

# A *fresh* Approach to Fundraising with Confidence

iWave's fundraising intelligence platform is built on next-generation architecture that leverages its modern design and intuitive layout to help you identify, cultivate, and retain donors in order to raise more major gifts.

iWave enables development teams to segment hundreds or thousands of individuals you know little about into an actionable list of prospects who have capacity to give, are philanthropic, *and* are giving to organizations similar to yours.

iWave has revolutionized the nonprofit fundraising industry by offering the most comprehensive, most customizable, and most trustworthy wealth screening and prospect development platform. Before iWave, fundraising intelligence was slow, inaccurate, and unreliable. iWave is changing the story by enabling every nonprofit regardless of size or industry to have access to fundraising intelligence.



## Fully integrated functionality for fundraising:





## SCREENING

iWave Screening is an industry-leading wealth screening tool that helps nonprofits uncover major gift prospects. iWave is the only company to offer **Multi-lens Scoring** which allows you view wealth screening results under multiple lenses depending on your fundraising goals.

### With iWave's adjustable parameters, you can:

- define wealth capacity settings.
- select affinity to giving interests.
- choose scoring weights for capacity, affinity and propensity (giving history).

Also the first of its kind, iWave's **Company and Foundation Screening** identifies businesses and foundations that are most likely to give to your organization. For those who are screening often, we offer enhanced automation options.



## SEARCH AND DATA

With iWave, you have access to the most comprehensive suite of premium datasets. Search within each individual dataset or all of them simultaneously using iWave's **360search** or wealth screening.

### A few of our popular datasets include:

- **CoreLogic Real Estate:** The newest and most comprehensive view of CoreLogic's premium real estate data, including mortgage information, to help estimate donor capacity.
- **VeriGift:** iWave's own charitable giving database offers over 150 million gift records with links to sources (annual report, form 990, etc.) and over 1 million gifts added each month.
- **News and Obituaries with Alerts:** Curated content to help cut out the clutter so you can quickly discover donor information including alerts for obituaries and newsworthy mentions.

Other new dataset additions this year include **State Political Giving** and **Aircraft Ownership**.



## SCORES AND ANALYTICS

iWave Scores and Analytics deliver actionable insights that are tailored to your goals. The **iWave Score** helps you prioritize prospects and uses a real-estate equalizer to ensure wealth ratings are not overinflated. Our **Insights** feature helps you discover hidden opportunities, and our **Cultivation and Engagement Analytics** help you understand what messaging and channels to use when cultivating your prospects. Scores also use Advanced Real Estate Capacity Calculations by including the Median Home Price of a county to ensure wealth ratings are not overinflated.



iWave is **more accurate**,  
**more user-friendly**,  
**and more versatile**.  
I recommend iWave to  
everyone I speak with."



**Bob Hickey**  
Director of Development,  
Catholic Community Foundation



## PROFILES

iWave Profiles provide an overall score for the donor as well as forecasted gift ask capacity, history of giving, affinity to give to your cause, and in-depth biographic information. iWave Profiles can be as flexible and comprehensive as you like to help effectively assess your donors.

**Add Custom Records:** You can add any known charitable gifts or real estate records to an iWave Profile. These custom records influence iWave's capacity scores so you can refresh and update scores, once new information is added, to get the most accurate giving capacity. You can also add or delete records on a prospect's profile.



## PROSPECT LISTS

Within iWave, you can build an unlimited number of lists including ones for individuals, corporate donors, and foundation grants. Within VeriGift, each gift record is assigned a giving interest (e.g. animal related, youth development, etc.) to enable list building using affinity to giving interests.



## SECURITY AND PRIVACY

Multi-factor authentication helps organizations validate the identity of their users in order to protect sensitive donor information. iWave offers this additional layer of security to ensure access for the right users while boosting the flexibility of remote employees.



We recently started a \$40 million capital campaign. With iWave, I was able to gather and verify critical wealth and philanthropic information about a prospect that led to a \$10 million gift from that individual. **iWave's research platform helped us get 25% of the way to our goal with that one prospect alone.**"



**Dedan Brozino**  
Executive Director,  
Rose Bowl Legacy Foundation

YOU'RE IN GOOD  
COMPANY WITH iWAVE

**Caltech**

**susan g. komen.**

**Yale**

 **Smithsonian**

 **United Way**

 **NATIONAL  
GEOGRAPHIC**

 **Covenant  
House**

See how the industry's top-rated fundraising intelligence platform will help you fundraise with confidence and raise more major gifts, faster. **Request a demo today.**

### About iWave:

iWave, the industry's top-rated fundraising intelligence platform, enables nonprofit organizations to fundraise with confidence. In a new era of nonprofit fundraising, iWave solves critical challenges facing fundraising professionals today: how to identify, qualify and retain donors to raise more major gifts. iWave's intuitive and easy-to-use solutions give access to the industry's highest quality wealth and philanthropic information so you can determine who to ask, how much to ask for, and when to ask.

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