



# Tips for Prospecting in Insightful - Higher Ed

Whether you are preparing for a campaign or simply looking to identify new potential prospects for your organization, the news holds a wealth of information that can help you on your journey. Here is how to identify new prospects using Insightful.

## 1. Set up interests and follow them

### Steps to create an interest:

- Select Home > My Interests
- Find the **Add/Edit Interests** button. Click on it.
- In the window that opens, click into the first empty text box.
- Type in one of the below interest combinations  
 (note: you don't have to create a perfect query, Insightful will do that for you. Reach out to your Customer Service Representative if you ever need additional adjustments to your Interest news feed.)

University	Boolean indicator	Topical search	Purpose
Your university name variants	AND	Alumni C-suite appointments	Surface alumni moving into high-ranking roles, which may indicate wealth accumulation
		Alumni making philanthropic moves	Find alumni already engaging in philanthropy
		Alumni joining boards	Find alumni demonstrating leadership
		Alumni in IPOs, M&As, stock transfers	Capture indicators of alumni wealth events
		Corporations hiring alumni	Identify companies strengthening ties to the university
		Future high-net-worth individuals	Find young alumni and entrepreneurs who could become major donors

**EXAMPLE:**

Oregon State University, OSU AND future high-net-worth individuals

### Steps to follow an Interest:

- On the Home > My Interests page, highlight the interest
- Click **Follow**
- You will receive an email alert when new articles match your interest