![iWave logo] iwave®
Fundraise with Confidence

Modeling and Analytics

Harness the Power of Modeling and Analytics to Accelerate Your Fundraising

More nonprofits than ever are competing for donor dollars, and the organizations that are utilizing data-driven fundraising strategies are thriving.

Powered by AI and machine learning, iWave's suite of analytics delivers actionable intelligence to accelerate your fundraising efforts with efficiency and ease.

Using advanced analytic techniques, iWave predicts who is likely to give to you and provides action-based recommendations to fuel all of your fundraising strategies.

Predictive Analytics and Modeling
Acquire, retain, and grow your donors

iWave uses complex proprietary algorithms to combine and analyze billions of wealth, philanthropic, and biographic data points and your constituent data to deliver insights with precision.

Multi-Lens Modeling: Custom Predictive Modeling
All-in-one custom predictive modeling tool that segments and matches ideal donors to your fundraising goals including annual giving, capital campaigns, direct mail segmentation, cultivation strategies, major giving and more.

Prospect Lists: Look-Alike Modeling
Find new prospects that look like your top donors.

Insights: Major Giving Analytics
Uncover hidden major gift donors among your existing donors.

Planned Giving Analytics
Identify donors who are most likely to leave a legacy gift.

Prescriptive Analytics
Discover the optimal course of action for your constituent interactions

iWave gives you customized actionable insights to help you cultivate and engage your prospects and donors based on their capacity, affinity and propensity to give.

Cultivation Analytics
Understand the best messaging approach to use when cultivating a prospect or donor.

- Storytelling
- Personalization
- Annual
- Research-Driven

Engagement Analytics
Determine who is best suited to engage a prospect or donor.

- Team
- Leadership
- Social
- Ambassador

Dashboards and Visual Analytics
Make operational and strategic decisions at a glance

Powered by Tableau®, iWave's interactive dashboards enable you to explore, analyze, and visualize your fundraising data for faster, data-driven decision making.
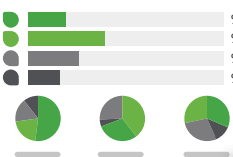
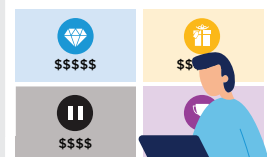**Major Giving**

| 7,408 Constituents | 404 Active Alert | 258 Insider | 598 Foundation Board |

iWave Score
%
%
%
%

Insights
$$$$$
$$
$$$$

You can easily filter and interact with any visualization to answer questions.

Scores and Data
The fuel needed to prioritize and understand your constituents at a deeper level

Custom scores and high-quality data are the foundation of iWave's analytics and modeling features.

A few key highlights include:

iWave Score
Prioritize individuals, companies and foundations with a customizable prospect score.

Giving Capacity
Discover the amount a constituent can give to you over a 5-year period. Our proprietary Real Estate Equalizer adjusts for overinflation.

RFM Score
Segment donors based on their philanthropic history with your organization using a customizable RFM (recency, frequency, monetary) score.

Giving Velocity
Identify donors whose giving trend is increasing or decreasing so you can adapt your engagement and solicitation strategies.

Whether you're looking for easily-actionable insights or you're doing a sophisticated deep dive into your database, iWave will help unlock your data analytics potential so you can exceed your fundraising goals.

Are you ready to get started?   REQUEST A DEMO