

Introducing:
**Personalized
News Alerts**

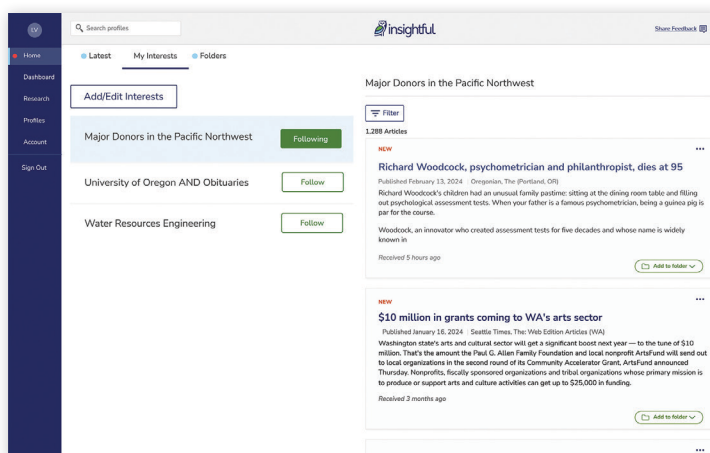
Your development team's
unique areas of interest
are our specialty



What sets Insightful's topical news alerts apart?

Your team needs to stay informed on topics that range from your organization in the news to your donors' areas of interest. Insightful hand-curates results. You don't need to be an expert in creating complex searches – we'll do that for you.

- You tell us what topics are important to you. Our experts tailor a search algorithm specific to your needs. Examples: news on "breast cancer breakthroughs", "water quality in the Midwest", "donors in the Pacific Northwest."
- Follow a topic to receive relevant, actionable email alerts to save you time, help you cut through the clutter, and keep you informed.
- Unlike impersonal computer-generated searches, Insightful solutions are curated by human experts.



**“Insightful will definitely
be in my ‘go-to’ for
news rotation”**

—Susan Tierney, Cornell University

Let us show you how to get started with personalized custom news alerts for your mission.



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