



Do what matters

Identify potential donors

Distributing resources more efficiently



Drive financial aid

Imagine what your nonprofit will do with AI and Microsoft Copilot

Discover how Microsoft Copilot powers productivity and turns data into impact



Be more with Copilot by your side

We are in that early stage of innovation: after a new technology wows us with its promise but before it becomes integral to our new ways of working and living. We have seen some of what AI and generative AI can do, but its true potential for nonprofit lies ahead. At Avanade we see AI as a new foundation for progress for nonprofits.

"Nonprofits are the heart of societal progress, and with AI, they are empowered to drive even greater impact, enhancing their ability to serve communities and drive change"

– Justin Spelhaug, Global Head and Corporate Vice President, Tech for Social Impact at Microsoft

Generative AI empowers nonprofits to achieve their missions. It enables them to create new solutions, services, and products that can make a positive impact in the world. With generative AI, nonprofits can harness the power of data and human creativity together. But you will need to be ready for AI. There are two first steps we recommend to ensure you are ready for AI: Data Quality & Reliability and Data Governance – more on these in a moment.

We already see many nonprofits around the world starting to use AI to create more focused campaigns, to better target their donors and aid fundraising, to make chatbots more user friendly and enabled with more languages for their beneficiaries. Now with Microsoft Copilot for Microsoft 365, nonprofits can also use AI to empower employees and volunteers to make them more efficient and responsive.

Nonprofits also need to consider how AI is used by their constituents and develop responsible AI frameworks and, where possible, early AI and digital literacy education if we are to bring everyone with us on this incredible journey.

This can all feel overwhelming—but Avanade is here to help you take the first steps. We integrate unrivalled AI expertise, strategic collaboration with Accenture and Microsoft, and proven frameworks to elevate innovation with Copilot—enabling nonprofits around the world to enhance employee experiences, fortify data security and accelerate impact for beneficiaries.

Responsible AI is paramount.

We asked nonprofit organizations if they had already developed guidelines or policies to ensure responsible and ethical AI usage that is explainable to funders and donors.

55% told us they are busy creating responsible AI guidelines and policies that are explainable to funders and donors together.

40% told us they already have responsible AI guidelines and policies in place.

Source: [Real-Time AI: Nonprofit and Generative AI | Avanade](#)

Nonprofits are moving fast!

Nonprofits are moving to an AI-first world fast, but urgently need to address skills challenges.

92% of nonprofits told us they are using AI on a daily or weekly basis.

97% of nonprofit executives told us their people will need some new or completely new skills to reap the benefits of AI.

Source: [Real-Time AI: Nonprofit and Generative AI | Avanade](#)





Data Quality and Reliability

You need to make sure that your data sets are correct, complete and trustworthy. Low data quality can result in AI models that are not accurate, which can cause serious problems for your organization. To help with data quality, set up a data governance framework that includes data quality checks, data lineage tracking, and data access controls. Use data cleaning and standardization tools to make sure that your data is uniform and error-free.



Data Governance

Setting rules for obtaining, managing and using data is important for creating ethical AI solutions and avoiding algorithmic bias in results. Good governance is the basis of AI explainability. Organizations may not understand what an algorithm is "looking at" in the input data or how it reaches a certain decision. To follow regulations like GDPR (General Data Protection Regulation) and CCPA (California Consumer Privacy Act), you need to pay attention to explainability, bias monitoring and good governance.

We understand that nonprofits face many challenges and constraints in fulfilling their goals. They often have to operate with limited resources, staff, and infrastructure, while meeting the needs and expectations of their beneficiaries, donors, and partners. They also have to deal with complex social and environmental problems, which require innovative and collaborative approaches.

This is why we believe that nonprofits and social enterprises have a unique opportunity to leverage generative AI as a game-changer in their sector. Generative AI, when used ethically and responsibly, can transform how nonprofits work internally and engage with their stakeholders externally. And as Microsoft Copilots brings AI to your fingertips, you have a chance to redefine the future of social good.

Be more with Microsoft Copilot

In this guide, you will learn how Microsoft Copilot can be implemented to help nonprofit employees and volunteers boost productivity and save time. You will read how an AI digital assistant makes work easier because it is in the applications many nonprofits already use every day.

