



Technology and social impact

Microsoft Tech for Social Impact



Narindi Chhan



19 years Sales and Marketing professional supporting small and medium customers globally



Currently lead our global cloud strategy for Microsoft Tech for Social Impact



Raised by refugee parents who fled the Khmer Rouge in the late 70's and benefitted from global humanitarian orgs



Agenda

Opening remarks

What is AI / Level setting with stakeholders

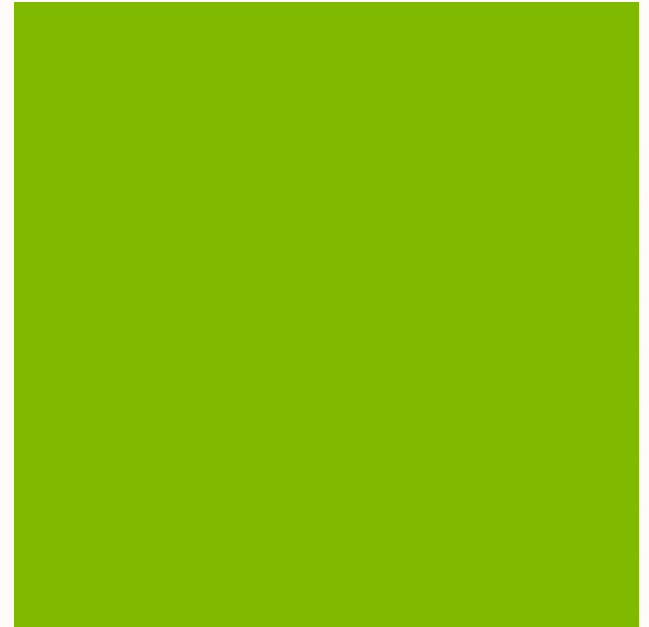
Prompt-along

AI in your everyday apps

Wrap up

Microsoft mission

Empower every person
and every organization on
the planet to achieve more.



Tech for Social Impact



Bring the power of AI to social impact organizations everywhere.



Last year, Microsoft provided

Supporting
nonprofits is a
part of our DNA



\$4.7 billion

in grants or discounted software and services.



\$250 million

donated by over Microsoft employees (including company match).



375,000

nonprofit organizations with modern, secure, and scalable Microsoft cloud solutions, including 51,000 reached for the first time.

Transformational opportunity for AI



AI points of discussion with your board

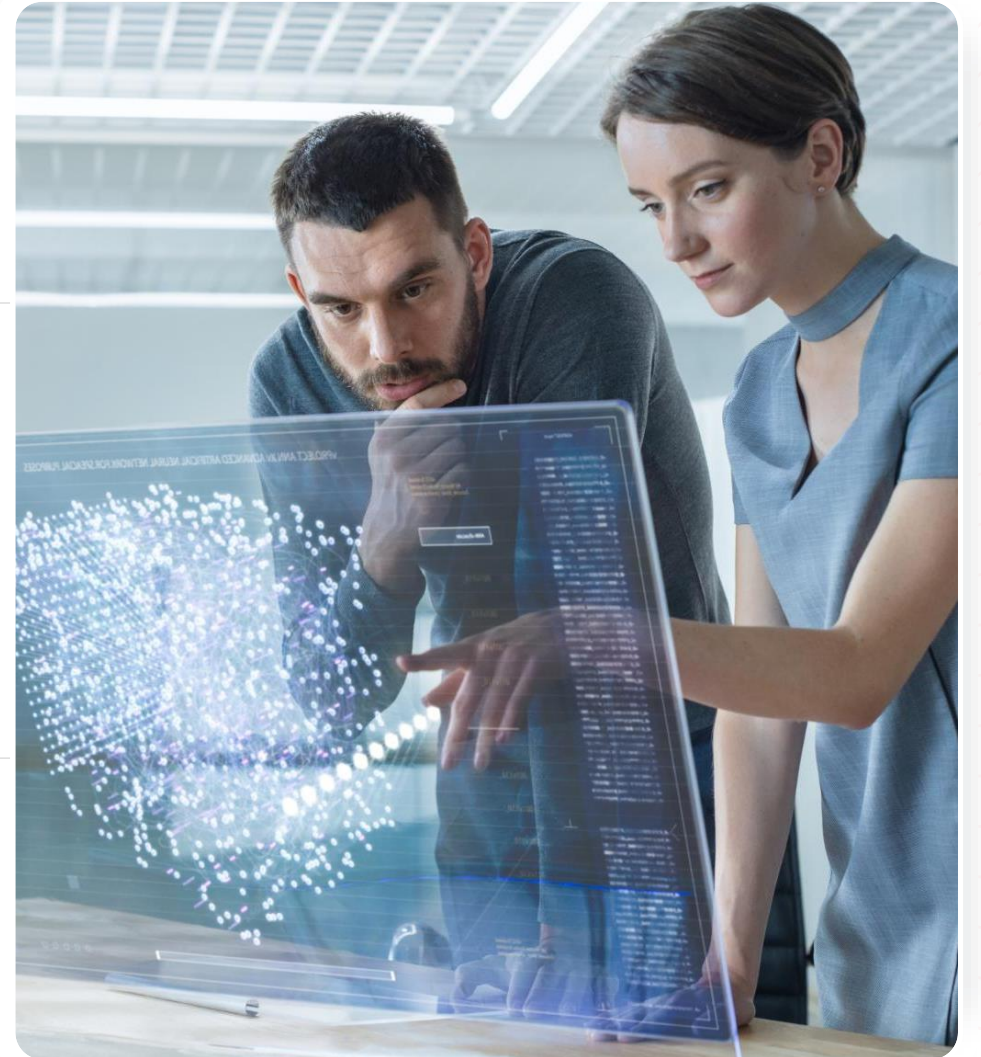
What is AI?

- Is it hype? Is it real?

Why should the board do anything?

- And why should they do anything now?

What are the first steps?



