

Intelligence that powers
arts and culture giving.

Your fundraising is only as strong as the data that fuels it.

Supercharge your Spektrix CRM by enriching it with fundraising intelligence from Kindsight. Use Kindsight's industry-leading iWave data and analytics to discover your star donors, unearth new prospects, personalize your outreach, and drive greater mission impact.



AMY COLLINS:
17 gifts
to Arts &
Culture



Find your ideal
donors—*faster*.

Unlock rich insights with leading data and analytics:

- ✓ **Kindsight Score:** Get a holistic view of a donor's capacity, propensity, and affinity to give.
- ✓ **Capacity analytics:** Understand how much an individual could give.
- ✓ **Philanthropic giving history:** See where and how much they've donated in the past.
- ✓ **Predictive modeling:** Segment donors by giving level, like major gifts or planned giving.

Powerful insights at your fingertips.

With iWave data integrated into Spektrix you can:



Remove the guesswork

Use data-driven insights to identify and prioritize your top prospects.



Get a
360° view

Access up-to-date
wealth, philanthropic,
and biographic
data—all in
one place.



Fuel *all* your
campaigns

Match ideal donors to programs like major gifts, monthly giving, and planned giving.



Personalize your outreach

Lean on engagement and cultivation recommendations to deepen donor relationships.



Make
confident asks

Understand the “why”
behind every score
with full transparency
into the data and
formulas.

How it works.

Kindsight's iWave data and analytics integrates seamlessly with Spektrix via Zapier—a secure tool that connects your apps. This allows you to view key donor insights directly within the Spektrix customer record.

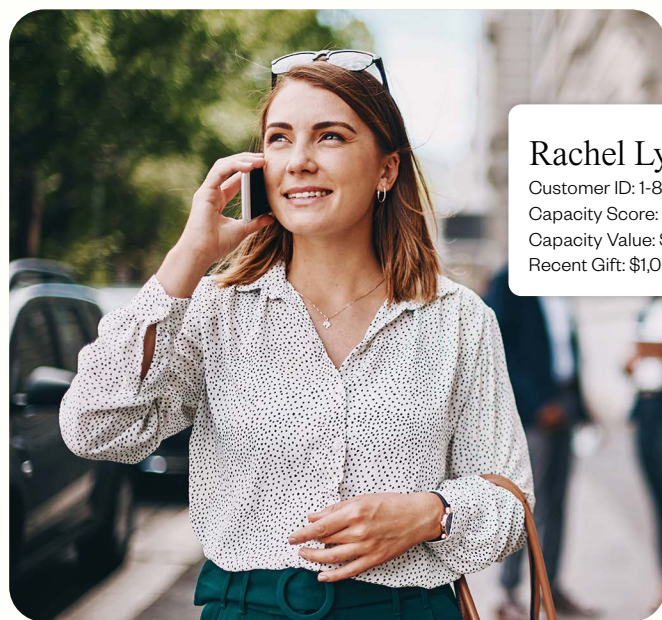
There are two ways to enrich customer records with iWave intelligence:

1. Automated background processing

Screen groups of donors at a regular cadence, such as daily or weekly, to automatically update Customer Records and stay current on donor insights.

2. On-demand profile updates

Manually trigger a screen to update specific Customer Records in real-time with Kindsight's iWave data and analytics.



Rachel Lyons

Customer ID: 1-8466-M9DP
Capacity Score: 3
Capacity Value: \$35,000
Recent Gift: \$1,000

Why choose Kindsight?

Kindsight offers an unrivaled blend of best-in-class data and actionable insights, enabling you to engage best-fit prospects and donors with the right message, at the right time.

- ✓ **Robust data:** With 44+ datasets and 1.5B+ wealth and philanthropic records, Kindsight is unrivaled in its accuracy, robustness, and coverage.
- ✓ **Best-in-class tech:** Trust the 5-time top-rated fundraising intelligence solution, with 30+ years of innovation.
- ✓ **Custom results:** One size doesn't fit all. Custom scores and analytics enable you to tailor the results to your strategy and mission.
- ✓ **Exceptional service:** From your first onboarding session, our award-winning customer service team works alongside you to ensure your success.
 
- ✓ **Security and privacy:** We uphold the highest standards of transparency and security and are compliant with industry privacy standards.
 

Trusted by industry leaders. Chosen for *transformative* results.



"This is a fantastic resource to catch genuine prospects that we might have otherwise missed. While parts of our standard process have been simplified through this integration, its greater impact is in growing that process into something more robust and comprehensive."

Rebecca DeMarco, Development Operations Manager
Perelman Performing Arts Center - PAC NY

Ready to *transform* your fundraising?

Contact partners@spektrix.com to get started.

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