PROscore for Salesforce ®
The Smarter Prospect Scoring System.

PRO PROSPECT RESEARCH ONLINE

Do you know your prospect or donor's "score"? Introducing iWave's PROscore for Salesforce. Use this integrated tool to quickly evaluate your prospect's potential as a donor: determine WHO to ask, HOW MUCH to ask for, and WHEN to ask - all without leaving your Salesforce CRM.

Prospect Research Online (PRO) is an online search tool that bundles the best wealth, biographical, and philanthropic information available, and then uses that information to generate a PROscore rating for your prospect. Within your Salesforce system, customize your PROscore parameters (propensity, affinity, and capacity weighting and ranges) according to your fundraising strategy. Then, check the PROscore for each of your prospects. With PROscore you can determine how philanthropic your prospect is, whether they love your cause, and how much they have to give.

Within your Salesforce System, you will now be able to see a PROscore summary for your prospect or donor. This will include:

· PROscore
· Propensity Rating
· Affinity Rating
· Capacity Rating

· Estimated Giving Capacity
· Planned Giving - Bequest, Trust, Annuity
· Value of Real Estate Properties
· Value of Donations Given to Other Organizations

Sample: _____

3 PROSCORE

Robert M. Johnson

This overall score of 3 out of a possible 4 is made up of the following:

3 Capacity/Ability to Give

4 Propensity/Inclination

1 Affinity/Linkage to Higher Education

How is the PROscore generated?

The PROscore is generated by matching your prospect to records within iWave's Prospect Research Online (PRO) database. The records are matched based on the individual's name, home address, and various other details as available. To ensure the PROscore is aligned with your fundraising strategy, you have the ability to customize the weighting of the formulas elements, the capacity ranges, the affinity, and the level of confidence required to match records.

What are the system requirements and fees to integrate PROscore with Salesforce?

PROscore for Salesforce is free to install and use with a valid Salesforce.com license and a subscription to PRO.

What is iWave Information Systems?

Since 1991, iWave Information Systems has been developing software solutions that empower education, healthcare, and nonprofit organizations to raise more major gifts, faster. iWave's flagship product is Prospect Research Online (PRO), an online lookup tool that helps fundraisers and researchers determine who to ask, how much to ask for, and when to ask. Within PRO, users can rate their prospect or donor's potential to give using PROscore.

How do I get started?

Contact your iWave Account Executive or search for PROscore in the Salesforce AppExchange - (appexchange.salesforce.com) and click 'Get It Now'.

AVAILABLE ON
salesforce appexchange