



# Fundraise *with* Confidence

## Do you struggle with...

**finding** new donors?

**determining how much** a prospect has to give?

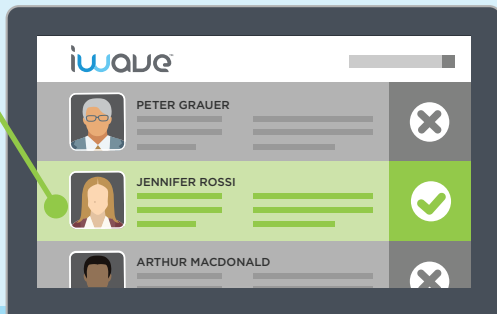
**understanding** a prospect's interests and **inclination** towards philanthropy?

Fundraising intelligence to help your organization raise more gifts, faster.

With iWave, the industry's top-rated prospect research platform, you can take the guesswork out of fundraising. iWave provides the information you need to determine a prospect's capacity to give and their connection to your cause, so you can make a more informed ask.

## Use iWave Lite to:

Identify new prospective donors



Make more informed, evidence-based gift asks



Learn more about the wealth, interests, and philanthropic background of donors

Finally, you can have confidence that you're asking the **right person**, for the **right amount**, at the **right time**.



## How does it work?

Think of iWave Lite as a search engine containing only wealth, philanthropic, and biographic information on prospective donors.

### This information includes:

- real estate holdings
- charitable donations
- board affiliations
- foundation and public charity information

Search an individual, business, or foundation and iWave will analyze millions of data points, returning wealth, philanthropic, and biographic information matched to your prospect.

With a single click, iWave compiles that information into a comprehensive prospect profile that includes propensity, affinity, and capacity ratings as well as key wealth and philanthropic indicators. Use this information to identify new major gift prospects and tailor your cultivation and solicitation strategy. Equipped with iWave's fundraising intelligence, you can fundraise with confidence.



I have now brought iWave to three different organizations and I will continue to spread the word about this product. Thank you for making my job easier. **iWave cuts my research time in half** and makes me look really good to my boss."



**Amy Udell**

Grants Manager, Operation Kindness  
Animal shelter, four staff members

YOU'RE IN GOOD COMPANY  
WITH iWAVE



United Way



### About iWave:

iWave is the industry's top rated fundraising intelligence platform. Our solutions help education, healthcare, and nonprofit organizations determine who to ask, how much to ask for, and when to ask so they can fundraise with confidence. Since 1991, over 6,000 development teams have used iWave to power their fundraising efforts.