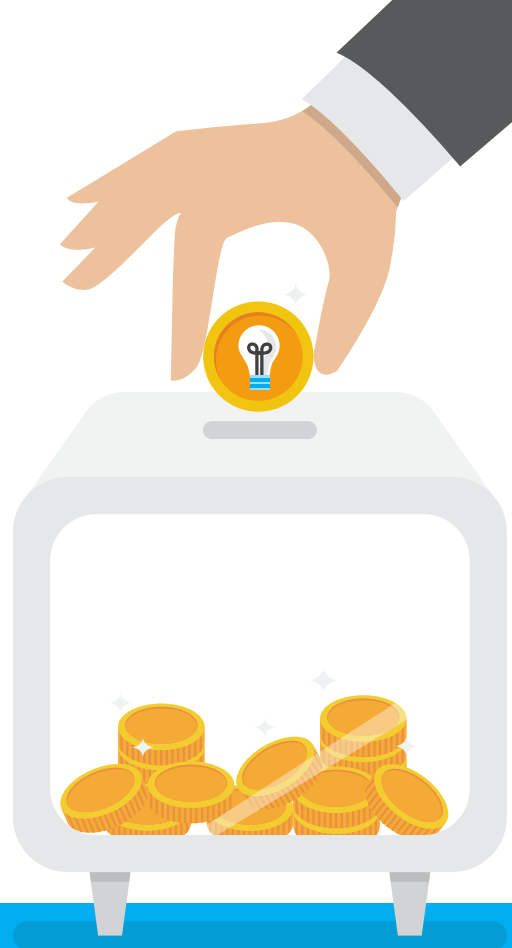


FUNDRAISING INTELLIGENCE

is business intelligence for nonprofits

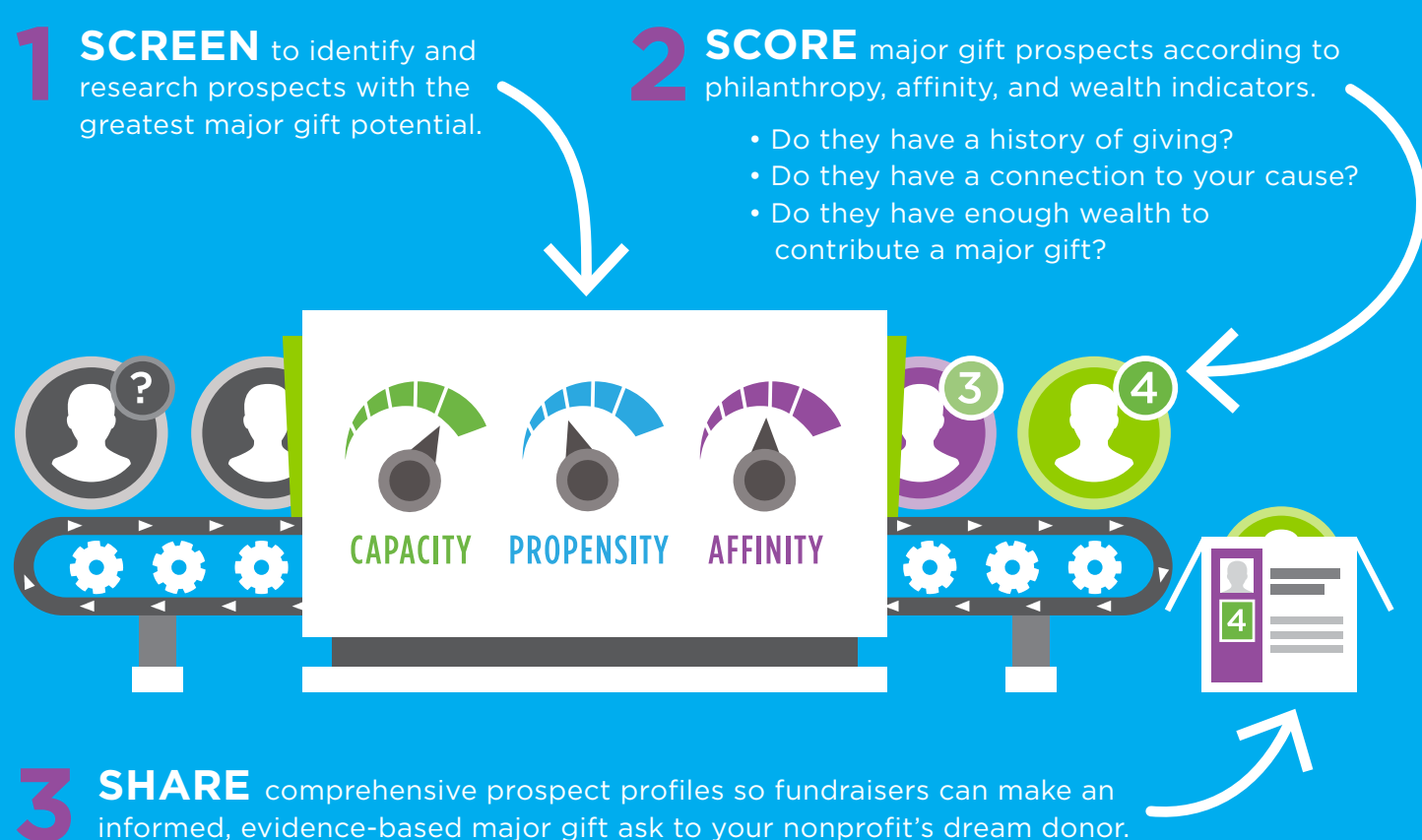


DID YOU KNOW?

In 2016, individuals donated \$282 billion dollars!
(Giving USA)

If you're feeling left out, it's time to jumpstart your fundraising program by gathering data-driven intelligence on donors and prospects.

Here's What Fundraising Intelligence Looks Like



Now Let's Compare Gift Development Strategies

TRADITIONAL FUNDRAISING

driven by hunches and assumptions

John Smith, Investor

\$

- 3 Properties Worth \$8.5m
- 306 Insider Transactions
- Estimated Giving Capacity: \$8m

*Recommend!
Very wealthy. Major gift material.*

FUNDRAISER NOTES

John avoided my calls until I finally got a resounding "NO". Where did we find this guy?!?

MAJOR GIFT LOST.

Jane Thomas, CEO

\$

- Estimated Giving Capacity: \$750k

*Do not recommend.
Maybe next campaign...*

INTELLIGENT FUNDRAISING

with iWave—driven by data and prospect research

PROFILE **John Smith, Investor**
82 DATA RECORDS FOUND

\$ **4**

- 3 Properties Worth \$8.5m
- 306 Insider Transactions
- Estimated Giving Capacity: \$8m

PRO SCORE **2**

1

- No Connection

1

- No Giving History

X No philanthropic history or connection to our cause.
NOT MAJOR GIFT QUALIFIED.

PROFILE **Jane Thomas, CEO**
103 DATA RECORDS FOUND

\$ **4**

- Estimated Giving Capacity: \$750k

PRO SCORE **4**

4

- Board Member of 3 Foundations
- 60% Gifts to Healthcare, 20% to Healthcare, 20% to Arts & Culture

4

- 62 Charitable Gifts, \$726k Total

✓ **MAJOR GIFT QUALIFIED.**

FUNDRAISER NOTES

Jane loves our cause! Meeting her again next week to collect her donation. Potential board member material?

MAJOR GIFT WON!

Is your nonprofit making the right connections?

iWave provides software solutions that help thousands of nonprofits raise more major gifts faster.

GET STARTED TODAY