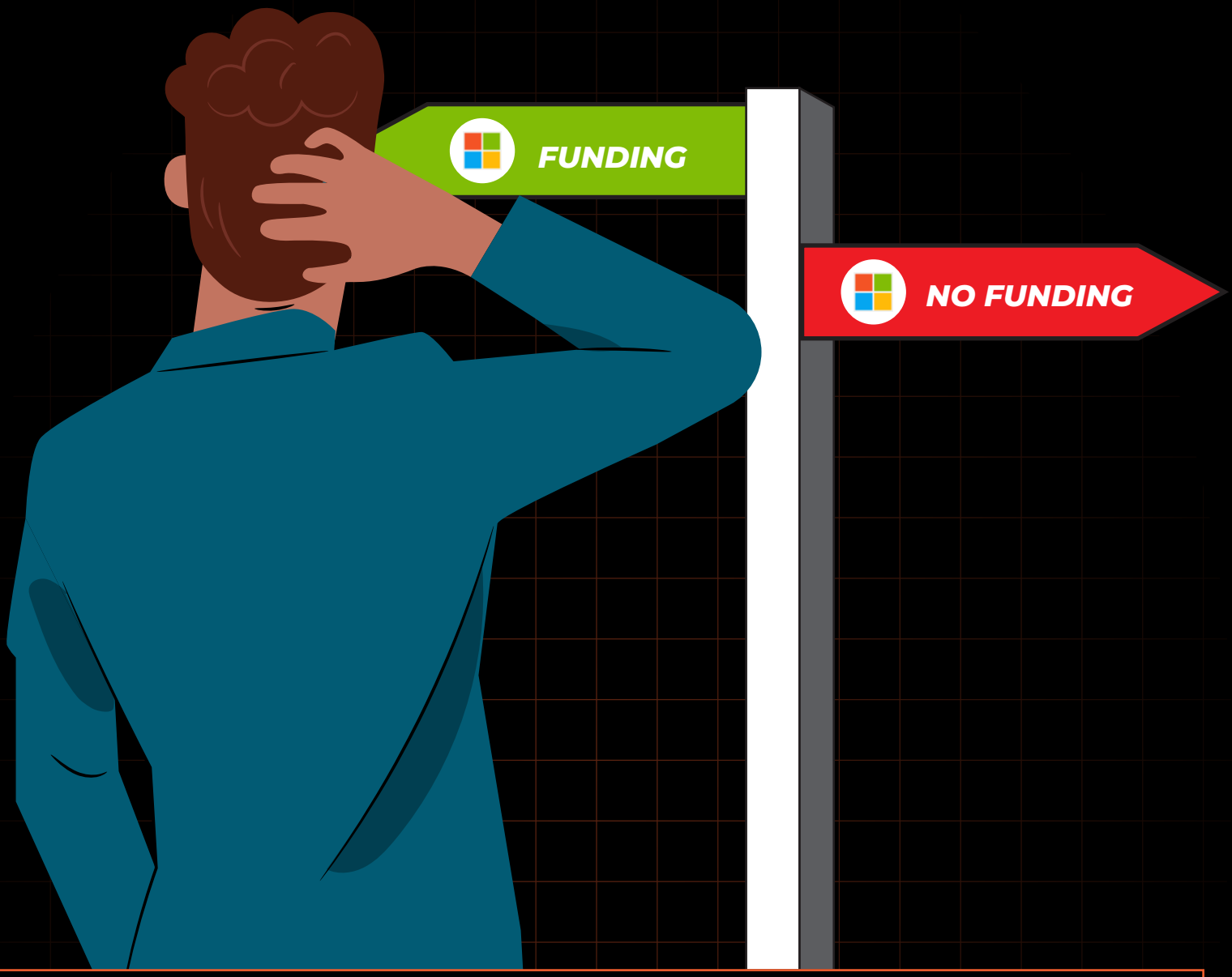


Use it or lose it

A Co-op guide for ***busy*** Microsoft partners



You’re sitting on funds, but time isn’t on your side

If you’re a Microsoft partner, there’s a good chance you’re already earning Co-op funds.

