

# CASE STUDY

## Relying on iWave for Confident, Quality Research

### Background

Since 2005, Projoin Network has provided prospect research and fundraising advice to nonprofits worldwide. Projoin assists small to large organizations who have diverse missions, needs, and fundraising goals. D. Craig Williams is Projoin's President. He is a 33-year veteran of prospect research, communications, and fundraising. Based out of Oregon, Projoin is a member of Apra Northwest Chapter, Willamette Valley Development Officers (WVDO), Mid-Valley Development Professionals (MVDP), and the Nonprofit Association of Oregon (NAO). Craig joined iWave to discuss his work and share some thoughts about iWave's research and fundraising solutions.



### The Challenge



Every day, more and more nonprofits ask Craig for help with screening: how to prepare a file, what to look for in a screening product, and how to validate results. Each client presents new and unique challenges. "It's hands-on, always with a focus on client needs," says Craig. "They expect and deserve consistent quality." To help deliver quality results, Projoin relies on iWave.

### The Solution

"iWave has helped me every minute of every day," says Craig. "As a researcher, and especially as a consultant, you won't always know if a certain profile you built leads to a certain gift amount raised. But with iWave, you're always confident in the work you do."

When beginning with a new client, Craig turns to their current donor base first. This is often the best target group for organizations that are new to fundraising. However, current donors are sometimes overlooked. "It's important to take good care of them and talk to them. Good research can help you start those conversations."

Since Projoin works with a diverse group of clients each with unique needs and demands, spending time effectively is critical for success. Of iWave, Craig says, "The tech doesn't get in the way of using the product. The technology is robust with many features, but it's easy and reliable. That's especially important for my one-person shops who need to work quickly but have confidence." Craig highlighted superior stock holdings data and friendly customer service as two credits in iWave's favor.

"It's my primary source of information," says Craig. "iWave is one of the best companies I've ever worked with."

### At a Glance:

#### Organization:

Projoin Network, LLC

#### Location:

Oregon

#### Industry:

Nonprofit Consultant

#### Key Challenge:

Provide high-quality research results to a diverse group of clients in a timely manner.

#### Key Benefit:

iWave's robust technology, combined with its ease of use and reliability, make it a standout solution for small shops who need to work quickly but have confidence in their results.



*"iWave has helped me every minute of every day. It's my primary source of information."*

**Craig Williams**  
President, Projoin Network

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