



Microsoft

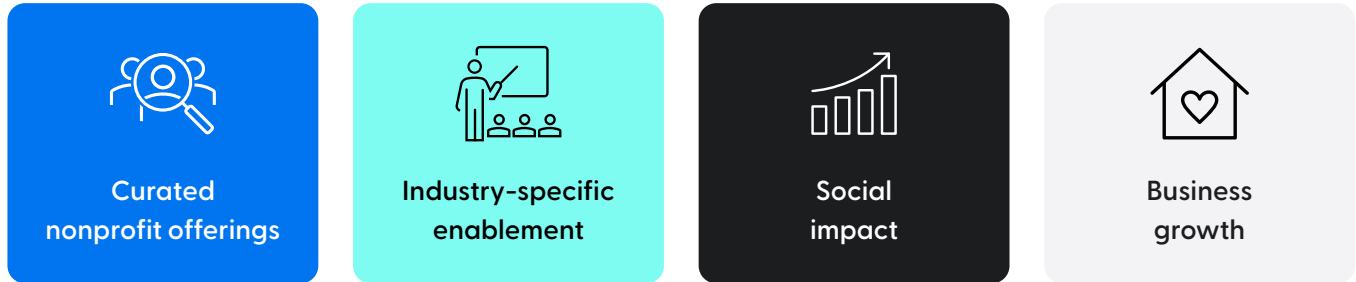
# Tech for nonprofits playbook

MSPs have an exciting opportunity to grow their business by breaking into the nonprofit market. Discover how Pax8 empowers partners to serve their nonprofit customers by harnessing the full potential of technology.

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## What is the Tech for Social Impact program?

