iWave and Raiser's Edge
Importing your PROscreen Data

PRO PROSPECT RESEARCH ONLINE

The Raiser's Edge®

Now you can import and view your prospect or donor's philanthropic and wealth information directly into your Raiser's Edge System.

Prospect Research Online (PRO) is a donor research and screening tool that helps development teams and researchers determine WHO to ask, HOW MUCH to ask for, and WHEN to ask. It bundles the best wealth, philanthropic, and biographical data in the industry to help you determine whether an individual has the capacity to give, whether they have a history of philanthropy, and whether they have a connection to your cause.

Within your Raiser's Edge System, you can now import your PROscreen results and PROfile summary of your prospects or donors. This will include:

- PROscore
- Propensity Rating
- Affinity Rating
- Capacity Rating

- Estimated Giving Capacity
- Planned Giving - Bequest, Trust, Annuity
- Value of Real Estate Properties
- Value of Donations Given to Other Organizations

Sample:

Robert M. Johnson

3 PROSCORE

This overall score of 3 out of a possible 4 is made up of the following:

3 Capacity/Ability to Give

4 Propensity/Inclination

1 Affinity/Linkage to Higher Education

iwave™

How do I import my PROscreen results or PROfile Summary with Raiser's Edge?

Your PROscreen export contains all of the PROscreen output fields and these can be imported into your Raiser's Edge database directly. In order to populate the custom PROscreen fields, you'll need to create matching Attributes using the Configuration tool in Raiser's Edge. For Raiser's Edge NXT users, you can use the Batch interface for this process.

Once your custom fields have been created in Raiser's Edge you can simply import your PROscreen output file into your constituent database, mapping the PROscreen fields to your newly created Attributes.

What is PROscore?

PROscore is a number that is assigned to an individual to indicate their potential to give to your organization. It is derived from 3 main ratings: the prospect's propensity, affinity, and capacity.

How is the PROscore generated?

The PROscore is generated by matching your prospect to records within iWave's PRO database. The records are matched based on the individual's name, home address, and various other details as available. To align PROscore to your fundraising strategy, you can customize weighting of the formulas elements, capacity ranges, affinity category, and confidence of match.

What is iWave?

iWave is the top rated fundraising intelligence platform on the market because it enables advancement departments to fundraise with confidence. Our solutions help you determine who to ask, how much to ask for, and when to ask by scoring, screening, and providing intel on your donor's capacity and inclination to give.

How do I get started?:
Contact support@iwave.com or call 800.655.7729