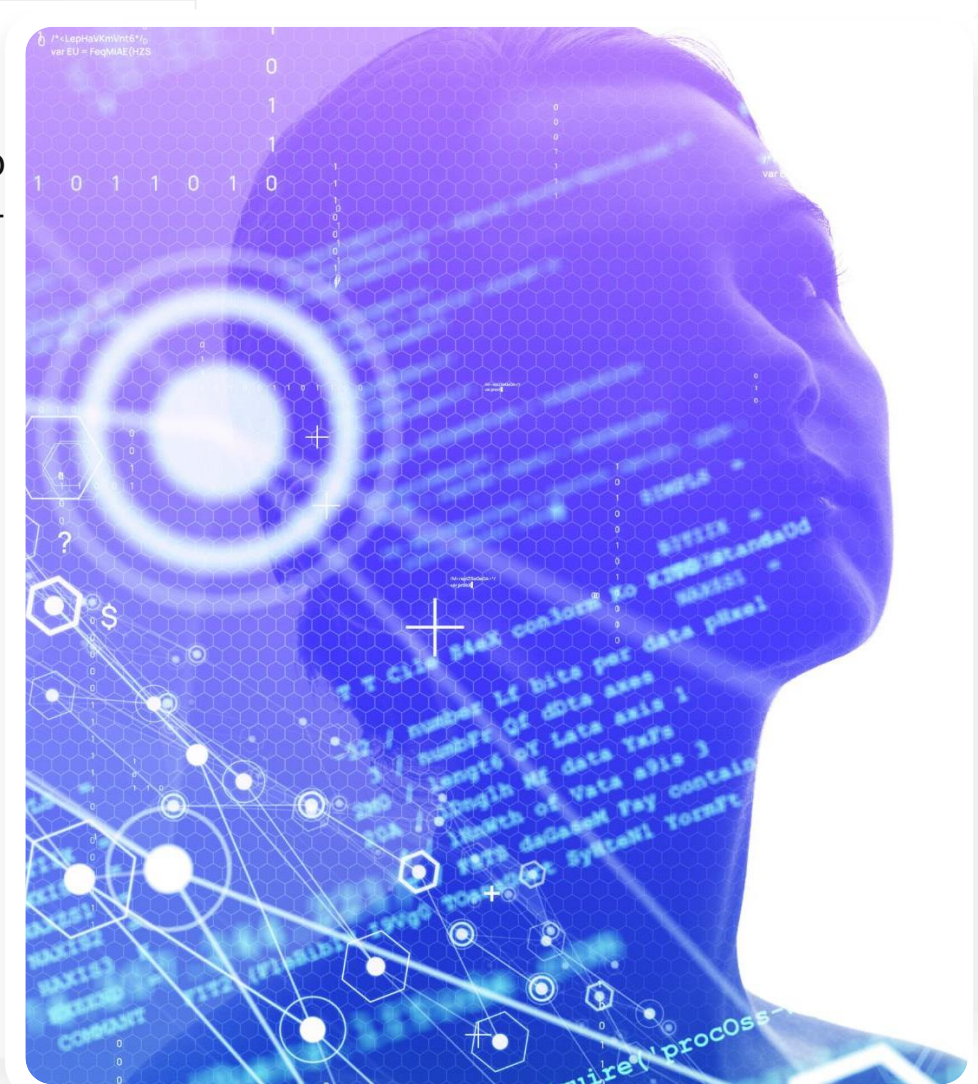
Board talking points: What is AI?

What is AI?













Artificial Intelligence (AI) as the capability of a computer system to mimic human-like cognitive functions such as learning and problem-solving. AI systems make predictions or take actions based on patterns in existing data and learn from their errors to improve accuracy over time.

What is Generative AI

Generative AI, on the other hand, is a type of AI that uses models trained to generate new, original content based on natural language input. This can include creating text, images, code, and more.



