

NPO Fabric Accelerator.



ANS

Think Bigger.



Non-profit pressures.

Does your charity face any of these challenges?

Non-profits are under increasing pressure to deliver more with fewer resources. Many face fragmented data systems, manual processes, and limited insight into constituent engagement. This makes it harder for organisations to measure impact, respond quickly, and make informed decisions.

Adding to these issues are:

- Rising demands from funders, beneficiaries, and stakeholders
- Tighter budgets that limit capacity and innovation
- Increasing compliance requirements across data and reporting
- Growing cybersecurity threats that put sensitive information at risk

These challenges can slow down progress and divert attention from what matters most: your mission.

The NPO Fabric Accelerator could be the answer.

It's designed to help charities overcome these barriers by unifying your data into a single and secure AI-ready platform. Built on Microsoft Fabric, we'll support you in developing a tailored data foundation that accelerates fundraising performance and deepens engagement, empowering you with smarter decision making across your organisation.



Fabric that fits.

Wherever you are in your journey.

Every non-profit is on a unique data journey. Fabric meets you where you are.

No matter your level of data maturity, Fabric provides the tools and flexibility to grow your capabilities at your own pace. The NPO Fabric Accelerator could be the answer.

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Early-stage adoption

Explore sample dashboards to understand potential use cases and practical applications. Measure and compare suitability to your non-profit's goals and needs.

Begin building data literacy across your team and identify key metrics that matter most.

Mid-stage adoption

Connect your live Salesforce NPSP data to unlock real-time insights and customise dashboards for deeper visibility. Empower program managers and fundraisers with tailored analytics that highlight impact, engagement, and performance.

Advanced users

Extend data pipelines, enrich models with predictive analytics, and build custom dashboards to support strategic decision-making. Integrate external data sources, automate reporting and drive innovation with AI-powered insights.

Fabric in action: Key use cases.

Constituent 360

Gain a unified, real-time view of every individual who interacts with your organisation through various means, including donations, volunteering, events, and marketing campaigns.

By consolidating data across giving, communications, and engagement, you can better understand supporter journeys and personalise outreach to strengthen relationships.

EXAMPLE APPLICATION

Your charity uses Fabric to combine data from its CRM, email platform, and event registration system to see that a major donor also volunteers regularly and attends annual gatherings – enabling more tailored stewardship and recognition.

Campaign and channel attribution

Identify which campaigns, channels, and messages are driving donations and engagement. With clear attribution, you can optimise your marketing spend and refine your outreach strategies to focus efforts on what works. This encompasses email marketing, social media, direct mail, and events.

EXAMPLE APPLICATION

After analysing campaign performance, your non-profit discovers that social media ads targeting younger audiences generate more recurring donations than email newsletters – leading to a shift in budget allocation.

Donor segmentation

Visualise donor behaviour across multiple touchpoints to create meaningful segments based on giving history, engagement level, demographics, or interests.

Use these insights to tailor communications, increase retention, and boost lifetime value through targeted stewardship and appeals.

EXAMPLE APPLICATION

Your fundraising team segments donors into first-time givers, monthly supporters, and lapsed donors. You then launch a re-engagement campaign for lapsed donors with personalised messaging, resulting in a 20% return rate.

Model enhancements.

These features are included in the current enrichment logic to provide deeper insight and improve fundraising operations:

Gift aid

Identify eligible donations to maximise reclaim opportunities.

Regular giving

Monitor recurring donations like Direct Debits and lotteries.

Donor commitments

Track pledges and future income for better forecasting.

Fundraising appeals

Integrate platforms like JustGiving to assess campaign performance.

Legacy giving

Capture data on supporters who plan to leave gifts in their wills, helping build long-term funding strategies.

Matched giving

Highlight matched donations to boost income and engagement.

Consent and history

Maintain supporter consent records to ensure compliance and respectful engagement.

Whats possible with your data?

Unlock powerful insights and smarter decision-making by transforming raw data into actionable intelligence:

01

Aggregated constituent profiles

Build a holistic overview of each supporter, combining demographics, donation history, and engagement metrics.

EXAMPLE

A fundraising manager can see that a donor aged 45 from Manchester has given annually for 3 years, attended 2 events, and opened every campaign email, making them a strong candidate for a major gift appeal.

02

Campaign performance insights

Analyse the effectiveness of fundraising and marketing campaigns by integrating engagement and donation data.

EXAMPLE

After a winter appeal, the team sees that email drove the highest donation volume, while social media generated the most new donors – informing future channel strategy.

03

Donor segmentation

Group donors by age, location, giving range, and constituent type to tailor communications.

EXAMPLE

A charity segments donors into “young professionals,” “monthly givers,” and “high-value supporters,” then sends each group a customised message that reflects their giving style and interests.

Tired of manual data tasks?

Streamline repetitive tasks and workflows with Fabric.

Reduce manual effort and improve efficiency by automating key data processes:

Automated ingestion, transformation, and enrichment pipelines

Set up end-to-end workflows that automatically pull in data from various sources, clean and structure it, and apply enrichment logic like tagging Gift Aid eligibility or donor segmentation.

EXAMPLE

A charity automates the daily import of donation data from its CRM, applies enrichment rules to flag recurring donors, and updates dashboards without any manual intervention.

Incremental data loading using change data feed (CDF)

Keep datasets fresh without reprocessing everything. CDF enables efficient updates by loading only new or changed records.

EXAMPLE

Instead of refreshing the entire donor database each night, the system uses CDF to update only the records that have changed. This saves time and reduces system load.

