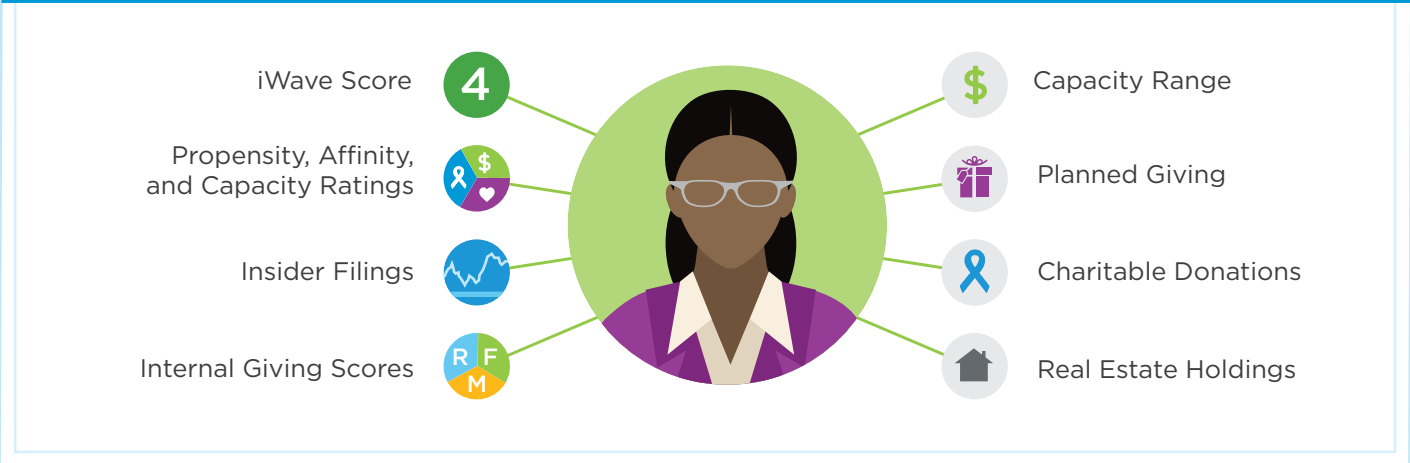


# Wealth and Philanthropic Insight on Your Prospective Donors



Enrich your internal Raiser's Edge NXT data with iWave's **billions of wealth and philanthropic records** to identify new major gift prospects and learn more about your current donors' capacity and inclination to give. This insight helps you to focus time and effort on your best major gift prospects.

## Find your next major gift donor in Raiser's Edge NXT with iWave's game-changing fundraising intel, which includes:



YOU'RE IN GOOD COMPANY WITH iWAVE



“

I use iWave daily and it is an **absolutely invaluable tool**. We have 22 centers and camps in the association and that means a wide variety of research requests. It supports me in providing our leadership with in-depth background on our donor base before meetings and allows us all to feel confident in the strategic decisions being made.



**Allison Plott**  
YMCA of Metropolitan Chicago

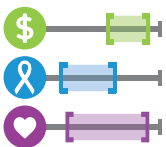
# Powerful Fundraising Intel at Your Fingertips

## Use the iWave Score to Identify Major Gift Prospects



The iWave Score is used to identify top major gift prospects, to prioritize a list of prospects, or to segment your donors. This score is generated by matching your constituent to public and proprietary wealth and philanthropic records within the iWave database. The iWave Score and a summary of fundraising insights (e.g. Estimated Giving Capacity) can then be easily accessed within Raiser's Edge NXT reporting for analysis.

## Understand a Prospect's Capacity and Inclination to Give



The iWave Score provides a 360° view of prospective donors. Not only does it rate a prospect's capacity to give, it also rates their propensity to give, and affinity to *your* cause. And because your prospecting goals are unique, you can customize the weighting of each component.

## Analyze a Donor's Giving to You and Others



iWave delivers a summary of a prospect's past giving history to Raiser's Edge NXT. This includes analysis of their giving to other nonprofits, such as total donations, value of donations, and planned giving potential. And if applicable, it will also generate a recency-frequency-monetary (RFM) score which analyzes a donor's giving specifically to your organization. Charitable giving information is provided by **VeriGift**, iWave's own industry-leading charitable donations database, which contains more than 150 million verifiable charitable donation records.

## One-of-a-Kind Customization and Transparency



iWave offers unparalleled customization and transparency so you have confidence in the results. Because no two nonprofits or fundraising strategies are the same, the ratings, capacities, and profiles are tailored specifically to your criteria. iWave also offers complete transparency into the data used to generate scores. You are able to add and delete records as well as refresh scores anytime, which means you're always acting on the most up-to-date intel.

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



As a performing arts nonprofit organization, iWave has been invaluable as we assess the capacity of our current donors, ticket buyers, and personal contacts we meet in various networking or special events settings. **The screening function has led us to new board members and major donor candidates.**



**Dave Archuletta**,  
Director of Development,  
New York Live Arts

## How it Works

Select a profile within iWave, then click the **Send to CRM** button.



The fundraising intel is added to your Raiser's Edge NXT database. A new constituent profile will be automatically created within Raiser's Edge NXT, if the profile doesn't already exist.

**Are you ready to get started?** Contact [info@iWave.com](mailto:info@iWave.com) or call 800-655-7729