What is the opportunity: AI use cases for nonprofits

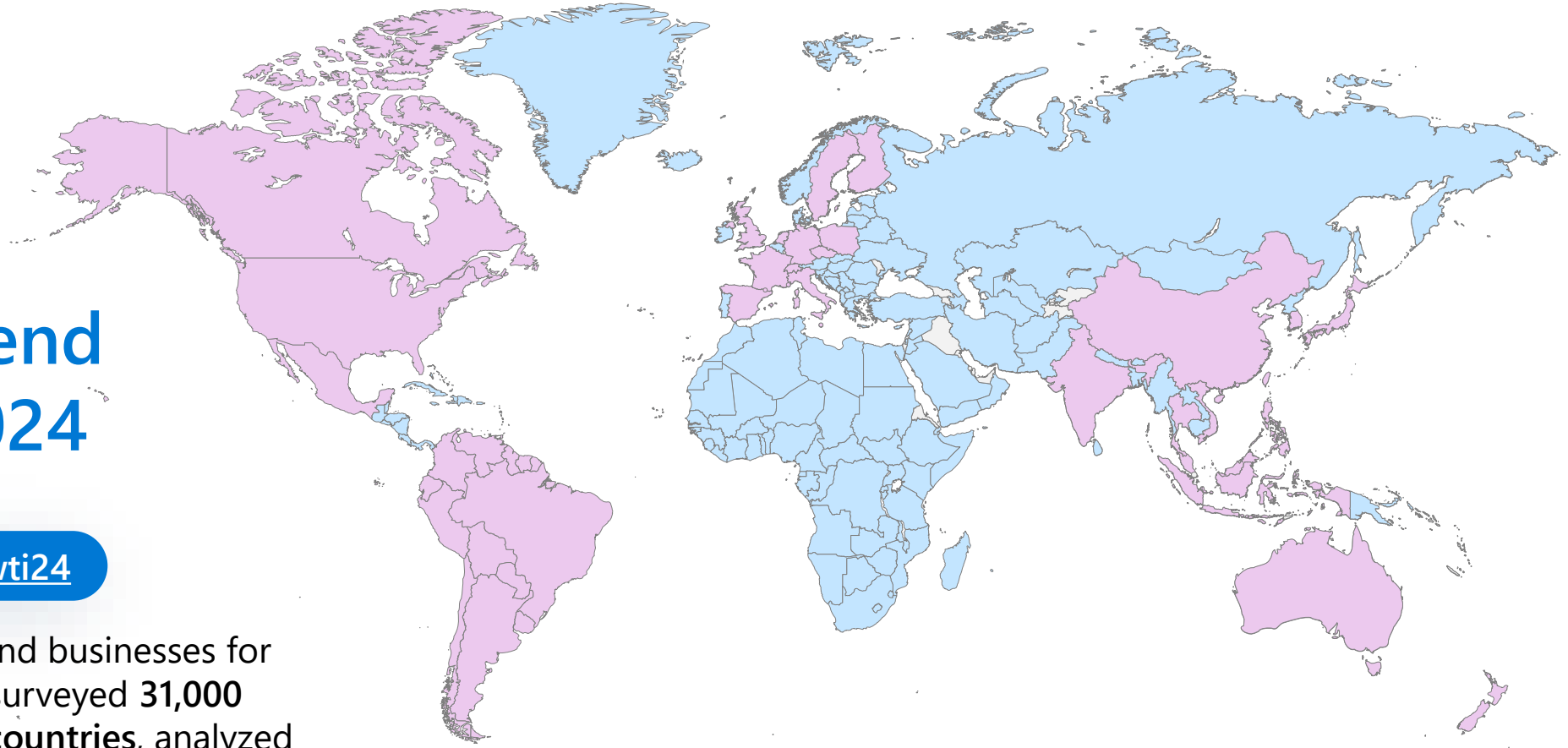
| Function Nonprofit role in the organization |  Fundraising |  Marketing |  Program delivery |  Data management |  Finance |  Operations |
|---|--|---|--|--|---|--|
| Job Primary responsibilities/duties in the organization | Donor management <ul style="list-style-type: none"> Fundraising strategy and communications Grant management | Mission activation <ul style="list-style-type: none"> Advocacy and communications Public relations and media relations | Program management | Database management <ul style="list-style-type: none"> Data collection Data analysis and reporting | Financial management <ul style="list-style-type: none"> Financial analysis and reporting | Recruitment <ul style="list-style-type: none"> Training and professional development Diversity, equity, and inclusion |
| Task Discrete activities required to perform these responsibilities/duties |  <ul style="list-style-type: none"> Donor cultivation Donor communication Donor stewardship Donor data management |  <ul style="list-style-type: none"> Mission definition Mission: Impact alignment Stakeholder engagement |  <ul style="list-style-type: none"> Program planning Program design Program implementation and evaluation Program communication |  <ul style="list-style-type: none"> Database maintenance and training Data privacy and security Data integration |  <ul style="list-style-type: none"> Financial processing Financial investments Financial planning |  <ul style="list-style-type: none"> Needs/role definition Hiring management Onboarding |

The why: AI efficacy

Work Trend Index 2024

<http://aka.ms/wti24>

To ready leaders and businesses for the age of AI, we surveyed **31,000 people** across **31 countries**, analyzed labor and hiring trends from LinkedIn, and productivity patterns of Microsoft 365 customers globally.



Three findings stood out

01

Employees want AI at work—and won't wait for companies to catch up.

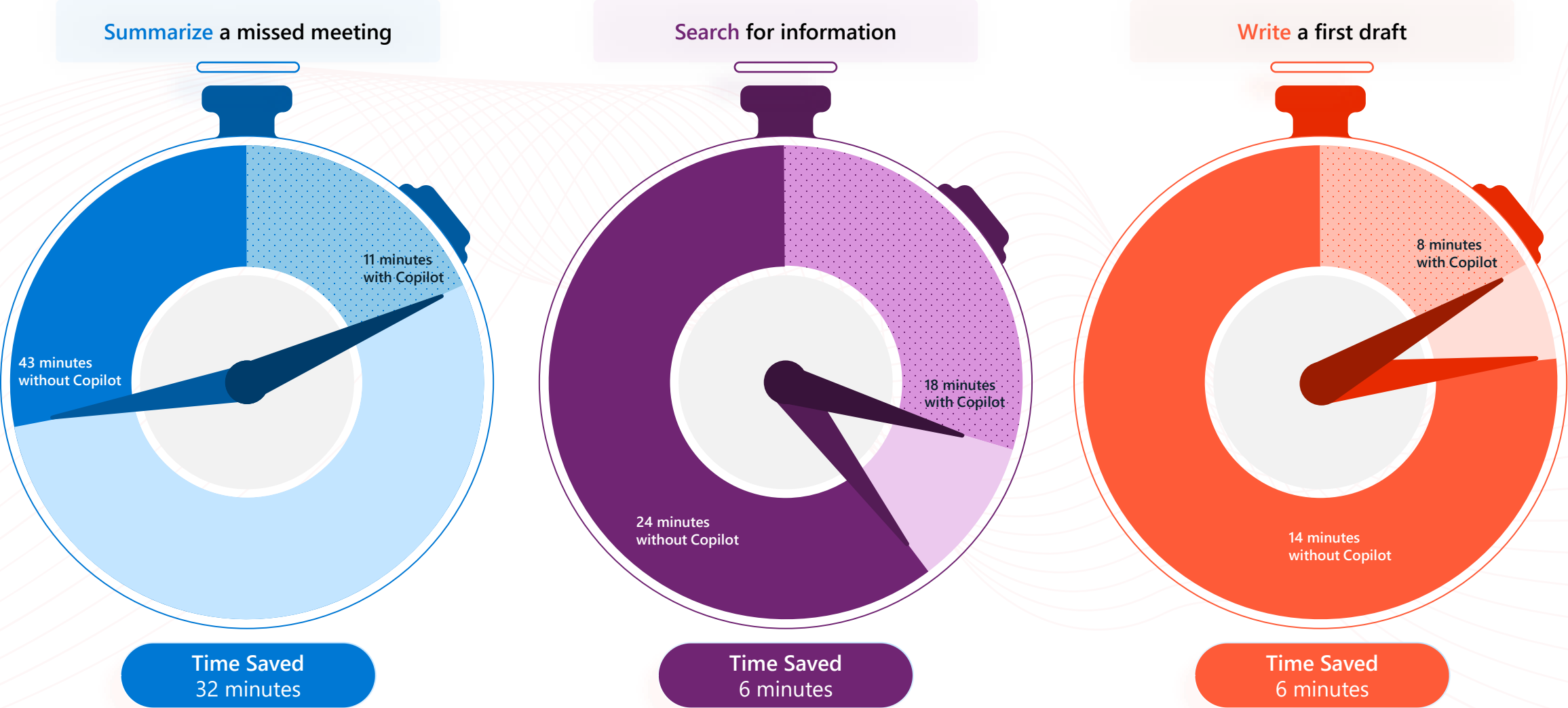
02

The rise of the AI power user—and what they reveal about the future.

