

New Feature!

Automated Obituary Alerts for Record Managers



The Most Comprehensive Information Resource

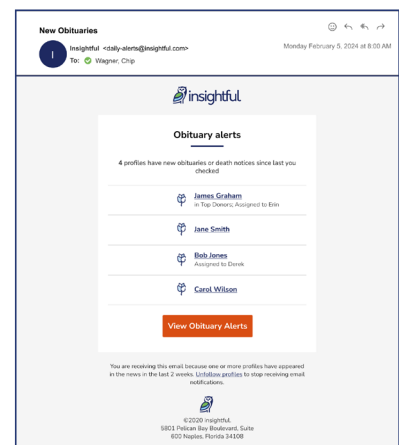
Maintaining accurate donor records can be a challenge for fundraising organizations, especially when it comes to tracking deceased donors. Missing a donor's obituary can cause serious missteps in outreach that can permanently damage relationships with donors and their families. Insightful's Obituary Alerts for Record Managers offer an automated solution to this problem, providing timely alerts from obituaries and funeral home notices.

Insightful users can receive alerts whenever individuals and organizations of interest are mentioned in the news. This allows fundraising teams to proactively monitor and uncover current and breaking news about the people and topics they follow.

Why choose Insightful's Obituary Alerts?

- **Comprehensive coverage:** Aggregates obituaries from over 14,000 news sources and 27,000+ funeral homes nationwide, ensuring complete coverage.
- **Automated alerts:** Eliminates the need for manual searches, delivering daily updates directly to your inbox, saving time and reducing errors.
- **Streamlined workflow:** Consolidates obituary data from multiple sources into one easy-to-use resource.
- **Relevant updates:** Focuses on important donors, providing timely and appropriate notifications to help act quickly and respectfully.

Insightful's Obituary Alerts streamline the workflow for Record Managers, Planned Giving departments and anyone else who needs to keep donor records up to date and ensure successful and respectful engagement of donors and their families.



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