Nonprofit CDM Community
How can we leverage the Nonprofit CDM?

February 18th, 2021

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Who is Avanade?

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences delivered through the power of people and the Microsoft ecosystem.

Best of Accenture & Microsoft

Created by Accenture and Microsoft, Avanade brings the best in strategy and technology to unlock more value from your IT investments and maximize business results.

We bring together the world's largest community of experts on Microsoft-based solutions with 75,000+ skilled professionals across Avanade and Accenture.

The right alliances

We don't have hundreds of alliances; we have the ones we need.
We deliver value through our close relationships with:

LUMA INSTITUTE℠ | Our design thinking partner

Scrum.org The Home of Scrum | Our agile delivery partner

MITcisr | Our digital transformation research provider

accenture   avanade   Microsoft

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Our global footprint...

Provides the agility, cost efficiency and diversity of skills that today's businesses demand.

Our centres comprise onshore, nearshore and offshore sites. They're located in 11 countries across the world, from India and the Philippines to Argentina and beyond. This "follow-the-sun" approach means our support is always on, wherever and whenever you need us.

- ● Avanade Offices
- ● Advance Technology Centers (ATCs)
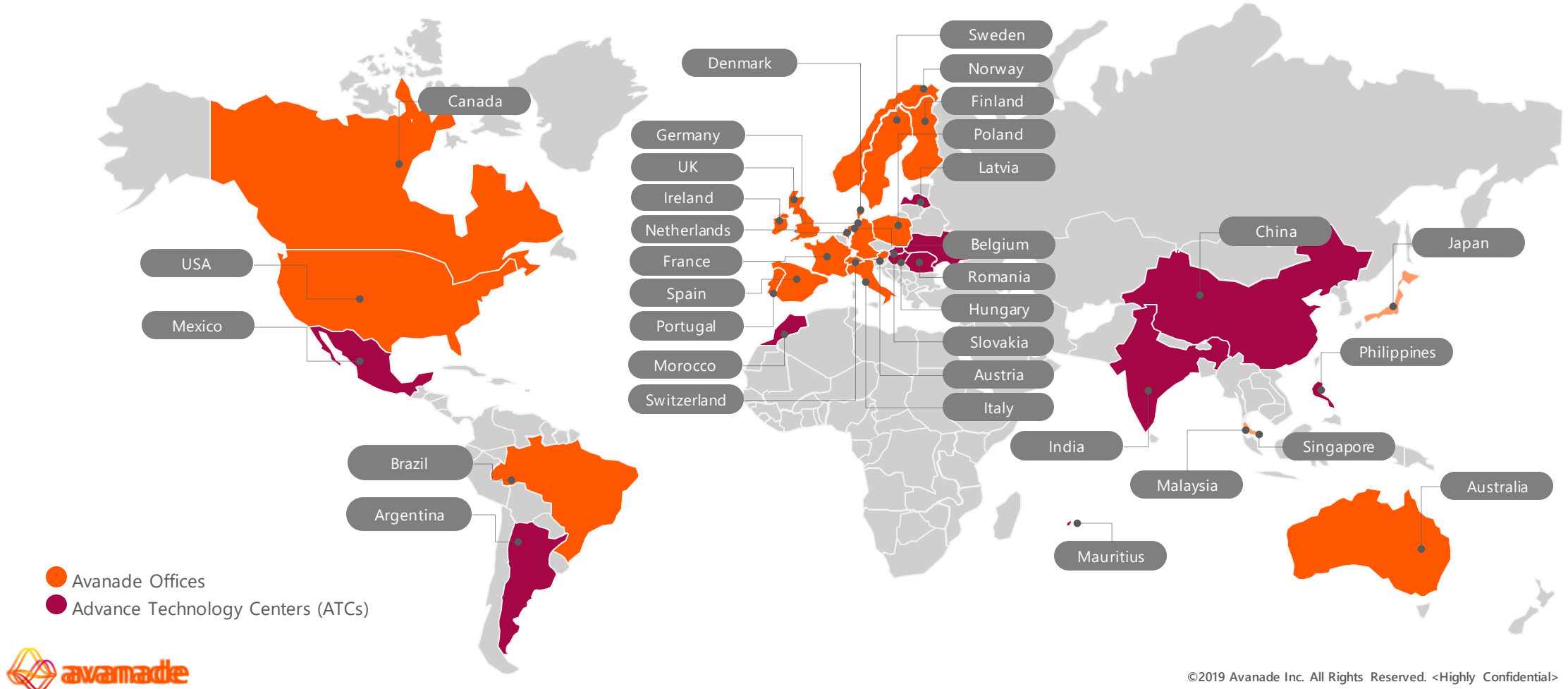
Technology for Social Good