Whether you are developing a new app, a website, or a chatbot, Microsoft Copilot can help you save time and resources, while improving the quality and functionality of your code. You can use Microsoft Copilot to create innovative solutions for your nonprofit's mission and vision, and make a positive impact on the world.



What is Microsoft Copilot?

Microsoft Copilot combines the power of large language models (LLMs) with your organization's data – all in the flow of work – to turn your words into one of the most powerful productivity tools on the planet.

A copilot for the nonprofit workplace

[Microsoft Copilot for Microsoft M365](#), allows users to interact with their crucial tools, from Microsoft Word to PowerPoint, using everyday language “prompts” or inputs. Its fundamental purpose is to act as a digital assistant.

[Microsoft Copilot for Microsoft Dynamics 365 for sales and service](#) can empower nonprofits looking to prioritize the experience of their beneficiaries. This powerful copilot can enable client-facing teams to save time, streamline tasks, and connect with your beneficiaries in ways that help accelerate the impact of initiatives.

Microsoft Copilot helps you write code faster and easier. It can suggest code snippets, autocomplete functions, and fix errors in real time. It can also learn from your own code and adapt to your style and preferences. Microsoft Copilot works with many programming languages and frameworks, and integrates seamlessly with Visual Studio Code and GitHub.

What would you do with a copilot?

Imagine the breadth of applications for a copilot within the nonprofit environment. A fundraiser could ask a copilot to help them with real-time targeting and segmentation around campaigns—to enable them to generate higher funding from each campaign. A supervisor can ask copilot to generate reports to highlight where their team need to focus their time to meet project deadlines. **The use cases for nonprofits are tremendous. Let’s explore a few in this guide.**



Microsoft 365 Copilot

Embedded across Microsoft 365 apps



Entirely new experience that works across all your data and apps

Business Chat

Access to your business content and context



calendar, emails, chats, documents, meetings, and contacts

Built on Microsoft’s comprehensive approach



Security



Privacy



Compliance



Responsible AI

Imagine what you could do with AI

Nonprofit Employee



Copilot for Task optimization

Copilot embedded into Microsoft 365 and Dynamics 365 apps employees use every day increases productivity, creativity, and efficiency. Optimizing resource allocation by automating tasks such as data entry, report generation, or administrative work, can free up employee time to focus on more strategic and impactful activities. We see nonprofit employees partnering with an AI copilot, gaining as much as 20 hours per week by being released from mundane tasks. And while the benefits start with efficiency, the possibilities are boundless.



Fundraising and campaign management

Fundraisers can use Copilot to get a complete picture of what their constituents want and like, and easily make segments by asking Copilot questions in natural language. Copilot for Dynamics 365 Marketing uses Azure OpenAI Service to create or improve target segments. It divides an audience based on attributes like demographics, interests, and behaviors, so fundraisers can ensure their marketing appeals to each group they wish to reach. It doesn't require complex SQL queries or deal with analytics—fundraisers can just ask for the segments they need in their own words, saving time and effort to ensure the right messages are sent to the right people at the right time.



Finance & Operations

Combining Copilot with D365 F&O can fast track internal reporting and analysis while predicting potential impact from external factors on a nonprofit's financials and operations. To do this, nonprofits can utilize predictive templates in knowledge work for operations and finance, which are pre-designed structures or frameworks that aid in making predictions or forecasts related to operational and financial aspects of the organization.





Field Worker /Humanitarian Coordinator

Copilot Studio is a tool that field workers and program leads could use to make a copilot that assists with a variety of tasks. For example, a field worker could:

- Link Copilot to a data source that has the details about food/medicine collection and delivery places, times, and amounts.
- Use generative AI plugins to produce natural and appealing responses through Copilot, based on the data.
- Add topics and continue to build the app through Copilot to cover frequent questions and requests that they or others (volunteers etc,) might have, such as:
 1. How much food / medicine is being delivered for each outlet?
 2. What is the optimal route to take for each delivery?
 3. When are deliveries expected to arrive?
 4. How can I report any problems or feedback?

The field operator can launch and test their Copilot to a channel of their choice, such as a web app, Teams, or a mobile device. They can also evaluate the performance and usage of the Copilot, and make enhancements as needed - as well as share among colleagues carrying out similar tasks.