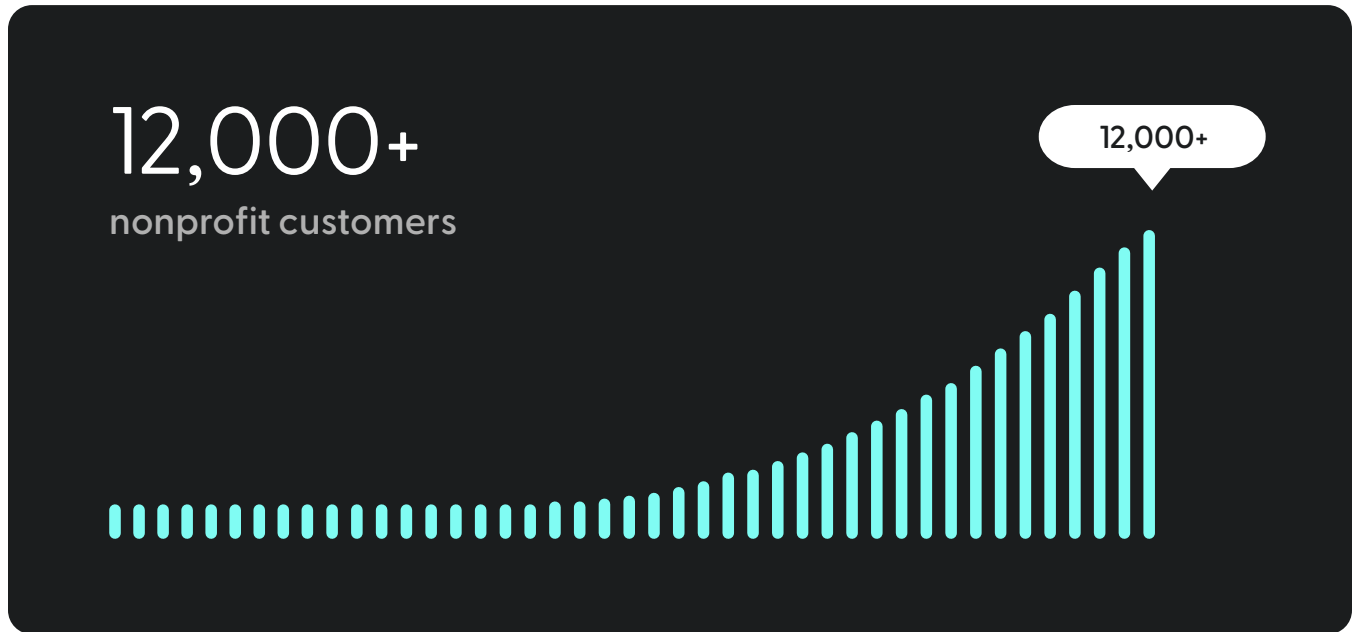


The Pax8 Tech for Nonprofit program enables MSPs to serve nonprofits with affordable, cutting-edge cloud solutions tailored to fit the unique needs of the nonprofit space. At Pax8, we are steadfast in our dedication to empowering MSPs who serve nonprofits as they tackle pressing global issues through relevant, affordable, and innovative cloud solutions. We offer you the chance to make a profound difference in society and expand your impact with our exceptional cloud technology, unwavering support, and top-notch services. Together, we can create a brighter future for all.

The Pax8 Tech for Nonprofit program is part of our organizational commitment to growing positive social impact worldwide. Our mission is to create a thriving hub within the Pax8 Marketplace, thoughtfully curating a diverse selection of solutions tailored to meet the unique requirements of nonprofits globally.

Pax8 equips MSPs with hyper-relevant products, services, education, and enablement to deliver top-notch technology to their nonprofit clients, allowing nonprofits to stay focused on their larger mission. By growing your engagement in this market, you'll find abundant opportunities to grow your business and enhance your community brand and reputation.