Through Technology for Social Good, we will accelerate the delivery of impactful technology and relevant solutions to nonprofit organizations around the world.

Those solutions will represent tailored IP designed for nonprofits to enable these deserving organizations to streamline their work and better serve their communities.

Our Mission: To *become the trusted partner to nonprofit organizations and the social sector, to bring about systemic change through the strategic delivery of Microsoft technologies on a global scale.*

By being stronger together
Avanade Tech for Social Good as a Global SI partner powering Microsoft Tech for Social Impact.

Through our solutions
We will envision and innovate repeatable IP solutions for the social sector—building upon Microsoft's Common Data Model for Nonprofits, enabled using Azure, O365 and D365 technology.

Launching Technology for Social Good at the NetHope Summit

Posted on **November 29, 2018** | Estimated reading time **4 minutes**

Article by
Pam Maynard

"We know that many nonprofit organizations face systemic challenges in leveraging technology" said **Pamela Maynard, Chief Executive Officer at Avanade.** "Which is why we couldn't be more excited to be partnering with Microsoft to accelerate the development of IP solutions to address the most pressing nonprofit challenges."

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Avanade Solution for Nonprofits

Creating impact in the social sector through the power of technology

At Avanade, our purpose is to make a genuine human impact. Through our Tech for Social Good partnership with Microsoft, we are committed to helping nonprofit organizations and the social sector fulfil their missions through digital transformation.

We are proud to bring our 20+ years of experience helping organizations across industries and sectors to help nonprofits unlock digital innovation solutions with current and emerging Microsoft digital technologies that make a human impact and be allow them to be Future-Ready. Now.

MARKET CONTEXT

Most nonprofits recognise the need for digital transformation, but years of underfunding in technology resulting in a significant amount of technical debt has made the journey to being "future ready" daunting.

- Widening gap between available resources and growing needs
- Many organizations don't know where to start
- Increasing pressure for organizations to be more transparent
- Most nonprofits are not strong in change management
- High level of technical debt – highly customized & outdated systems
- They must improve both processes and constituent experience

BUSINESS OUTCOMES WE DRIVE

Increase impact of every donor dollar
Improve beneficiaries reach and impact
Increase donor retention and loyalty
Deepen constituent relationships

Increase impact of every donor dollar
Increase insight into beneficiaries, donors and partners
Improve operational efficiencies
Deliver better programs with measurable impact

WHAT WE'RE OFFERING

Avanade Solution for Nonprofits:
- Digital Sales & Service (CRM)
- Finance & Operations Services (ERP)
- Talent (HR)
- Data Platform Modernization – Cloud Migration
- Digital Ethics

