

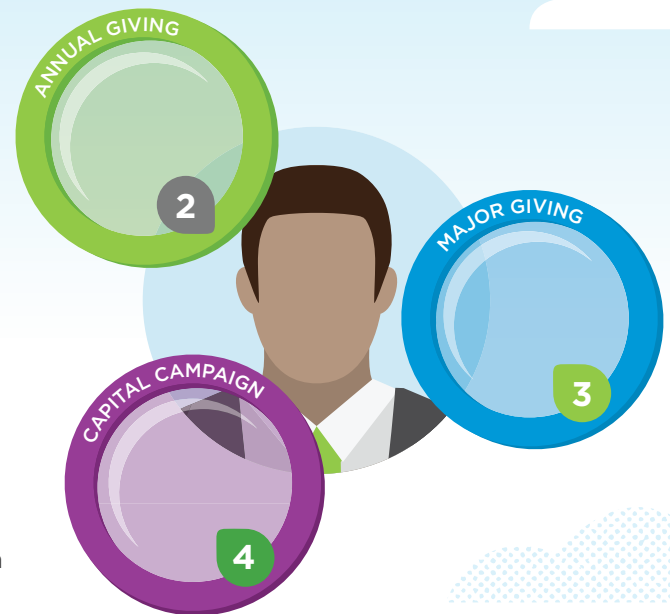
# Multi-Lens Modeling:

## Custom Predictive Modeling that Revolutionizes the Way You Look at Donors

Most nonprofits use wealth screening to identify and prioritize their major gift prospects. **But this means 90% of their screening results go unused.**

iWave's Multi-Lens Modeling provides **new predictive power** to nonprofits, uncovering opportunities that fuel all fundraising strategies, not just major giving.

The **first of its kind** in the nonprofit industry, iWave's custom predictive modeling feature leverages advanced segmentation analytics and proprietary algorithms to match ideal donors to your specific fundraising goals.



### Use Multi-Lens Modeling for:



#### 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

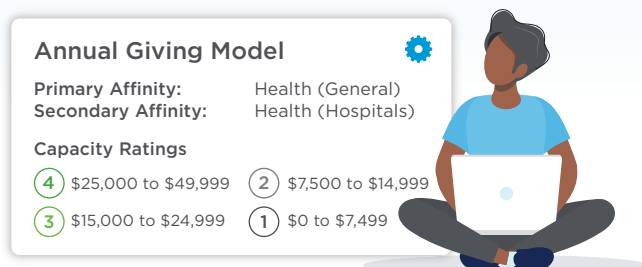
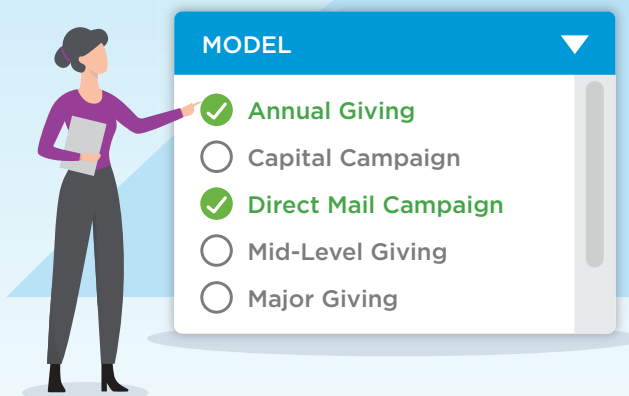
Identify your best prospects and donors for mid-level gifts

With iWave, you receive unprecedented access to custom predictive models that can help you segment and rank constituents according to your organization's needs.

# How It Works:

## 1. SELECT YOUR CUSTOM MODELS

You can **select custom model templates** to get started or you can build a model from scratch. There is no limit to the number of models you can build.



## 2. ADJUST MODEL SCORING PREFERENCES

Each model's scoring preferences can be adjusted at any time to suit your organization's needs. These preferences feed algorithms within each model to deliver an iWave Score that identifies donors that match your goal.

Select the **affinity** you're prospecting for

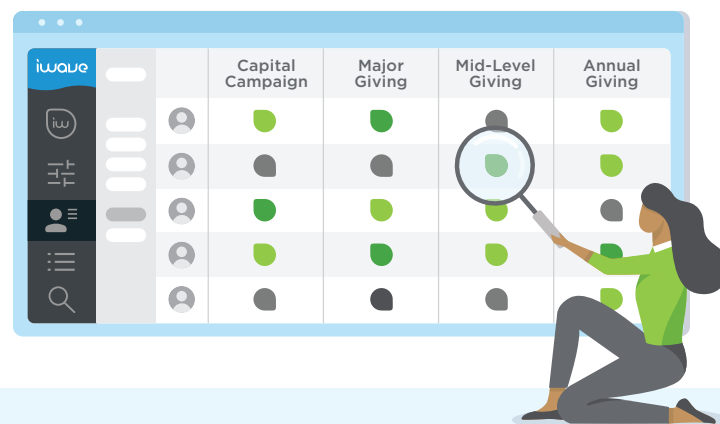
Define **wealth capacity** ranges

Choose scoring weights for **capacity, affinity, and propensity**

Customize **RFM** (Recency, Frequency, Monetary) score settings

## 3. SCREEN CONSTITUENTS AND RECEIVE ACTIONABLE INSIGHTS

When you screen a list of donors, each model segments and scores your donors to uncover the prospects that best match the goal of the model. View results from each model side by side with options to easily filter, sort and export.



Are you ready to get started?

REQUEST A DEMO

“We’ve used [Multi-Lens Modeling] to see if there were any members with high capacity we didn’t know about, so we could target them for the quiet phase of our capital campaign. The ability to see different ratings based on our capital campaign [goals] versus annual giving is a real difference maker. I really like being able to adjust each [model] and see all of them side by side.”



**Kendall Valliere**  
Director of Development,  
Jewish Community Alliance