



Pax8 Tech for Social Impact Playbook

MSPs have an exciting opportunity to grow their business by breaking into the nonprofit and K-12 education markets. Discover how Pax8 empowers partners to serve their nonprofit and education customers by harnessing the full potential of Microsoft cloud technology.

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What is the Pax8 Tech for Social Impact Program?

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The Pax8 Tech for Social Impact program enables MSPs to serve nonprofits and classrooms with affordable, cutting-edge cloud solutions tailored to the unique needs of mission-driven organizations. We equip MSPs with hyper-relevant products, services, education and enablement so your nonprofit clients can stay focused on their larger mission.

By growing your engagement in this market, you'll unlock abundant opportunities to expand your business while enhancing your community presence, brand and reputation—making a profound difference in society and the communities you serve.

The Pax8 Tech for Social Impact Difference

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As a leading Cloud Commerce Marketplace in the nonprofit sector, Pax8 collaborates with over 5,000 MSPs, serving 15,000 nonprofits globally. Since 2022, we've more than doubled our reach, now supporting 1.5 million nonprofit seats, establishing us as the top Microsoft provider to MSPs in North America and third globally.¹

The Pax8 Tech for Social Impact program continually expands its product portfolio, offering abundant opportunities to our partners. Our award-winning support team equips you with the resources and expertise to expand your business and contribute to societal betterment. We'll extend your reach by providing cloud technology, support and services.

The Opportunity

10 Million
nonprofits globally²

\$25 Million
global opportunity¹

#1 in AI adoption
Education outpaces every other industry³

Fundraising
is now digital-first⁴

55%
of nonprofits are actively using or piloting AI⁴

Make a Positive Impact

Support those who support others by providing cutting-edge technology at a fraction of the cost, so nonprofits, students and educators can do what they do best.

Reach New Markets

Capture the underserved nonprofit and education sectors by tailoring their needs with a comprehensive suite of services including cloud computing, cybersecurity, productivity, collaboration, AI and more.

Help Optimize IT Spend

Help nonprofits and school districts reduce their overall costs with practical cloud solution services like improved security, increased network efficiencies and more.

Activate Your Brand

Enhance your brand reputation and retain top talent by deepening your nonprofit practice to increase overall employee satisfaction and loyalty.

Pax8 Nonprofit Offerings

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The opportunity for MSPs to grow their nonprofit business is substantial. Nonprofits rely heavily on technology to support their operations and deliver their services, making them prime candidates for MSP services. By offering support and tailored solutions, you can help these organizations manage their technology infrastructure, maintain data security, adhere to compliance standards and enhance system efficiency.

The Pax8 Tech for Social Impact program enables MSPs to deliver top-tier solutions tailored to fit the unique budgetary and operational requirements of the nonprofit sector. Elevate your nonprofit clients' technological capabilities with Pax8 Marketplace's diverse portfolio of vendor grants and offers from top SaaS vendors to help nonprofits modernize operations, engage more stakeholders and accelerate mission impact.

Featured Vendor: Microsoft

Azure	Annual grants and discounts to support cloud migration, infrastructure and AI services on Microsoft Azure.
Microsoft 365 and Copilot	Discounted pricing on productivity and collaboration tools with AI-powered assistance to automate tasks, streamline workflows and empower teams.
Dynamics 365	Discounted pricing on customer relationship management (CRM), accounting and customer service tools for enhanced donor management, program management and operational intelligence.
Security and Compliance	Discounted pricing on Microsoft Defender and Purview for nonprofits to assess risk, monitor threats and protect data of donors, volunteers and beneficiaries.

Eligibility for Nonprofit Programs

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Take advantage of discounted and donated solutions for your nonprofit organizations from Microsoft and our top SaaS vendors. Accessing the program begins with eligibility and validation from Microsoft. Because there is a wide variety of these solutions available to nonprofits, we want to make sure our partners and their customers are eligible to realize their full potential. Organizations must:

- Hold recognized, legal charitable status as [defined in their country](#), or be a public library or public museum.
- Have a mission to benefit the broader community.
- Attest to Microsoft’s anti-discrimination policy.
- Only use the licenses for their organization and not license partner, affiliate or sister organizations.