CLIENTS

Avanade

The best of Accenture and Microsoft

39,000+
Skilled and diverse professionals – **32%** of whom are women

24,000+
Microsoft Certified Professionals

10,000+
Projects with **4,000+** global clients since inception

15
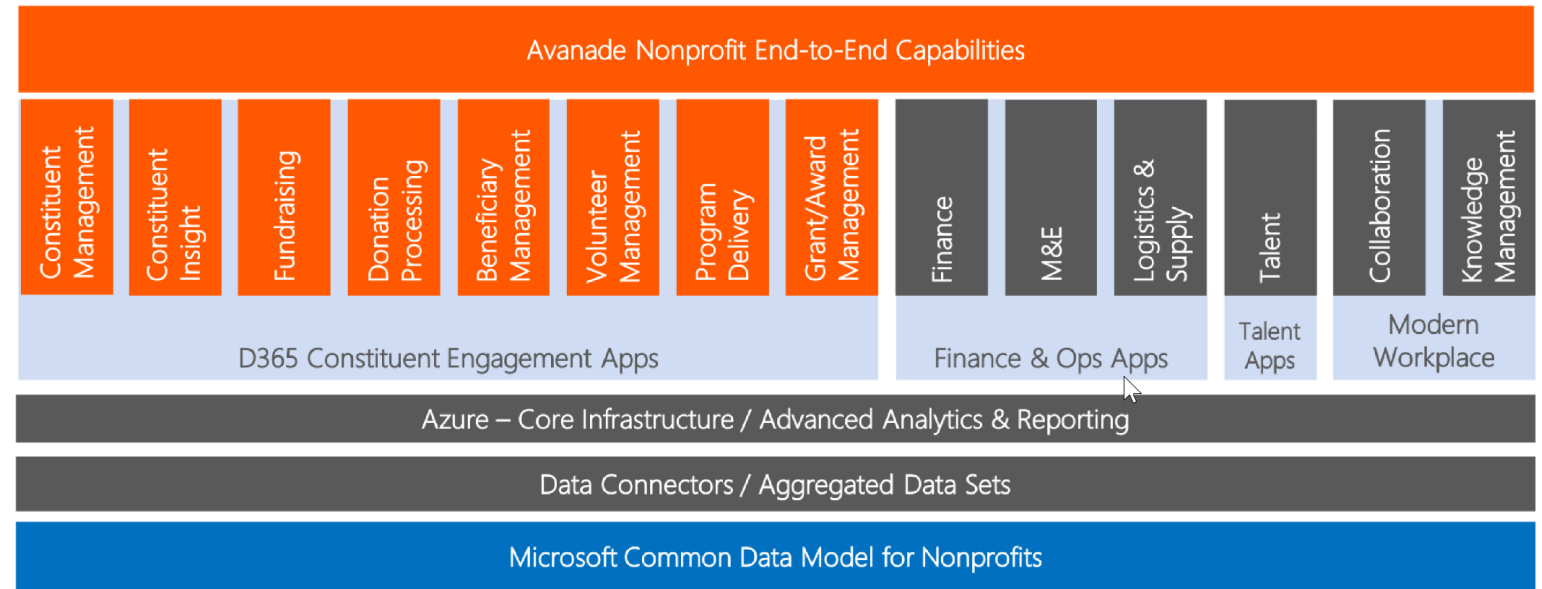Centers of Excellence with specializations in cloud, Dynamics AX, CRM, digital marketing and more

80
Locations across **24** countries

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AVANADE SOLUTION FOR NONPROFITS

Avanade's unique solution suite helps nonprofit organisations digitally transform and accelerate their social impact.

Partnering with Microsoft's Tech for Social Impact, Avanade has developed nonprofit solution modules, built on Microsoft's Nonprofit Common Data Model, tailored to the most specific needs of the sector.

Avanade's solution enables the connection of program delivery, funding, grant management, and results measurement that will allow nonprofit organisations to gain much greater insight into program effectiveness, increase transparency and, over time, increase the impact of their mission.

Avanade Nonprofit End-to-End Capabilities

| Constituent Management | Constituent Insight | Fundraising | Donation Processing | Beneficiary Management | Volunteer Management | Program Delivery | Grant/Award Management | Finance | M&E | Logistics & Supply | Talent | Collaboration | Knowledge Management |

D365 Constituent Engagement Apps | Finance & Ops Apps | Talent Apps | Modern Workplace

Azure – Core Infrastructure / Advanced Analytics & Reporting

Data Connectors / Aggregated Data Sets

Microsoft Common Data Model for Nonprofits

Avanade is a trusted partner to nonprofits for delivering Microsoft Technologies globally.