The problem? Most partners either don’t realise those funds are there — **or they never claim them, simply because they don’t have the time.**

This guide is for the busy partner who wants to boost their marketing or sales efforts using Co-op funding they’ve likely already earned — without adding another heavy task to their plate.

Inside, you’ll learn:

- **What Co-op funding is, and why it often goes unused**
- **A few simple ways to put those funds to work — fast**

What is Co-op funding — and why do so many partners ***miss out?***

Co-op funding is part of Microsoft's partner incentive program. It rewards qualifying partners with funds for marketing, sales and training — money that can be claimed back when you run approved activities that promote Microsoft products or services.

These funds aren't just helpful — **they're designed to help you grow. But they come with a catch:**

You only have a ***limited window*** to use them, you need to follow Microsoft's guidelines, and you must submit claims with documentation once your activity is done.

That's where many partners stall. Not because they're incapable — but because the admin takes time they don't have. The result? The funding disappears. **Not claimed. Not used.**

You've already earned these funds — now it's time to make them work for you. Here are a few simple ways to put them to use without adding extra effort to your workload.



Three steps **to make your Co-op funds *count***
(without losing your mind)

Step 1: Check if you're earning funds

First things first — you need to know what's available.

Log into Microsoft Partner Center, head to the Incentives section, and check your Co-op Funds tab. If you're eligible, you'll see your available balance and how long you must use it.



If you've never checked before, now's the time. You might be surprised by what's waiting.

Step 2: Pick one campaign-worthy activity that Microsoft will reimburse

You don't need to build a big campaign from scratch.
Just choose one Co-op eligible activity that drives results — and is easy to get help with.

Here are some good, manageable options:

Run a LinkedIn or Google Ads campaign



Target the industries or customers you already serve — Microsoft will co-fund it as long as it promotes a specific solution (like Microsoft 365, Azure, etc.)

Send an outbound email campaign



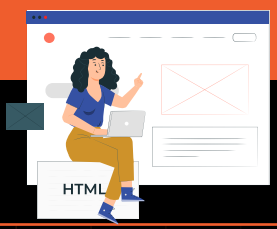
Promote a packaged offer or workshop. Add your Microsoft messaging and link to a landing page — done.

Host a short customer webinar or bootcamp



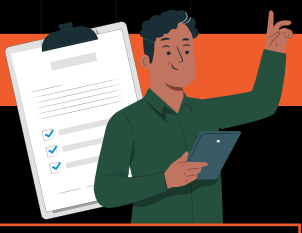
Use your Co-op to fund the speaker, the promotion, and the follow-up materials. You don't need to run a conference — just create a moment.

Refresh your website or landing page



Co-op funds can support a new offer page, case study, or solution overview — especially if it helps you position a Microsoft product more clearly.

Invest in skilling your team



Internal training, Microsoft certifications, sales enablement workshops — all of these are Co-op eligible too.

You don't have to do everything.
You just need to do one thing that you can execute and claim — and that moves your business forward.

Step 3: Don’t do it yourself — outsource the admin and execution

This is where most partners hit a wall:
Campaign planning. Compliance. Submission paperwork. Proof of execution.

But here’s the reality: You don’t need to run the campaign yourself. You don’t even need to file the claim yourself.

You just need to work with a Microsoft-aligned marketing partner — someone who’s done this before and knows:

- **What activities are eligible**
- **How to keep everything compliant**
- **How to submit the claim and get you reimbursed**

You approve the work. They run the campaign. You get the results — and your Co-op covers the cost.

That’s how you turn unused funds into real business growth without the stress.





This isn't about *strategy,* it's about *momentum*

You're not losing funds because you're unqualified. You're losing them because you're overloaded.

This guide isn't asking you to do more. It's showing you how to do just enough to start turning your earned incentives into growth.

If you want help making the most of your Co-op funds — without the admin, stress, or guesswork — Blacfox can step in. We'll help you plan a compliant, effective marketing push that puts your funding to work before it expires.

Let's make it happen.

Talk to Blacfox