 support.

**Policies and controls.** Microsoft built robust policies, controls, and systems into Office 365 to help keep your information safe. This gives you complete control. The data you put into Office 365 belongs to you. You control where your data lives and can put all or some data in the cloud. You get extensive privacy controls and visibility into where your data resides, who has access to it, availability, and changes to the subscription service. If you end your subscription, you can take your data with you at any time.

**Business continuity.** To help prevent loss, Microsoft's data centers are geographically redundant. This means your data is backed-up in more than one location every day. Microsoft Exchange Online offers extensive retention and recovery support for your email infrastructure. This includes mailbox replication at data centers and the ability to restore deleted mailboxes and deleted items.

**We can't shut down to deploy new software.**

Office 365 deployment and management tools can help control your environment, including staging updates. As your partner, I can help you transfer your data at deployment and manage it down the line.

**Cloud services cost too much.**

The subscription model evens out recurring costs, can be billed annually, and helps avoid emergency costs. In addition, Office 365 offers a fully integrated experience that can replace multiple products and deliver more value for your money.

## Pitch the value of Office 365 in every conversation



### Best-in-class tools helps nonprofits evolve

Help nonprofits gain cloud experience as they continue to use familiar productivity tools, including online and offline work options. Apps are always up-to-date.

1

Offer a solution to a known pain point for customers based on EOS deadlines and a stepping stone to service offerings.



### Simplified security for productivity

One solution to deploy and manage that is continuously up to date and enabled with multi-factor authentication.

2

Get customers protected ASAP. No complicated integration work.



### Unmatched collaboration tools

Enable collaboration with chat, shared docs, and online meetings that help nonprofits team up with beneficiaries, donors, employees and volunteers.

3

Add teamwork services to deployment services that can help nonprofits reduce cost, improve the way they work.



## How to win over nonprofit customers:

### 1. Choose a compelling moment to start the conversation

End of support deadlines and contract renewals are milestone opportunities to help nonprofit customers start thinking about changes and what's next.

#### Choose a compelling moment to start the conversation

- Hardware refresh
  - **Windows 7 end of support**  
January 2020
  - **Office 2010 end of support**  
October 2020
- 
- Expanding remote/mobile workforce
  - Cloud adoption
  - Exchange Online users seeking cloud-based collaboration capabilities

### 2. Find new leads from old customers

Use casual side conversations to get to know their mission better, including the reasons behind their technology choices. Share new things you're working on, cool cloud technology that you're excited about, and examples of cloud projects you've done with other nonprofit customers.

### 3. Dive into the conversation using the guidance on this document.