As Microsoft's lead SI partner we can scale and establish a global footprint in the nonprofit market, providing repeatable and affordable technology services for IT strategy, delivery and training. Through our projects, we empower nonprofits to advance their missions through the power of technology.

KEY CONTACTS

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Nonprofit Accelerator

Common Data Model for Nonprofits: A data schema made up of nonprofit data entities and attributes that provides a foundation to build solutions. Provides schema across fundraising, constituent management, awards management, case management, project management & program design, delivery framework, measurement, and administration. The data model can be installed as any other solution from Microsoft AppSource and it can be browsed on GitHub.

Partner starter applications: Nine sample applications and two Power Apps (Nonprofit Program Design and Nonprofit Operations Toolkit) that can be used to further solution innovation for nonprofits.

Interoperable Data Standards: Data schema, sample apps, and Power Apps all developed and informed by a cross-collaborative group of industry thought leaders and subject matter experts.

Entities and workflows

These entities are built into the Nonprofit Accelerator (*New with version 2.1 General Availability - released August 2019):

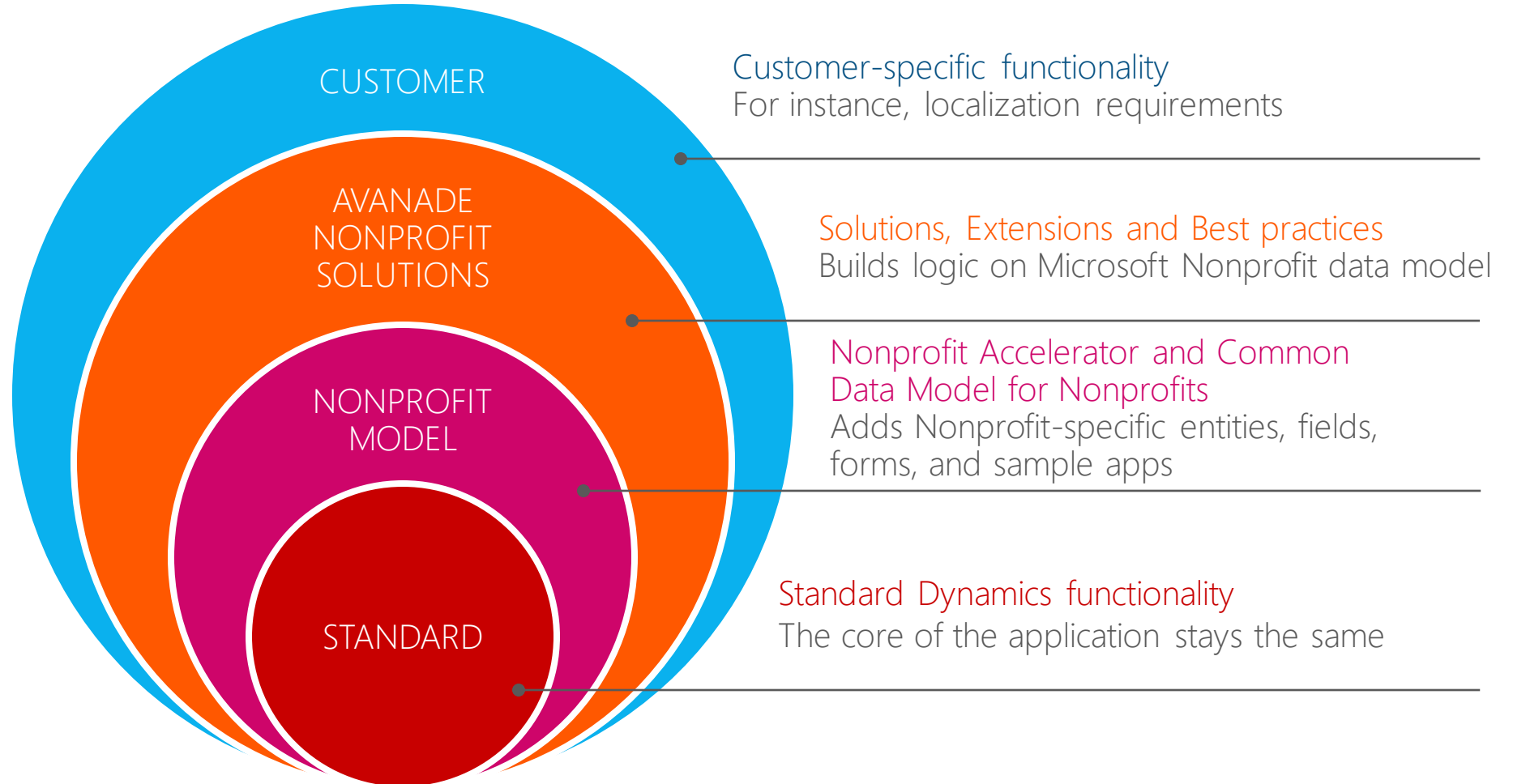| Constituent	Fundraising	Awards	Program Delivery & Impact Tracking	Optional IATI Add-On
Account	Campaign	Award	Benefit Recipient*	Aid Type*
Address	Credit Plan	Award Version	Budget	Condition
Connection	Credit Recipient	Budget	Delivery Framework	CRS Other Flag*
Connection Role	Designated Credit	Campaign	Indicator	Delivery Framework Contact
Contact	Designation	Delivery Framework	Indicator Value	Delivery Framework Description
Education	Designation Plan	Disbursement	Objective	Dimension
Employment	Donor Commitment	Disbursement Distribution	Resource Catalog*	Document Category
Membership	Lead	Docket	Result	Document Country
Preference	Opportunity	Lead		Document Language
Salutation	Payment Asset	Objective		Document Link