## The Pax8 and nonprofit difference



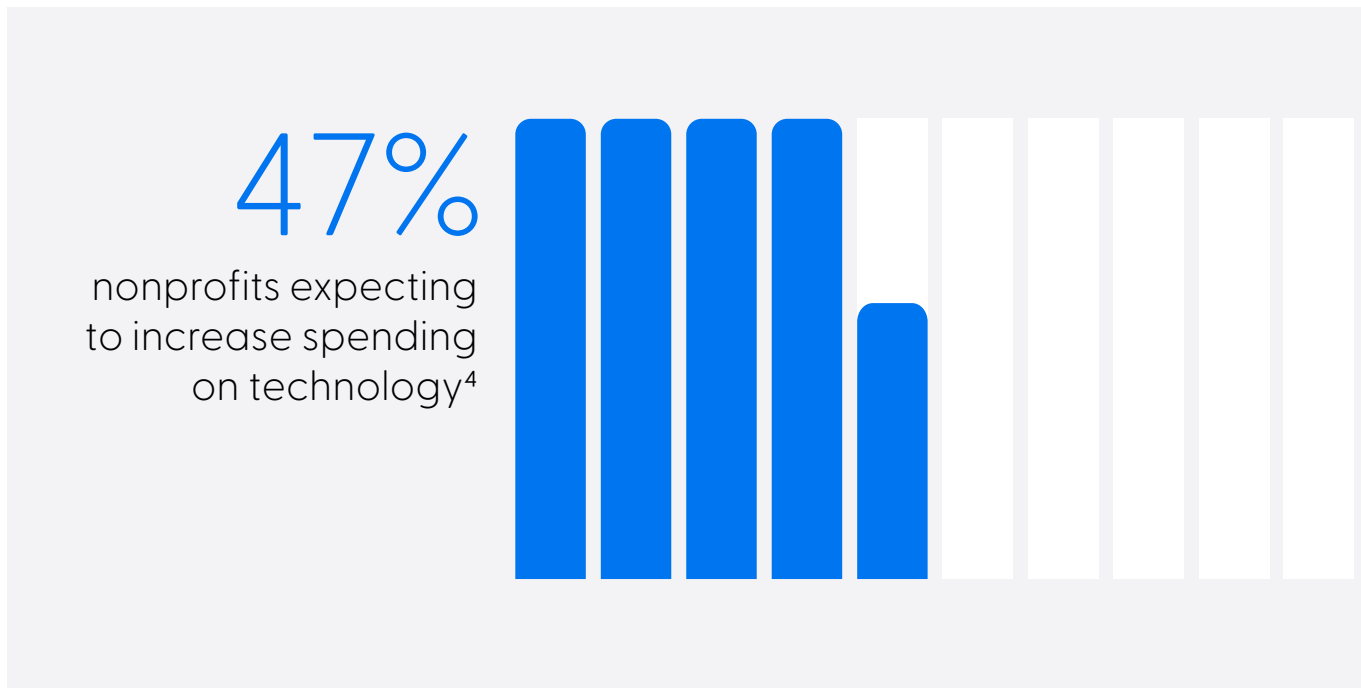
**1 Million**  
nonprofit seats

**4,000+**  
MSPs serving  
nonprofits

**#1 Microsoft**  
nonprofit partner  
in North America

Pax8 is dedicated to delivering relevant, affordable, and innovative cloud solutions that empower nonprofits to address the world’s most pressing challenges. As a leading Cloud Commerce Marketplace in the nonprofit sector, we collaborate with over 4,000 MSPs, serving 12,000 nonprofits globally. Since 2022, our reach has doubled, providing 1 million nonprofit seats and establishing us as the top Microsoft provider to MSPs in North America and third globally. The Pax8 Tech for Nonprofit program continually expands its product portfolio, offering abundant opportunities to our partners. Our award-winning support team, available around the clock, equips you with the resources and expertise to expand your business and contribute to societal betterment. Let us extend your reach by providing cloud technology, support, and services.

## The opportunity



**10 Million**  
nonprofits globally<sup>1</sup>

**5x** Digitally mature nonprofits are 5x more likely to achieve mission goals<sup>3</sup>

**3<sup>rd</sup>** Nonprofits are America's third largest employer<sup>2</sup>

**\$155 Billion**  
global technology spend<sup>1</sup>

### Reach new markets

Capture the underserved nonprofit sector by tailoring their needs with a comprehensive suite of services including cloud computing, cybersecurity, disaster recovery, IT consulting, 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.

### Help optimize IT spend

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

### Make a positive impact

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

## Pax8 nonprofit offerings

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 Nonprofit 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 array of vendor offers. Grants and discounts are available from multiple vendors.

### Eligibility

Take advantage of discounted and donated solutions for your nonprofit organizations from our top vendors. 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.

**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 empowers MSPs to learn, grow, and succeed

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.

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, fostering growth and enabling them to connect with others dedicated to social good and technological innovation.

Email us at [nonprofit@pax8.com](mailto:nonprofit@pax8.com) to find out more.

### pax8Academy

Access a growing library of on-demand courses and content that will help you set your nonprofits up for success via 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 nonprofit. Dive into Mission Briefings, Bootcamps, webinars, and more. See what's available in your region:

[NA events](#)

[EU events](#)

[UK events](#)

[APAC events](#)

**Not a partner yet?**

Sign up to access resources.

[Register here](#)

\*The Pax8 Nonprofit Partner Community is available in North America and EMEA.

## pax8ProServices

If you're ever short on staff, resources, or expertise, you're not alone. White-labeled Professional Services from Pax8 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.

### Sales and technical support

With 24/7 support from a team of experts with over 500 certifications, we resolve 85% of requests in-house.

[Explore Professional Services](#)

## Powered by the Pax8 Marketplace

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.



### Single monthly bill

We save our partners 7-10 hours each month by delivering a single, easy-to-read invoice. On average, this provides a \$25K revenue gain.<sup>5</sup>



### Instant provisioning

With our 98.5% fully automated provisioning, our partners don't waste time waiting for solution provisioning. The 1.5% of manual provisioning takes less than 15 minutes.<sup>6</sup>



### 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.





# Ready to grow your nonprofit business?

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

[Schedule a call](#)

[pax8.com](https://pax8.com)

1. Nonprofit TAM Market Study, Microsoft, February 2022  
2. Nonprofits Are America's Third Largest Employer, Study Finds | Philanthropy news | PND ([philanthropynewsdigest.org](https://philanthropynewsdigest.org))

3. Where Are Nonprofits on Their Digital Transformation Journeys? | BizTech Magazine  
4. Global Nonprofits Trends Report, 5th Edition, Salesforce 2022

5. A commissioned Total Economic Impact study conducted by Forrester Consulting on behalf of Pax8, December 2021  
6. Pax8 internal data, 2023