

iWave Score:

The Best Way to Prioritize Your Donors

You may call it a prospect score or a donor score. We call it an iWave Score. Ultimately, it's the rating you use to determine if a donor is a good fit for your organization.

This ranking system has been used by the fundraising industry for years and is the foundation for making an educated gift ask. The difference is, the iWave Score does not just look at capacity. It is a comprehensive score that analyzes the full picture of your donor: their propensity, affinity, and capacity to give to *your* organization. When looking at current donors, it can show you who could give more. When looking at new donors, it can show you the top prospects for your next campaign.



The iWave Score is built on the Three Keys:

CAPACITY

The capacity rating represents the amount a prospect can give to all charitable causes over a 5-year period.

PROPENSITY

The propensity rating looks at whether your prospect is philanthropic.

AFFINITY

The affinity rating assesses how strong a prospect's connection is to your cause.



**iWAVE
SCORE**

The iWave Difference

iWave is the ONLY platform that measures affinity by incorporating a donor's external giving history to organizations like yours. Plus, our unique **Real Estate Equalizer** ensures that capacity ratings are not overinflated.

Capacity Indicators:

- Income
- Real estate holdings
- Stocks and assets
- Charitable and political giving

Propensity Indicators:

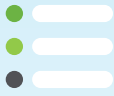
- Internal giving
- Charitable giving
- Political giving
- Board or foundation affiliation

Affinity Indicators:

- Giving history
- Leadership or board positions with similar organizations
- Affiliation with foundations that have a similar mission to yours

Each key helps to guide your strategy, identify top prospects, and frame your gift asks.

The iWave Score Helps You To:



Prioritize and segment your prospect lists with customizable score settings.



Uncover actionable insights, when combined with your organization's RFM scores.



Feel confident in your gift ask, with verifiable scores and transparent data sources.

Make The iWave Score Your Own

iWave takes its commitment to customization seriously in all aspects, including the iWave Score. You can think of the iWave Score as your nonprofit's personalized prospect score. With other platforms, when you screen or look up a prospect, you will see the same score whether your nonprofit is a museum, a hospital or a school.

But with the iWave Score, you see a prospect score that is unique—based on what *your* nonprofit is looking for.

Your personalized score can be customized based on affinity, capacity, and propensity which gives you a score that is completely yours and aligned to your fundraising strategy. You can also incorporate your RFM (recency, frequency, monetary) scores alongside the iWave Score to allow for a whole scope of analytics and actionable insights into your prospects.



We ran some linear regression models and we found that **every increase in a prospects iWave Score, on average, is equal to \$243 extra dollars for each donor.** This amount was far higher than what we expected from our donors. It was really the iWave Score that rose above.”



Erin Hayes
LifeMoves

Confidence in how your prospects are scored means confidence in your overall fundraising campaigns. **Are you ready to get started?**

Contact info@iWave.com or call 800-655-7729