Check if your clients are eligible and begin the registration process by contacting your Pax8 rep.

For more information on all nonprofit SKUs, please reach out to our [Pax8 team](#).

[View our vendors](#)

Pax8 and Microsoft's Education Offerings

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Microsoft offers a comprehensive ecosystem of licensing options, learning tools and support programs designed specifically for K–12 schools. These offerings help school districts provide secure, equitable access to technology while simplifying management for IT teams and empowering educators to deliver impactful learning experiences. Microsoft's education licensing is built around affordability, flexibility and security. Most schools license through **Microsoft 365 Education**, which bundles Windows, Office 365 and advanced security/management tools.

Suite	Best for	Key Features
A1 (Free)	Schools needing essential cloud tools	Office 365 online apps, Teams, OneNote, basic security
A3	Schools wanting full desktop apps and device management	Desktop Office apps, Windows Enterprise, Intune for Education, advanced security
A5	Districts requiring the highest level of security and analytics	Everything in A3 plus advanced threat protection, analytics and compliance tools

Pax8 Empowers MSPs to Learn, Grow and Succeed

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We give our partners the education, tools and support every MSP needs to expertly navigate and provide top cloud solutions to their clients. Our partner program is specifically designed to enable our partners to:

- Grow their business by acquiring new clients, increasing wallet share of existing clients and identifying new revenue streams.
- Gain efficiencies in billing, delivering solutions and supporting clients.
- Reduce business, technical and operational risks.

Partner Education and Enablement

Education and enablement are at the core of the Pax8 mission to support the growth of our partners' business across all sectors and solution types. From courses, guides and events, we offer a wealth of educational resources to support our MSP partners on their cloud journey and the greater nonprofit community.

Pax8 Nonprofit Partner Community

The Pax8 Nonprofit Partner Community* is an alliance of nonprofit affiliates designed to empower partners to capitalize on the nonprofit sector's substantial IT market. It offers resources, incentives and expert guidance to help partners integrate cloud technologies into their business strategies. This fosters growth and enables them to connect with others dedicated to social good and technological innovation.

[Enroll today to join the Pax8 Nonprofit Community](#)

*The Pax8 Nonprofit Partner Community is only available in North America.

Academy

Access a growing library of on-demand courses and content that will help you set your nonprofit clients up for success with cybersecurity, communications and more.

[Sign in to get access to nonprofit resources](#)

Additionally, Pax8 offers a wealth of global events to serve our partners in nonprofits. Dive into Mission Briefings, Bootcamps, webinars and more. See what's available in your region:

[NA events](#)

[UK events](#)

[EU events](#)

[APAC events](#)

Pro Services

If you're ever short on staff, resources or expertise, you're not alone. Pax8's Professional Services add bandwidth to your team on projects that are too time-intensive or outside of your team's expertise – helping you plan, assess, design, migrate, customize and optimize cloud solutions.

[Explore Professional Services](#)

Sales and Technical Support

With dedicated support from a team of experts with over 500 certifications, we resolve 85% of requests in-house.

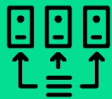
Not a partner yet?
Sign up to access resources.

[Become a partner](#)

Powered by the Pax8 Marketplace

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Our dynamic platform simplifies the way partners buy cloud products from vendors by connecting the channel ecosystem to our award-winning Cloud Commerce Marketplace. Our Marketplace enables partners to seamlessly deliver and manage cloud solutions from one place.



Instant Provisioning

With our 98.5% fully automated provisioning, our partners don't waste time waiting for solution provisioning.



Industry-Leading PSA Integrations

Browse products, place orders, update seat counts, manage and import company data and customize billing agreements — all from your preferred PSA tool.



Migrations

Streamline your Microsoft change of channel with faster transfers, better tracking and less operational drag.



Ready to Grow Your Tech for Social Impact Business?

Our team is here to help you at every stage of the journey, enabling you to better support those who support others.

[Schedule a call](#)

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Sources

1. Pax8 internal data, 2026
2. Microsoft estimates based on IDC data, 2025
3. AI in Education Report: Insights to support teaching and learning
4. Salesforce. The Seventh Edition of the Nonprofits Trends Report. 2025