Grant Making and Grant Seeking

With a Copilot, nonprofits can streamline the grant making process by automating tasks such as eligibility criteria, and streamline the grant seeking process by analyzing data from previous applications. This could help reduce the administrative burden and increase efficiency for both Grantmakers and applicants. A Copilot can help Grantmakers make more informed decisions by analyzing large amounts of data and identifying patterns or trends effectively.





The Beneficiary Experience



Beneficiary Services & Education

With generative AI enabled chatbots like “ChatGPT”, self-service can be offered through all nonprofit channels. Chatbots can be used by beneficiaries to route questions, provide answers through emails or texts automatically, for example, about immigration (how to get asylum, available housing options, health, education) and more. Chatbots can provide a translation feature to change text from English or other languages to suit the beneficiary, ensuring they can understand the content well. Additionally, templates and guides from Copilot Studios can be integrated to complete forms for housing, legal support, health, education, and more.

97% Of Nonprofit respondents (to our Avanade AI Readiness Research) believe their staff will need some new or completely new skills to gain the benefits from AI

Source: [Avanade AI Research 2023](#)



Make sure your data is secure and protected

Microsoft Copilot is integrated into Microsoft 365 and automatically inherits all your company's valuable security, compliance, and privacy policies and processes such as: two-factor authentication, compliance boundaries, privacy protections, and your data never leaves its secure partition and is never used for training purposes.

Ensuring data is protected and primed for AI requires operating within a cloud environment. [Avanade Cloud Impact](#) is a service powered by a dynamic platform that helps you get the best value from your cloud investment. It uses AI and machine learning to understand your cloud usage, benchmark against external sources and identify your unique challenges and opportunities.

Get started with Avanade Cloud Impact

On average we save our clients 22% of their Azure spend, with clients typically saving up to 50% on their overall cloud costs. Avanade can unlock cost efficiencies at every step of your cloud journey. We offer solutions in migration acceleration, workload prioritization and application modernization, as well as consultancy to discover savings and reinvestment opportunities. Through a series of assessments and insights based on your cloud usage, the Avanade Cloud Impact platform proactively identifies opportunities for cost optimization.

Unlock your true potential.

To get started, Avanade provides a [free, two-hour virtual workshop](#) to help organizations define the best pathway forward.



What matters to Avanade employees is doing more with Microsoft 365 Copilot

[Microsoft 365 copilot powered by generative AI \(avanade.com\)](https://www.avanade.com)

At Avanade, we're boosting creativity, innovation and engagement with [Microsoft 365 Copilot](#) – an integrated, extensible set of tools that combines the power of [generative AI](#) with familiar [Microsoft 365](#) apps. As part of our comprehensive research program to validate the potential of Copilot for personal and enterprise productivity, we've empowered our employees to explore new ways of working so they can free up time for more high-value activities. Through our learnings as part of the Early Access Program (EAP) for the solution, we can help our clients ready their people and organizations to responsibly work and innovate with AI.

"We believe that being AI-first means being people-first, and this solution truly lives at the intersection of people, technology and new ways of working. It's going to help us all be our very best so we can more effectively do what matters for our clients."

- Marci Jenkins, Workplace IT Executive at Avanade



Meet your new work copilot

The democratization of artificial intelligence and shift to AI-centric transformation is disrupting ways of working. During the EAP, we validated that Copilot has tremendous potential to elevate workplace experiences and processes, including:



Improved employee satisfaction, inclusion and well-being: A responsible AI approach enables people to safely experiment more and creates an opportunity to embed corporate values into organizational governance.



Enhanced productivity: An AI copilot reduces the number of mundane tasks employees must undertake, freeing them for more high-value work and workflows so they can more effectively and efficiently solve business challenges.



Increased inspiration, creativity, focus and innovation: Ideas from an AI copilot help amplify diverse voices and the attributes that make us uniquely human, such as creativity, empathy and inclusion.

As we scale Copilot across our business and bring our learnings and best practices to clients, our team is excited by the possibilities it represents.

Success by the numbers

Daily Microsoft 365
Copilot users at
Avanade reported:

50% improvement in
collaboration and teamwork.

40% increase in problem resolution
vs. non-frequent users.

70% greater likelihood of fostering
a creative approach to tasks.