More: NonProfit Accelerator
More: NPO CDM Release Documentation
More: CDM Entity Browser

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Nonprofit Model in Dynamics 365
Future-proofing the application

CUSTOMER

AVANADE NONPROFIT SOLUTIONS

NONPROFIT MODEL

STANDARD

Customer-specific functionality
For instance, localization requirements

Solutions, Extensions and Best practices
Builds logic on Microsoft Nonprofit data model

Nonprofit Accelerator and Common Data Model for Nonprofits
Adds Nonprofit-specific entities, fields, forms, and sample apps

Standard Dynamics functionality
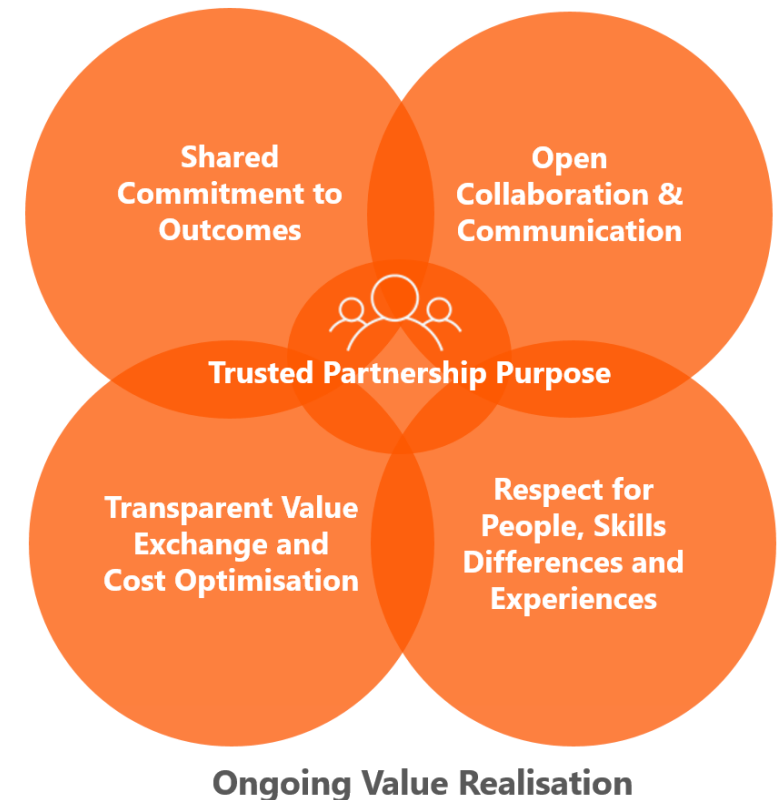The core of the application stays the same

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What is co-creation and what does that mean for our clients?