03

For employees, AI raises the bar and breaks the career ceiling.

Key Metrics from the Work Trend Index



Source: 2023 Work Trend Index [Work Trend Index | What Can Copilot's Earliest Users Teach Us About Generative AI at Work?](#)

For every \$1 a company invests in AI,
it is realizing an average return of

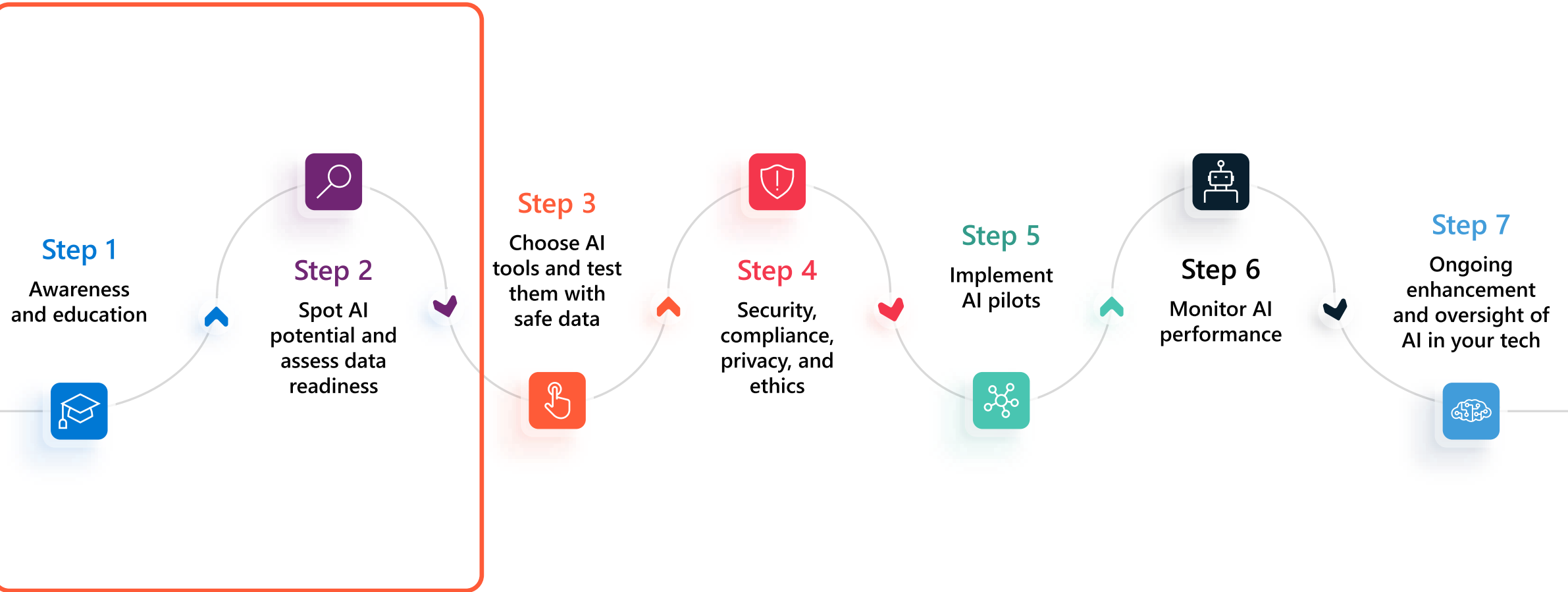
\$3.50

14 months

Average time it takes for
organizations to realize a return
on their AI investment

Source: [IDC, The Business Opportunity of AI November 2023](#)

AI adoption journey



Microsoft principles for responsible AI

The six principles of responsible AI:



Fairness

AI systems should treat all people fairly.



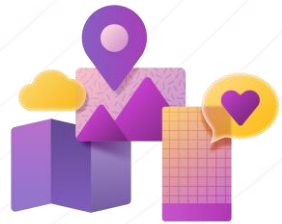
Inclusiveness

AI systems should empower everyone and engage people.



Reliability and safety

AI systems should perform reliably and safely.



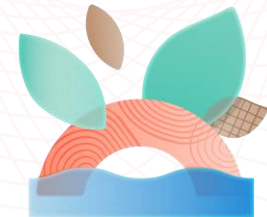
Transparency

AI systems should be understandable.



Privacy and security

AI systems should be secure and respect privacy.



Accountability

People should be accountable for AI systems.



Microsoft 365 Copilot: Your AI assistant

Key facts about Copilot:

- Helps you achieve more as you work smarter by bringing generative AI to your everyday tasks and workflows.
- Runs with large language models (LLMs) that can process data and files in your systems at lightning speed.
- Enables uncompromised human control.
- Augments familiar Microsoft apps.

