

A CASE FOR INVESTMENT: INSIGHTFUL

For Healthcare Fundraising Teams

Healthcare fundraising teams are tasked with advancing care, driving research, and building stronger community connections. Whether you're fundraising for pediatric oncology or driving awareness of new research breakthroughs, staying informed about your focus areas is an imperative for targeted strategy and communication.

Furthermore, donors to healthcare are often deeply personally connected to your mission. Manual research, outdated records, and lack of deeper understanding of your donors can lead to awkward outreach and lost opportunities.

Insightful simplifies and strengthens engagement by providing timely, actionable alerts and news from over 14,000 sources and 27,000 funeral homes.

Why Insightful for Healthcare?

Healthcare fundraisers often deal with fast-moving, emotional, and deeply personal donor journeys. Insightful is built to support these relationships with intelligence that matters.

- 1. Topical Alerts for Priority Focus Areas:** We deliver tailored, high-quality news and alerts that keep your team informed about the latest in research, innovations, legislation, and more - all without hitting paywalls or missing critical local coverage.
- 2. Obituary Monitoring:** Get obituary alerts from newspapers and funeral homes across the country, ensuring your team is never caught unaware by a donor's passing, regardless of where they lived or died.
- 3. Engagement That Resonates:** Uncover stories that help your team connect on a personal level, leading to more meaningful conversations, thoughtful asks, and stronger relationships.

"Insightful has been super helpful! My gift officer colleagues have received really valuable articles that helped shape how they reached out to donors and even determined how much to ask for."

— Kelly Colligan, Foundation Operations Manager, Avow Foundation

Opportunity Cost Without Insightful

- **Missed Milestones:** Delayed responses to a donor's life events can mean missed chances to engage meaningfully.
- **Wasted Time:** Manual searching takes researchers away from strategy and donor conversations.
- **Incomplete Records:** Without obituary alerts, you risk inappropriate outreach or record gaps.
- **Lost Gifts:** Without timely insights, your team might miss the perfect moment to cultivate or solicit a gift.

ROI for Healthcare Fundraising

Even a single article about a donor's milestone can increase gift size or strengthen stewardship, delivering significant returns. With unlimited users and no per-seat pricing, Insightful scales with your team and delivers high value quickly.

Additional Benefits

- **Easy Setup:** Upload donor data and create alerts in minutes.
- **Unlimited Users:** Get your whole team on board with no extra cost.
- **Training Included:** Onboarding and support ensure you hit the ground running.
- **Fully Licensed:** All content is vetted and paywall-free.

www.insightfulphilanthropy.com/request-demo