

# Smart Alerts

## Empower Your Fundraising Team with Active Intelligence

We get it: keeping your donor database up-to-date with the latest intelligence is time-consuming, and you're prone to miss important opportunities. The good news is that iWave's Smart Alerts can do the heavy lifting for you. With Smart Alerts enabled on iWave's Intelligent Profiles, the latest intelligence is automatically delivered to you, so you know exactly when and how to connect with your donors.



### Maximize Outreach with Timely and Accurate Data

Your top donors are actively growing their wealth and making charitable donations. Their activities can impact your segmentation, ask amounts, outreach, and even prioritization. With up-to-date intelligence on your donors, you can be confident that you're timing your outreach efforts efficiently, so you don't miss out on important opportunities.



### Save Time and Money with Automation

Donor research can be a long and tedious process. Manually updating your database one constituent at a time can be an insurmountable task, and screening your database frequently can be costly. Luckily, in today's day and age, AI-driven automation is close at hand when we need it most.



### Fuel Your Entire Fundraising Strategy with Dynamic Data

Whether you're focusing on finding the next major gift, or actively seeking new ways to engage prospective donors and move them from cultivation to solicitation, Smart Alerts ensure that no opportunities are missed. And because Smart Alerts dynamically feed iWave's Intelligent Profiles, you can be confident that your decision-making process will always be drawing upon up-to-date and accurate information.

# How It Works:

## 1. SET UP YOUR ALERTS

Enable Smart Alerts on a single profile or on multiple profiles at the same time. Then choose a desired confidence level for the matching algorithm on your target donor(s).


### Create Smart Alerts

You have selected 3 profiles.  
Only alert for records with a confidence of match equal to or higher than this setting. The default minimum confidence of match is 4.1.

4.1

#### Current Capacity

1  
Largest Giving Capacity  
\$2,500



#### New Capacity

4  
Largest Giving Capacity  
\$554,400

## 2. LET iWAVE DO THE HEAVY LIFTING

iWave automatically monitors your target donors for new intelligence, alerts you in real-time when updates are detected, and gives you a preview of how scores and analytics are impacted.

## 3. ADJUST AS DESIRED

The new records can easily be deleted or added to your donor's profile. You can also pivot your monitoring strategy by re-assigning Smart Alerts to different profiles at any time, or by assigning additional\* Smart Alerts.

\*A designated amount of iWave Smart Alerts are included with every iWave subscription but you must have iWave Professional or iWave Premium to purchase additional Smart Alerts.

### Smart Alerts

Name	COM	Last Updated	Active
<input type="checkbox"/> Jerry Ou	4.1	12/01/2021	<input checked="" type="checkbox"/>
<input type="checkbox"/> Diane Stern	6.3	11/29/2021	<input checked="" type="checkbox"/>
<input type="checkbox"/> Jim Fischer	5.5	11/25/2021	<input checked="" type="checkbox"/>
<input type="checkbox"/> Kevin Liu	7.1	11/21/2021	<input checked="" type="checkbox"/>

YOU'RE IN GOOD COMPANY WITH iWAVE



Are you ready to fuel your fundraising  
with active intelligence?

REQUEST A DEMO

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