Co-creation is an ability to work with Avanade (often in conjunction with Microsoft) to develop assets, artefacts and IP that support the Nonprofit Sector

It forms part of our value exchange as we look to invest funds with our clients to leverage existing work and extract relevant artefacts.

We look for clients who:-

- Have a need or requirement that is not yet solved by existing solutions
- Want to work with us to build and share to benefit the sector
- Can provide specific non-profit advice or guidance to contribute
- Will gain benefit as part of current or future project
- Understand that the IP harvested (that fits into our solution roadmap) offsets the investment we make in your project and will be owned and maintained by Avanade.

Shared Commitment to Outcomes

Open Collaboration & Communication

Trusted Partnership Purpose

Transparent Value Exchange and Cost Optimisation

Respect for People, Skills Differences and Experiences

Ongoing Value Realisation

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Avanade helps UNICEF NL to increase the effectiveness of fundraising to support children around the globe

unicef for every child

Situation

The children's rights organization's goal is to support children in all countries; hence fundraising is their life blood. The funds are needed to deliver life changing programs around education, water and nutrition and vaccinations.

The ability to engage and build relationships with private / business donors and volunteers is essential, as the goal is to transform donors to lifetime supporters.

The client asked Avanade to help them envision what their customer experience could look like, such that they could reach their growth goal ambitions.

And it is UNICEF's vision that investments in ICT solutions are shared as much as possible within the NGO community, optimizing donations in the sector and enabling NGO supporters to engage in their preferred channels with content of their interest, optimizing the customer experience to create sustainable impact for every child.

Solution

The client needed help to undergo a business transformation by equipping and enabling their workforce to feel empowered. UNICEF's innovative use of Sentensor enabled the change enablement activities for the business change. And is reusable in the solution.

Through its Tech for Social Good business, Avanade brought deep knowledge and expertise of the Microsoft stack to implement a MS D365 solution, building on the Nonprofit Accelerator and Common Data Model for Nonprofits. The solution will:

- Track donations and allow all departments access to the same set of data.
- Enable clients to move from big blanket campaigns to niche micro campaigns to increase supporter loyalty and engagement.
- Enhance user adoption with the familiarity of Microsoft products.
- Remove manual processes from the system, enabling the client to focus on value-add activities with minimal disruption

## Results

Avanade's Fundraising and Constituent Insights solution is expected to:

- Gain a 360-degree view of donors and volunteers based on interaction and insights from all data sources.
- Raise more funds with precise segmentation and AI-driven insights to reduce churn in monthly subscriptions and increase growth in incidental supporters.
- Increase involvement with personalized, 2-way communications based on donor interests.
- Provide greater financial insights (including donor giving.)
- Provide a scalable solution built on one platform, with one partner to lower costs over time—and one which is shareable across the entire sector.

Microsoft TSI Value Map

The client implementation focuses on many areas of the Microsoft TSI Value map including;

Constituent Management, Volunteer Engagement, Gift Management, Digital Marketing, Direct Marketing, Program Design, Volunteer Management, Donor Reporting, Payment Processing, Donor Insights & Donor Engagement.

The Avanade team has rapidly developed UI, Workflows, and business logic in these areas such that the solution, which leverages the Dynamics 365 Nonprofit Accelerator and CDM can enable interoperability to accelerate impact.