In 2023, the adoption of generative AI
outpaced that of tablets and smartphones.*

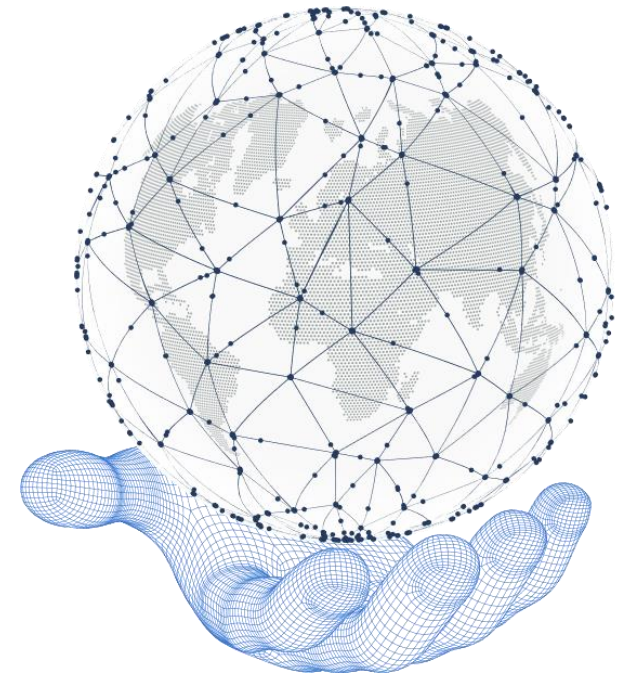
*Source: EMARKETER, [Generative AI adoption climbed faster than smartphones, tablets](#), August 11, 2023.

“

*Copilot is a **force multiplier**. AI does a lot of the heavy lifting so the people we help don't fall between the cracks.*

*– Joel Ramjohn,
President, Agape Source*

”





"Libraries are at the center of knowledge and innovation for the communities we serve. Technology is part of that. We believe AI is an everybody tool."

—Anthony White, Arapahoe Libraries Director of Innovation and Technology

Customer:
Arapahoe Libraries

Industry:
Nonprofit

Size:
Medium

Country:
United States

Products and services:
Copilot for Microsoft 365

[Read full story here](#)

Situation:

Arapahoe Libraries serves 655,000 residents in Colorado but, like many public institutions, has to do a lot on a limited budget. The library district aimed to increase employee productivity and collaboration while staying at the forefront of technology.

Solution:

Arapahoe Libraries adopted Copilot for Microsoft 365. Querying the AI assistant to find conversations, messages, and documents saves employees time they can redirect toward serving the community. They also use the tool to rewrite documents and emails to reflect the organization's tone and values. Queries also identified ways to better protect patrons' privacy.

Impact:

Efficiencies enabled by Copilot for Microsoft 365 free up staff to creatively serve patrons. For example, using Copilot to locate PII in internal files saved Arapahoe Libraries an estimated six months. The library district plans to expand its use of Microsoft Copilot to analyze data, generating insights leadership can use to direct resources where they are most needed.



There's a Copilot for everything



Microsoft Copilot

For use on the web.

Free with Microsoft
365 Business
Premium or higher
SKU.

Microsoft 365 Copilot

For use in your Microsoft 365
apps and on the web.

\$30 per user/per month.

You can explore Microsoft Copilot now—for free

Free versions of Copilot:

- Visit copilot.microsoft.com.
- Preview a version of Copilot in Windows on your Windows 11 PC.

Google Play



Apple Store



Learn more at adoption.microsoft.com.



Prompt ingredients



Include the right prompt ingredients

To get the best response, it's important to focus on some of the key elements below when phrasing your Copilot prompts.

Goal: What response do you want from Copilot?

Context: Why do you need it and who is involved?

Generate a short 3-5 article reading list to inform me about nonprofit initiatives in Brooklyn, NY. Focus on local publications. Please summarize each article.

Source: Which information sources or samples should Copilot use?

Expectations: How should Copilot respond to best meet your expectations?

Microsoft Copilot

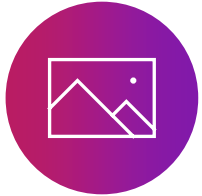


Microsoft Copilot

For use on the web.

Free with Microsoft
365 Business
Premium or higher
SKU.

Scenario 1



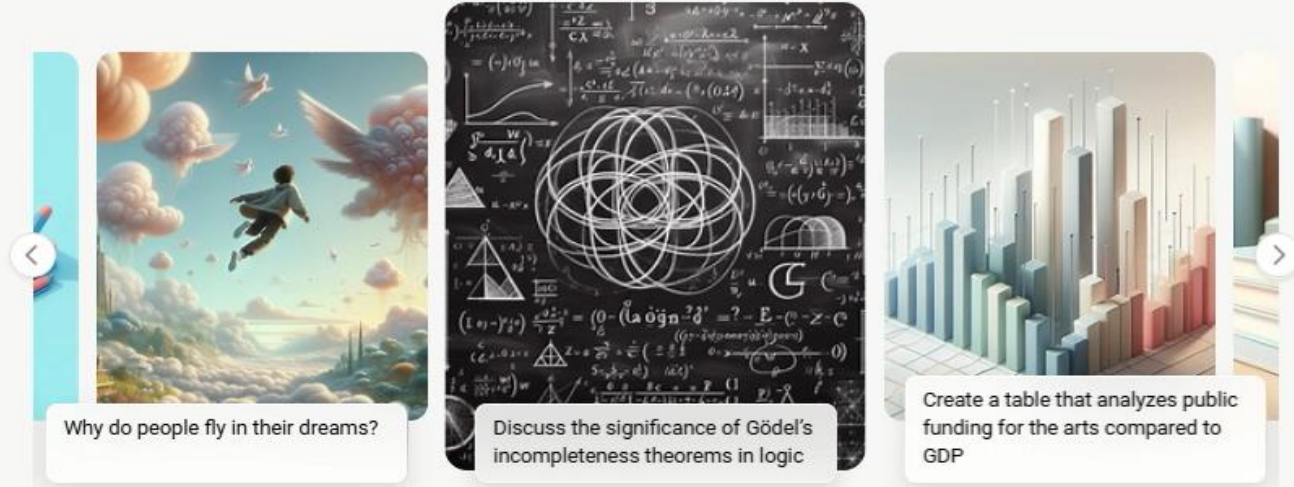
Scenario: Our org wants to send emails to first-time donors that supported our fundraising campaign.