Get immersed in AI

Choose the path that is right for you

1

Two hours learn and discuss

Generative AI introduction and Microsoft products and use case overview based on OpenAI. Identify questions and brainstorm use cases for your industry.

2

Two days hands-on workshop / design thinking

Workshop focusing on deeper dive to prioritize use cases, journeys to explore, and building trust considerations.

3

Depending on Workshop Outcomes

Two weeks proof of concept (PoC) / two months minimum viable product (MVP)

Directly build a PoC or MVP to prove the technology and value for one use case based on readiness and use case.

OR

Six weeks strategy assessment

Strategy assessment to help define data readiness, and multiple complex use cases while also reviewing use cases through responsible AI frameworks, defining a roadmap, and return on investment.



Learn | Explore | Build

Avanade will join your team on-site (or remotely) to go in-depth on the business value of AI, the latest tools from Microsoft including the latest OpenAI technologies, the technical architecture and use cases that can be realized today.

We will partner with you to assess the readiness of your employees, volunteers, donors, beneficiaries and ecosystem partners, so you can prioritize actions that enable them to adapt and evolve with AI. We also help you to establish governance and operating models to sustainably scale and realize value from AI.

Delight Constituents with Dynamics 365 Copilots

- **Dynamics 365 Copilot readiness assessment**

Ensure the processes that support constituent engagement and your constituent facing teams are Copilot ready to enable market leading experiences that drive competitive advantage. This assessment will help you understand what stage you're at in your Dynamics 365 journey, and outline the steps you need to take to drive value and differentiation from Dynamics 365 Copilot.

- **Dynamics 365 Copilot value accelerator**

Our Business Applications advisory team will help you identify the highest value opportunities to enhance and streamline constituent communications. With a tailored value framework, you'll be able to accelerate impact and drive innovation across your sales, service and field service teams, aligned to your agency goals.

- **Custom Copilot feasibility workshop**

Turn your constituent engagement dreams to reality beyond the out-of-the-box capabilities of D365 Copilots. During this workshop we'll assess feasibility, third-party integrations and explore custom generative AI solutions that can transform business processes.

- **Security Copilot workshop**

Discover the value of Microsoft Security Copilot and how it can enable you to rapidly modernize security operations. Join us for an in-depth, free 2-hour workshop.





Data and AI Numbers

40K+

Data & AI professionals

20K+

Years of data management experience

4K

Data scientists

18x

Consecutively named Microsoft Partner of the Year

2.2K

Certified data architects

75+

Global Nonprofit clients

12

Nonprofit solutions

6

4 Data Innovation Centers + 2 Data Studios

Why Avanade?

Unparalleled Microsoft, data and AI expertise

Avanade has partnered with Microsoft on AI for almost a decade and hundreds of clients rely on us to help them responsibly innovate and work with AI to achieve things never possible before.

Our privileged access to the development of Microsoft's new [Copilot solutions](#), combined with our long-standing experience of how to make the most of your existing Microsoft investments, enables us to bring unique capabilities to help you more quickly ready your people, processes and platforms for AI and to responsibly scale AI to unlock more value and growth to accelerate your impact.

How we can help you

- Our collaboration with Accenture and Microsoft puts us at the forefront of how AI is being used to empower employee experiences across every industry and sector.
- We have the most comprehensive suite of Microsoft Copilot services and our work across 6000+ AI projects with over 350 clients offers unrivalled depth and breadth of AI expertise.
- Our frameworks assess your people's readiness and help you choose the right Copilot solutions that best fit your goals.
- We can share our practical know-how and direct experience of how best to ready your people for AI through structured learning paths and ways of working.
- We're experimenting with AI across our own business functions and can share what this means for teams in Fundraising, Knowledge Management, and IT.



Imagine what you will do with AI

Contact Us

Avanade is a recognized leader in delivering Microsoft solutions to our clients for more than 24 years.

In 2018, Avanade launched our Tech for Social Good practice to work with nonprofits and IGOs worldwide developing and implementing Microsoft solutions tailored to meet the specific needs of nonprofit organizations.

Contact us today

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www.avanade.com/ai

Avanade is the leading provider of innovative digital, cloud and advisory services, industry solutions and design-led experiences across the Microsoft ecosystem. Every day, our 60,000 professionals in 26 countries make a genuine human impact for our clients, their employees and their customers. Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at www.avanade.com

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