Data driven decisions.

Turn your data into action with tools that empower smarter fundraising and reporting.

Fundraising intelligence at your fingertips

POWER BI DASHBOARDS

Discover interactive dashboards that bring your fundraising data to life. Monitor donation trends, campaign performance, donor retention, and income breakdowns in one place. With real time visibility, your team can respond quickly with optimised strategies.

Reporting that makes sense

SEMANTIC MODEL FOR BUSINESS-FRIENDLY REPORTING

Fabric's semantic layer simplifies complex data, making it accessible to everyone. By using familiar terms and logical groupings, teams can build reports and explore insights without needing technical expertise. This means faster decision-making and more empowered teams across your organisation.



Out of the box features.

Get started faster with built-in tools that simplify set up and deliver immediate value. Microsoft Fabric comes equipped with ready-to-use features that are tailored to the needs of your non-profit. These include:

01

Sample data pipelines

Quickly ingest and process data from common sources with preconfigured pipelines.

These templates reduce setup time and help teams progress from raw data to useable insights with minimal effort.

02

Prebuilt dashboards

Access professionally designed dashboards for fundraising performance, donor segmentation, and campaign attribution.

These visuals provide clarity and can be customised to reflect your organisation's goals and metrics.

03

Medallion architecture (Bronze, Silver, Gold)

Fabric's layered data architecture ensures structured and scalable data management:

Bronze: Raw data from source systems

Silver: Cleaned and enriched data ready for analysis

Gold: Business-ready data for reporting and decision making

This structure helps further transparency for consistent, long-term growth.

Why Choose the NPO Fabric Accelerator?

Accelerate your data transformation with a solution built for non-profits.

The NPO Fabric Accelerator combines Microsoft's powerful data tools with sector-specific expertise to help charities unlock insights and streamline operations to boost productivity.

With Fabric, you gain access to the following:

Rapid deployment with sample or live data

There's no need to wait months to see results. With sample or live data, you can start exploring insights and building dashboards almost immediately. This means you can start generating value from day one!

Extensive architecture for partner innovation

Fabric is built to grow with you. The Accelerator's flexible design allows for seamless integration with partner tools, platforms, and custom solutions. It's a scalable solution that will naturally evolve with your organisation.

AI-ready foundation for future development

With an AI-ready foundation, you're set up for the future. From advanced analytics and predictive modelling to AI-powered insights, Fabric ensures your organisation is ready to embrace innovation and make smarter, faster decisions.



Opportunities for further development.

Once your data foundation is in place, real magic can begin. The NPO Fabric Accelerator opens the door to new opportunities that can transform how your organisation works and grows.

- **Expand your reach** by adding grant management, volunteer tracking, and impact recording.
- **Empower your team** with smart tools that simplify tasks and support decision-making.
- **Stay future-ready** with a flexible setup that evolves as your needs change.



Platform limitations and key considerations.

The Fabric Accelerator is packed with helpful features, but here are a few things to keep in mind. While a few limitations exist today, improvements are actively underway and developing. Here are some to be aware of:

No deletion propagation

Deleted records don't automatically sync across systems yet, so manual cleanup may be needed.

USD-only reporting

All financial data is currently shown in U.S. Dollars. Currency conversion may be required for international use, but future updates may include multi-currency support.

No multilingual support

The platform is also currently English-only, which may affect accessibility for global teams.

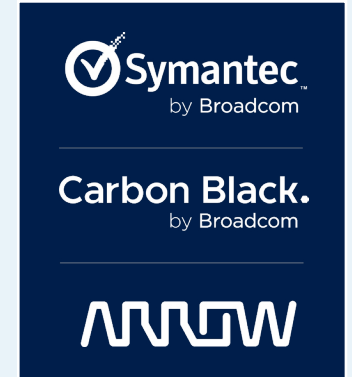
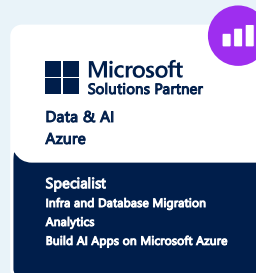
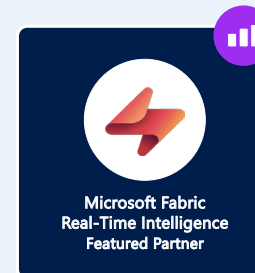
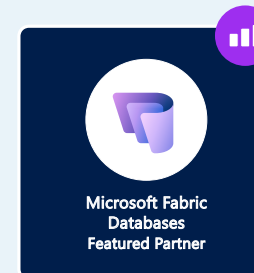
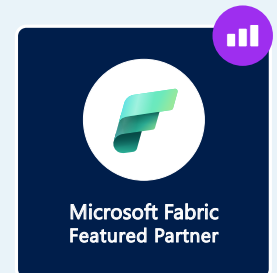
Preview features may change

Some tools are in preview mode and could be updated or removed based on user feedback. We recommend avoiding building critical workflows around preview features until they're officially supported.

Understanding these current boundaries helps organisations plan effectively and stay ready to take full advantage of future enhancements.



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- ISO 14001:2015 Environmental management
- ISO/IEC 27001:2013 Information security management
- ISO 9001:2015 Quality management
- ISO 22301:2019 Security and resilience
- ISO/IEC 27017:2015 Security techniques
- ISO/IEC 27018:2019 Security techniques
- ISO/IEC 20000-1:2018 Information technology





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