Prompt: Write a donor-centric thank-you email to first-time donors for contributing to our fundraising campaign in May 2024. Include the following details: The donation will help create a new shelter for animals, which will help Pets4All treat more than 200 rescues in the county. Keep the tone grateful and make sure it doesn't exceed 100 words.



Your everyday AI companion



[Terms](#) | [Privacy](#) | [FAQs](#)



Write a donor-centric thank-you email to first-time donors for contributing to our fundraising campaign in May 2024. Include the following details: the donation will help create a new shelter for animals, which will help Pets4All treat more than 200 rescues in the county. Keep the tone grateful and make sure it doesn't exceed 100 words.





You

Write a donor-centric thank-you email to first-time donors for contributing to our fundraising campaign in May 2024. Include the following details: the donation will help create a new shelter for animals, which will help Pets4All treat more than 200 rescues in the county. Keep the tone grateful and make sure it doesn't exceed 100 words.



Copilot

Subject: A Heartfelt Thank You from Pets4All 🐾

Dear [Donor's Name],

We are immensely grateful for your generous donation to our May 2024 fundraiser. Your support is creating a new haven for over 200 rescued animals in our county. Thanks to you, these precious lives will find the care and shelter they deserve.

Warm regards, [Your Name] Pets4All Team 📧

Stop Responding

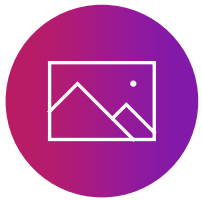


New topic

Ask me anything...



Scenario 2



Scenario: Our org wants to share information about our summer volunteering initiative. We want to advertise on X, LinkedIn and Facebook.



Prompt: Our organization is running a summer volunteer initiative for career coaching for career switchers. Can you create social media postings for X, LinkedIn and Facebook?



Your everyday AI companion



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Our organization is running a summer volunteer initiative for career coaching for career switchers. Can you create social media postings for X, LinkedIn and Facebook?





You

Our organization is running a summer volunteer initiative for career coaching for career switchers. Can you create social media postings for X, LinkedIn and Facebook?



Copilot

Absolutely, I'd be happy to help with your social media posts for the summer volunteer initiative. Here are some draft posts tailored for each platform:

X:

☀ Volunteer Opportunity Alert! ☀



Are you looking to pivot your career path? Join our Summer Career Coaching Initiative and unlock your potential! Our expert volunteers are here to guide you through the transition with personalized advice and support. #CareerSwitch #VolunteerCoaching #SummerInitiative

LinkedIn:

We're excited to announce our Summer Volunteer Initiative for Career Coaching! This program is designed for professionals seeking to transition into new career paths. Our seasoned coaches are ready to provide one-on-one sessions, resume critiques, and networking strategies to help you succeed. If you're interested in volunteering or participating, please reach out to us.
#CareerDevelopment #ProfessionalGrowth #CareerCoaching



****Facebook:** 

 Stop Responding



New topic

Ask me anything...



Microsoft 365 Copilot



Microsoft 365 Copilot

For use in your Microsoft 365
apps and on the web.

\$30 per user/per month.



Develop content in Word



Grant Requirements for the Lifelong Learning Initiative Grant

A grant opportunity for nonprofit organizations that support higher learning and continuing education for seniors

Overview

The "Lifelong Learning Initiative Grant" is a grant aimed at promoting higher learning and continuing education for adults aged 55 and over. This grant is available to nonprofit organizations that have programs designed to help seniors continue their education and improve their skills.

The grant committee will award up to \$50,000 to selected organizations that demonstrate the effectiveness and impact of their programs on the target population. The grant money can be used for program development, implementation, evaluation, and reporting.

Eligibility

To apply for this grant, the following requirements must be met:

- The nonprofit organization must be registered and in good standing.
- The organization must have a program specifically designed for adults aged 55 and over.
- The organization must provide evidence of the impact of their program on the target population.

Header

100%
Looks good!

Get a summary from Copilot
Ask questions and gain insights about this doc

Draft with Copilot

Draft a grant proposal for Contoso's nonprofit digital literacy program. Use the data in the provided documents to detail how funds were used in the past and success of previous cohorts. Draft should be persuasive and show how the requested funds will be used for the program expansion. Include details on the importance of digital literacy and Contoso's commitment to serving its community. [FY23 DL Grant Requirements.docx](#)

423/2000

Generate Reference a file

Combing through info...

Stop generating ESC

Working on it...

Stop generating ESC

Grant Proposal for the Lifelong Learning Initiative Grant

Contoso Nonprofit: Digital Empowerment Program

Executive Summary

- Contoso Nonprofit is a Seattle-based organization that has been serving the community for 20 years, offering free classes on digital literacy, ESL, counseling, and foodbank services.

SENSITIVITY Due to content created by Copilot, your organization automatically applied the sensitivity label: General\All Employees (unrestricted)

- Digital literacy is defined as the ability to use information and communication technologies to find, evaluate, create, and communicate information, and to participate in social and civic activities.
- Digital literacy is essential for seniors to access information, services, and opportunities, and to stay connected with their families, friends, and communities.
- However, according to a 2022 study by the American Community Survey, only 48% of senior citizens have basic digital literacy, and many face barriers such as lack of access, skills, confidence, and motivation to use technology.
- Digital Empowerment addresses these challenges by providing seniors with free classes on basic computer skills, internet usage, and social media, as well as access to technology resources, such as computers and internet access, at Contoso's facilities.
- The program curriculum is based on the Northstar Digital Literacy Standards, which cover topics such as computer basics, email, internet, Windows, Mac OS, Word, Excel, PowerPoint, and social media.
- The program is delivered by Contoso's program staff and volunteers, who are trained and certified in digital literacy instruction and adult education.
- The program runs for 12 weeks, with two sessions per week, each lasting two hours. The program is offered in English and Spanish, and accommodates different learning styles and paces.
- The program also includes guest speakers, field trips, and social events to enhance the learning experience and foster a sense of community among the students.
- The program's goals are to increase the digital literacy of seniors by 25%, to improve their confidence and satisfaction in using technology, and to encourage them to continue their education and lifelong learning.

