



Adobe Creative Cloud for nonprofits: Sales Conversation Guide

Elevator pitch

Only Adobe Creative Cloud for nonprofits gives your management and staff access to the latest industry-leading creative apps for design, web, video, and photography, plus seamless ways to share and collaborate through optional online services.

Creative Cloud for nonprofits is available through the Value Incentive Plan (VIP).

Why is Creative Cloud essential for a nonprofit organization?

Increases your impact with digital tools that let you create content to amplify your ideas and your organization's vision. Creative Cloud has all the apps you need to get your message out to the world.

- The top 3 most important communication channels for nonprofits are all digital — website, email and social media. —*Nonprofit Communications Trends Report*
- “The ability to tell compelling stories both quickly and efficiently in our increasingly digital world are crucial to effective fundraising.” —*Shari Mason, VP Marketing & Communications, Smile Train*

Boosts productivity and collaboration across the organization and engagement with prospective donors.

Resources to help you get started

Nonprofits need to get their employees trained quickly and efficiently — often with little or no budget. Check out these resources, all of which are available for FREE to Creative Cloud users:

- Getting Started webinar
- Adobe Creative Cloud tutorial
- Adobe Acrobat tutorial
- Adobe TV
- Tips and Tricks

Adobe Stock

Available as an add-on and for named user licenses only.

Add images to projects without leaving your creative apps. Adobe Stock is built right into Creative Cloud desktop apps such as Adobe Photoshop CC, Illustrator CC and InDesign CC. So your creative users can browse, test and purchase images without leaving their favorite apps. And they can easily convert watermarked images to licensed images as they work.

Why Creative Cloud for nonprofits?

Always up-to-date.

Licenses include updates to Creative Cloud applications as soon as they're released, so your management and staff will always have the latest creative tools & features.

Services built-in.

Services for file storing, sharing, and collaboration — only available through Creative Cloud for nonprofit named-user licenses.

Flexible licensing options.

Choose from device licenses for training environments and computer stations or named-user licenses for each user. Choice of All Apps or Single App option. Select your anniversary date and contract term.

Easy deployment.

A web-based Admin Console makes it easy to purchase additional seats, add users, and manage software updates.

Are you eligible?



Charitable Organizations are eligible to purchase Adobe products under the VIP Licensing Program* if they meet certain requirements.

Please see [our website](#) for more details.

Discovery questions

1	Ask how your customer is using Adobe products: "Do you need a solution for your staff where collaboration is key or an anonymous user model for computer stations?"
2	Ask about version control: "Do you have challenges with users being on different versions of Adobe products and creating challenges for collaboration?"
3	Ask about budget predictability: "Do you need a solution that offers predictable licensing costs that can align with your budget cycles?"
4	Ask how the organization is deploying software: "Do you need a solution for distributing and managing software that is flexible and allows you to easily manage licenses through an Admin Console?"

Creative Cloud for nonprofits: VIP licensing options

Small workgroups	Training environments
	
<p>Named-user licensing</p> <ul style="list-style-type: none"> • Licenses for each individual. Rights to install on two computers for work and home use. • Choice of All Apps or Single App option. • Online services and storage included. 	<p>Device licensing</p> <ul style="list-style-type: none"> • Licenses for each computer, rather than each user, with rights to install on one computer per license. • Choice of All Apps or Single App option. • Online services and storage not included.

Objections handling

NOTE: Free training and tutorials available on the [Adobe Education Exchange](#)

Concern	Response
"We're not sure Adobe Creative Cloud is essential."	"In a recent survey, nonprofits identified that the top 3 most important communication channels for them were all online — their website, email and social media. Now more than ever, how you communicate digitally will directly impact your ability to effectively spread your message, attract and retain donors, and connect with the community."
"I'm concerned about the security of cloud-based services."	"All data stored by Adobe, on behalf of customers, has strong tenant isolation security and controls. You retain complete control and ownership of your data. And with device licenses, Creative Cloud is deployed anonymously, meaning no employee data is shared with Adobe."
"We can't update and train our staff fast enough to keep up with Adobe's rapid software updates."	"IT is always in control of when to install available updates, and Adobe provides a wealth of free resources and tutorials online that can help your staff stay on top of new technologies."
"Many staff members don't know Adobe products."	"Adobe provides great resources, curriculum, and on-demand professional development on website and on the Adobe Education Exchange at no charge."
"Each team buys their own software and I don't want to manage the console for everyone."	"With the Adobe deployment tools, your organization can assign two administrative logins for the Admin Console so that each team can manage their own Adobe software in the way that works best for them."

Tips

Customers may purchase a Single App option to lower costs, but remind them that creative tasks are often interrelated and providing just a single app may stifle creativity. If they need 2-3 apps, the All Apps plan is more cost effective.

Check the Creative Cloud for nonprofits licensing overview for a list of applications and services available for each type of license. Services are only available with named-user licensing.