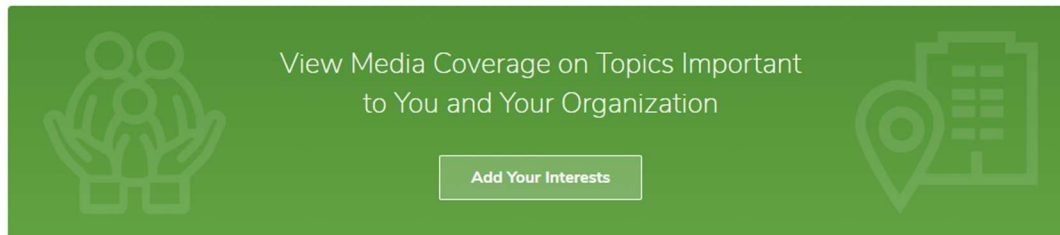


Insightful My Interests

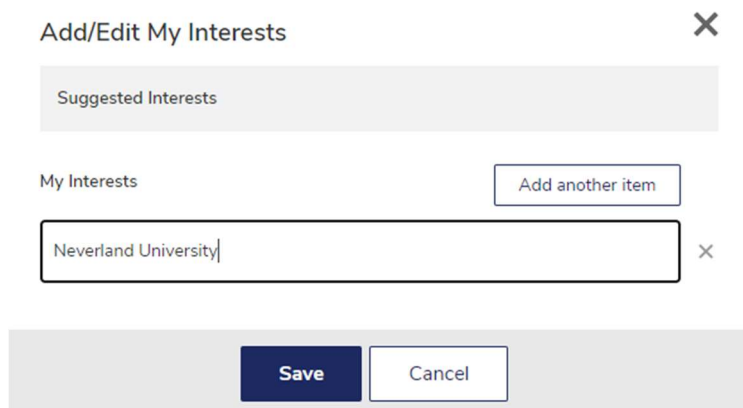
My Interests allow users to view media coverage on topics important to you and your organization.

1. To create a topic, navigate to Home>My Interests.
 - a. If you are accessing this tab for the first time, click on Add Your Interests.

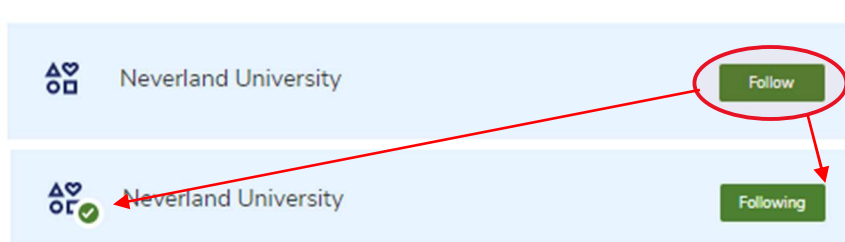
Latest My Interests Folders



2. In the prompt window that appears, enter a topic you wish to monitor in the news. Some ideas are:
 - a. Your organization's name (to get news coverage of your organization)
 - b. Your organization AND obituaries (to get obituaries that mention your organization)
 - c. Your fundraising priority AND philanthropy (to get news about giving to that priority and identify potential prospects)
 - d. Anything else of interest

A dialog box titled "Add/Edit My Interests" with a close button (X) in the top right corner. It contains a "Suggested Interests" section, a "My Interests" section with an "Add another item" button, and a text input field containing "Neverland University" with a close button (X) on the right. At the bottom are "Save" and "Cancel" buttons.

3. To receive alerts when new information is available on a particular topic, click Follow. The button will turn into "Following" and a checkmark will appear on your interest's icon indicating that you are following the interest



Notes:

- My Interests are hand-curated by our expert editorial staff, so feel free to use common language rather than a Boolean search.
- Your newly-created interests will appear to produce immediate results. Please allow 48 hours for them to be curated by our team and produce expected results.
- If at any point you feel like your interest needs adjusting, you can request further fine-tuning by providing feedback through the Feedback button or by contacting your customer service representative.
- You can create multiple interests and follow as many as you would like.
- You will receive one daily email alert for all followed interests.

Add/Edit My Interests ✕

Suggested Interests

My Interests Add another item

Neverland University ✕

Neverland University AND Obituaries ✕

Save Cancel