P Draft a grant propos... < 1 of 1 > AI-generated content may be incorrect

✓ Keep it ↻ 🗑️ For example, "Make it formal" →

Navigation

Search document

Headings Pages Results

- Proposal Summary
 - Deadline
 - Introduction
 - Program needs
 - Objective
 - Program Impact FY22

Sample Monthly Program Budget

Digital Empowerment FY24

Draft with Copilot

Create an Executive Summary for this document

45/2000

Generate Reference a file

citizens have basic digital literacy. Contoso digital literacy program aims to increase seniors' digital literacy through classes held by our staff and volunteer efforts.

Deadline

February 15th 2023.

Introduction

Contoso Nonprofit has been serving our community in Seattle Washington for 20 years. We offer free classes on digital literacy, English as a second language (ESL), as well as counseling and a foodbank for our underserved community. The organization's digital literacy program is designed to provide individuals with the skills they need to use technology effectively. The program includes training on basic computer skills, internet usage, and social media. Digital Empowerment also provides access to technology resources, such as computers and internet access, to individuals who may not have access to them otherwise.

Program needs

Last year we had a cohort of 200 people sign up for our digital literacy program. We have identified there are approximately 1000 people in our community this year that could benefit form the program. Due to this high demand we want to increase our capacity by 50%. In order to increase our capacity we will need \$120,000 in additional funding through grants and donations.

Objective

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Add-ins

Editor

Copilot

Add-ins

Comments

Editing

Share

Navigation

Search document

Headings

Pages

Results

Proposal Summary

Deadline

Introduction

Program needs

Objective

Program Impact FY22

Sample Monthly Program Budget

Digital Empowerment FY24

Pulling things together...

Stop generating

ESC

Proposal Summary

Contoso is dedicated to improving the lives of senior citizens ages 66 and older through increased digital literacy. A 2022 study by the American Community Survey concluded that only 48% of senior citizens have basic digital literacy. Contoso digital literacy program aims to increase seniors' digital literacy through classes held by our staff and volunteer efforts.

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Objective

Page 1 of 4

632 words

Text Predictions: On

Accessibility: Good to go

Display Settings

Focus

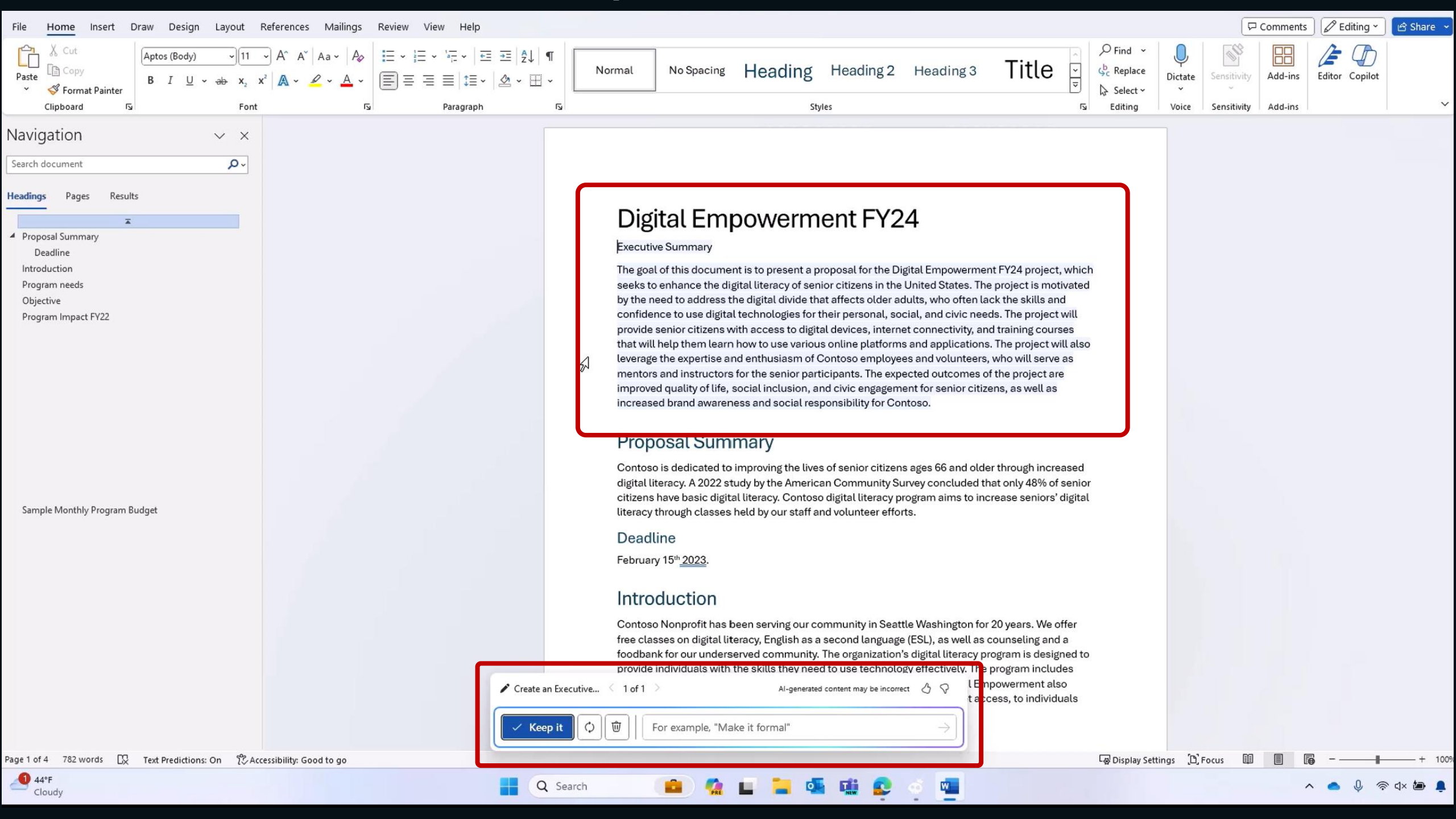
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Digital Empowerment FY24

Executive Summary

The goal of this document is to present a proposal for the Digital Empowerment FY24 project, which seeks to enhance the digital literacy of senior citizens in the United States. The project is motivated by the need to address the digital divide that affects older adults, who often lack the skills and confidence to use digital technologies for their personal, social, and civic needs. The project will provide senior citizens with access to digital devices, internet connectivity, and training courses that will help them learn how to use various online platforms and applications. The project will also leverage the expertise and enthusiasm of Contoso employees and volunteers, who will serve as mentors and instructors for the senior participants. The expected outcomes of the project are improved quality of life, social inclusion, and civic engagement for senior citizens, as well as increased brand awareness and social responsibility for Contoso.