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The Basic Flow
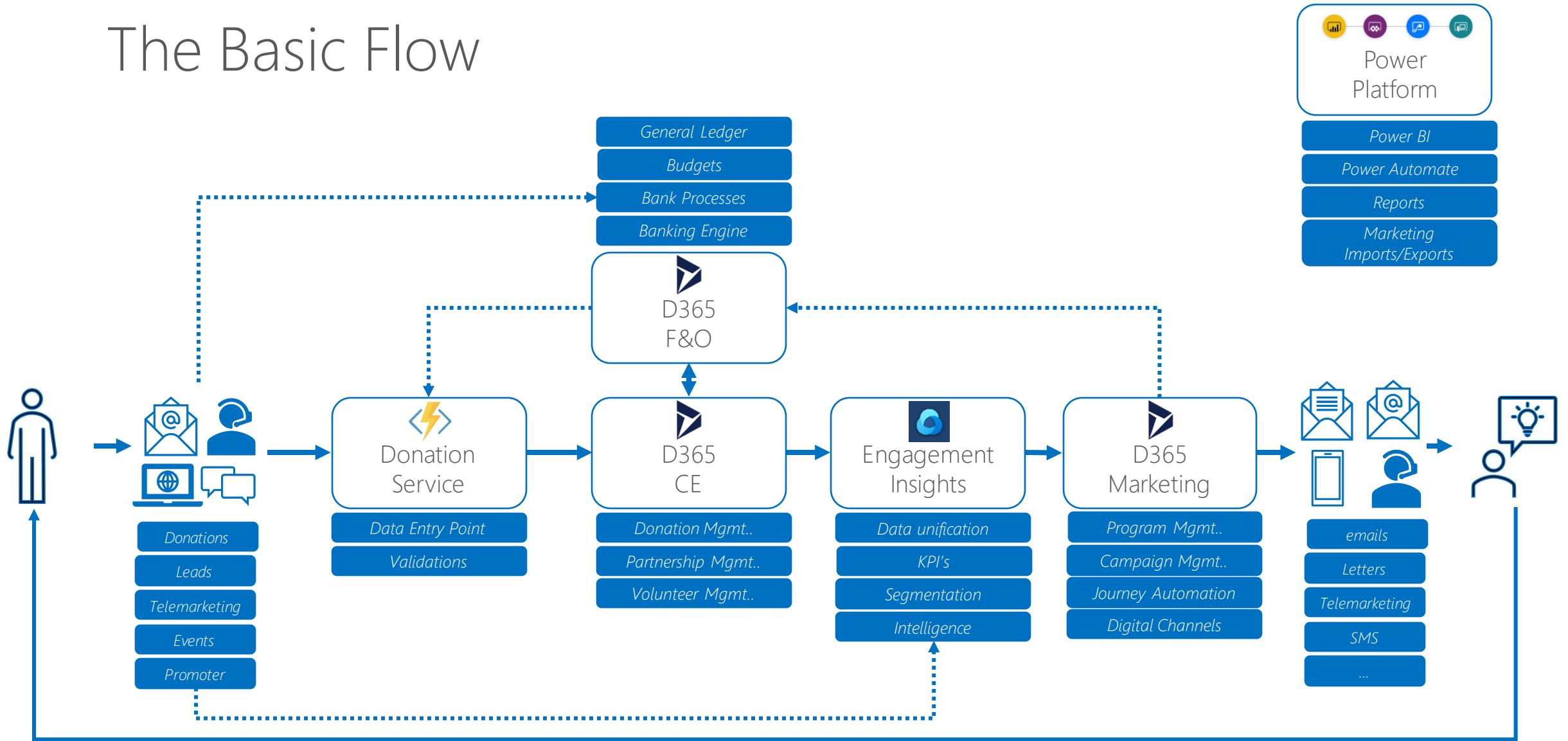
TSG Build and Co-Invest in a valuable Roadmap for NPO's

Nonprofit Finance & Operations
- Plan International
- IFRC
- SOS
  - Funds/Budget/Sub-Award

Avanade Nonprofit Retail Solution
PowerApps Retail/POS with Inventory Management

Avanade Fundraising and Constituent Insights
Fundraising, Donation Management, Marketing, Constituent Insights, Volunteer Management, and F&O

Avanade Grant Making Solution
- Comprehensive end to end grant making
- AppSource in July 2020