iWave® for Salesforce®

Gain Wealth and Philanthropic Insight on Your Prospective Donors

Enrich your internal Salesforce data with iWave's **fundraising intelligence** to identify ideal donors, find new prospects, personalize outreach—and raise more donations.

AFFINITY SCORE 3
CAPACITY SCORE 2
PROPENSITY SCORE 4

Find your next donor in Salesforce with iWave's industry-leading scores and analytics, which includes:

CONTACT
Lauren Green

iWave Scores

Relationships

Organization Affiliations

iw iWAVE
Lauren Green

Score   Analytics   Multi-Lens

3
- 4 Propensity to Give
- 3 Affinity to Education (General)
- 2 Estimated Capacity to Give

2
- 4 Recency
- 1 Frequency
- 1 Monetary

Additional Score Details

Capacity Range	$50,000 - $250,000
Capacity/5 year	$71,427
Common Name Score	3
Primary Affinity	Eduction (General)
Primary Affinity Score	3
Secondary Affinity	Art and Culture (General)
Secondary Affinity Score	1

Giving Breakdown

Value of Donations	$142,853
Number of Donations	24
Value of Properties	$228,500
Number of Properties	1

Planned Giving

Score	2
Segment	Potential Planned Giver

- Analytics and Modeling
- iWave Score
- Internal Giving Analytics
- Capacity and Affinity Analytics
- Donations and Real Estate Holdings
- Planned Giving Score and Modeling

Access Powerful Fundraising Intelligence without leaving Salesforce®

360° View
Get a quick snapshot of your constituent's wealth, inclination to give, and interests.

Bi-Directional
Accelerate lead generation by seamlessly pushing new prospects into Salesforce and pulling iWave intel directly into constituent records.

Wealth Screening
Screen thousands of contacts or leads with a single click, directly in Salesforce.

Automated Scoring
Receive automatic updates to your constituent records with the latest wealth and philanthropic data.

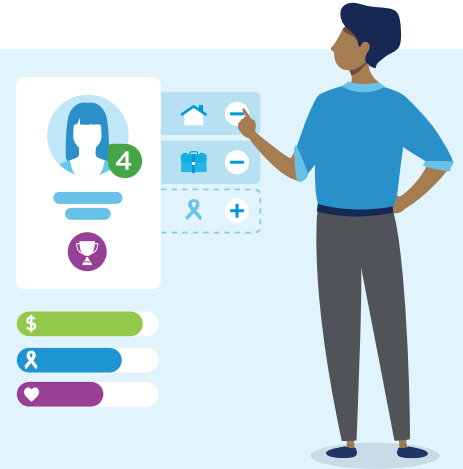# Empower your team with robust data

Seamlessly integrate iWave's modeling and analytics into Salesforce to leverage the power of AI across the entire donor cultivation cycle and raise more donations.

- **Identify top prospects** in your constituency using the iWave Score
- **Use action-based recommendations** to develop effective engagement strategies and build stellar relationships with your donors
- **Uncover essential insights** about a donor's interests and giving history to formulate the ideal ask amount

Build more confidence in your decisions

iWave's modeling is built around the specific needs of your organization with transparency and accuracy at its core.

- **Personalize your results** by customizing the weighting of capacity, propensity, and affinity indicators
- **Gain a deeper understanding** of prospect scores with transparent results
- **Say goodbye to manual updates** and keep your database up-to-date with automated score updates

MODEL

- ✅ **Annual Giving**
- ◯ Capital Campaign
- ✅ **Direct Mail Campaign**
- ◯ Mid-Level Giving
- ◯ Major Giving

Uncover opportunities that fuel all your fundraising programs

Match ideal donors to specific fundraising programs by leveraging iWave's Multi-Lens Modeling and advanced segmentation analytics.

- **Annual Giving:** Identify your best donors for annual appeal upgrades
- **Major Giving:** Identify your best prospects and donors for your largest gifts
- **Capital Campaigns:** Identify your best prospects and donors for your capital campaign
- **Direct Mail Campaigns:** Segment your donors based on their giving interests so you can tailor your campaign messaging
- **Mid-Level Giving:** Identify your best prospects and donors for mid-level gifts
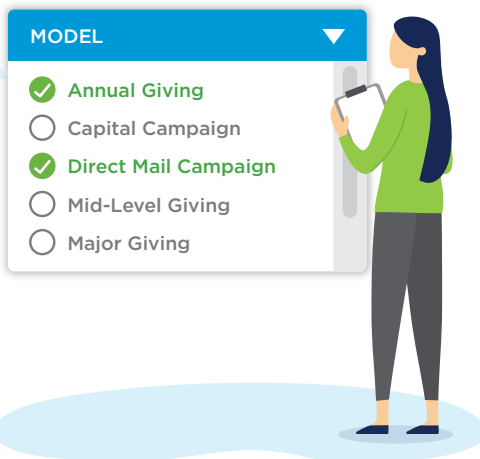
> " **Our leadership team loves the data, scores, and analytics we are able to integrate seamlessly into Salesforce from iWave**. The scores and analytics give us actionable insights and enable us to have more targeted conversations with our fundraising teams by using one-click screenings and profile generation."

N:

Emily Glesias
Novant Health Foundation

Are you ready to get started?

Contact info@iWave.com or search for iWave on the Salesforce AppExchange.

salesforce appexchange partner   salesforce registered ISV partner

1 (800) 655-7729 | info@iWave.com | iWave.com

iwave®