Proposal Summary

Contoso is dedicated to improving the lives of senior citizens ages 66 and older through increased digital literacy. A 2022 study by the American Community Survey concluded that only 48% of senior citizens have basic digital literacy. Contoso digital literacy program aims to increase seniors' digital literacy through classes held by our staff and volunteer efforts.

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Digital Empowerment also
t access, to individuals

Create an Executive... < 1 of 1 > AI-generated content may be incorrect

✓ Keep it ↻ 🗑 For example, "Make it formal" →

[Copilot uses AI. Check for mistakes.](#) [Legal Terms](#) [Privacy and Cookies](#) [FAQ](#)

Summarize Digital Empowerment Grant Proposal FY24.docx and then draft an email recap for my team



Work content and chats cannot be seen outside your organization

The "Digital Empowerment Grant Proposal FY24.docx" is a proposal for the Digital Empowerment FY24 project, which aims to enhance the digital literacy of senior citizens in the United States. The project seeks to address the digital divide that affects older adults by providing them with access to digital devices, internet connectivity, and training courses. The project will leverage the expertise of Contoso employees and volunteers, who will serve as mentors and instructors. The expected outcomes are improved quality of life, social inclusion, and civic engagement for senior citizens, as well as increased brand awareness and social responsibility for Contoso. The proposal includes a program summary, program needs, objectives, program impact, current research, and a sample monthly program budget. The deadline for the proposal is February 15th, 2023.

Here is a draft email recap for your team:

Subject: Recap of Digital Empowerment Grant Proposal FY24

Dear team,

I wanted to share with you a summary of the Digital Empowerment Grant Proposal FY24. The proposal outlines a project to enhance the digital literacy of senior citizens in the United States. The project aims to address the digital divide that affects older adults by providing them with access to digital devices, internet connectivity, and training courses. The project will leverage the expertise of Contoso employees and volunteers, who will serve as mentors and instructors.

The expected outcomes

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1 of 30 responses ●

Stop Responding



Ask me anything or type / to add people, files, and more



0/4000 ➤



Develop content in PowerPoint



File Home Insert Draw Design Transitions Animations Slide Show Record Review View Help

Record Present in Teams Share



Title slide options



Event name or presentation title

Subtitle or speaker name



Get started with AI



Find information at work easily via a quick online search with Microsoft Copilot. Included in all Microsoft 365 plans, Copilot includes additional controls, customization, and secure enterprise features: copilot.microsoft.com



Learn about skilling opportunities for nonprofits to help people to harness the power of AI: aka.ms/nonprofits



Improve your team's productivity and accelerate creativity when you add Copilot for Microsoft 365 to your existing Microsoft 365 plan (\$30 per user per month): aka.ms/AmplifyCreativity



Microsoft offers for nonprofits



Productivity and creativity

Microsoft 365 Business Premium

- Best for small and mid-sized nonprofits that need advanced security, online meetings, email, cloud storage, Office desktop applications, and device management.
- Includes Microsoft Copilot for AI-powered online search with commercial security protection.
- **Free for up to 10 users and discounted pricing of \$5.50 (USD) per user/month for additional users.**

★ Copilot for Microsoft 365

- An AI tool that automates tasks, enhances productivity, and integrates with your existing applications, making it ideal for nonprofits.
- **\$30 (USD) per user/month.**



Data and security

Azure

- Save money and improve efficiency by migrating existing workloads to Azure.
- **Eligible nonprofits can receive \$2,000 (USD) worth of Azure service credits annually.**

Power BI Desktop

- Connect to data sources, build visualizations, publish to the Power BI service, and embed on websites.
- **Available free for eligible nonprofits.**

Power BI Pro

- Gain real-time views of data, access Power BI desktop features, and distribute content.
- **\$3 (USD) per user/month.**



Business Applications

Power Apps

- IT teams can make app development more efficient and secure with Power Apps.
- **Free for up to 10 users and discounted pricing of \$2.50 (USD) per user/month available for additional users.**
- Power Apps Premium is available for \$5 (USD) for more advanced capabilities.

Dynamics 365 Sales Enterprise

- Enable full relationship management with constituents, volunteers, and program participants.
- **Discounted pricing of \$23.80 (USD) per user/month.**

★ Copilot lineup for Business Applications

- Copilot capabilities are included Dynamics 365 Apps and Power Platform solutions at no **additional fee.**
- Copilot for Sales (for fundraisers and business development) and Copilot for Service (for customer service professionals) integrate into your CRM system of record. **\$50 (USD) per user/month**, which includes Copilot for Microsoft 365.
- Create chatbots for your website to engage with volunteers, donors, and more with Copilot Studio.

Visit us at Tech Forward

Microsoft-Led Roundtable

Tue, Oct. 1 4:30pm

Capital Ballroom F&G space

Description: Round table discussion focused on the sector's AI adoption to support the direction of future offerings, resources and learning opportunities through a small focus group

Gen AI Workshop

Led by Tech Impact

Description: Prompting workshop showcasing some Copilot features as examples. Get advice, hands-on help, and test it alongside your peers to help discover how it can bring realistic and tangible benefits to your team



Thank you

microsoft.com/nonprofits

