



Insightful: A Smart Investment

Make the most of your resources without compromising your fundraising

When every dollar counts, it's tempting to cut or delay new tools. However, smart organizations know that the right investments can multiply their impact. Insightful is built to support high-performing development teams, even when budgets are under pressure. It's affordable, flexible, and often replaces or complements more expensive tools you're already using.

If you're considering Insightful but trying to justify the spend, here's why it's the smart choice - now more than ever.

Why Insightful?

Alternative to expensive media monitoring tools

Organizations often spend heavily on tools like Muck Rack, Meltwater, and Cision, which are designed for broad corporate PR and media tracking. Insightful is more affordable and includes flexible PR tracking options through its My Interests feature.

- ✓ **Budget Tip:** Share the cost with your communications team. Many of our customers use *Insightful* as a shared resource across departments.

"Insightful has been beyond helpful to keep track of our organization, organizations like ours and our leadership when we are published in the news and other media sources." - Erin Chokr, Director of Communications, Catholic Charities, Diocese of Venice

Complement or replace prospect screening tools

Prospect research platforms like iWave, WealthEngine, Windfall and RelSci focus on wealth data but can be costly. While Insightful doesn't replace database screenings, it provides donor intelligence through news content and can identify key relationships, financial and philanthropic milestones that drive engagement.



- ✓ **Budget Tip:** If you are using pricey prospect screening platforms to conduct one-off searches or uncover donor relationships, consider using Insightful's historical news content to build robust donor profiles.

"Historical news is incredibly helpful in uncovering generational wealth. I was researching a family that had just sold a well-known company, but their last name didn't match because they were in the sixth generation. An article on their family history provided the missing context. This kind of insight helps us decide whether to assign someone for further engagement, and even if we don't right away, we'll have that valuable information in our CRM for the future." – Prospect Researcher, Major Medical Center

The most comprehensive obituary tracking available

Your organization's data management team may have a subscription to a service such as Obitdata.com or Ancestry.com for tracking deceased donors. With access to over 14,000 news sources and over 27,000 funeral homes, Insightful offers the most comprehensive obituary and funeral home notice database, including both historical obituaries and daily deceased alerts.

- ✓ **Budget Tip:** If your data management team already subscribes to an obituary tracking tool, consider consolidating and sharing Insightful..

"Insightful recently alerted us about the passing of one of our biggest donors. The family had not published an obituary, so we weren't aware of this important update until we received the funeral home notice from Insightful." - Anne Wilson, Associate Director, Relationship Insights, Oregon State University Foundation

A cost-effective alternative to donor engagement platforms

Tools like DonorSearch or EverTrue promise engagement insights but come with a high price tag. While Insightful does not currently recommend next steps, its ability to



surface key donor milestones makes it a valuable source of engagement opportunities - at a fraction of the cost.

- ✓ **Budget Tip:** Set up your fundraisers with Insightful news alerts and give them a reason to engage with donors at a fraction of the cost.

“Insightful delivered an article about a prospect who received significant new funding for his company. The timing was perfect since it arrived right before a meeting and helped inform the conversation.” - Madison Eady, Loyola Marymount University

The bottom line

When budgets are strained, Insightful is the tool that saves time, improves fundraising outcomes, and consolidates functions typically spread across multiple platforms. Consider where Insightful can replace, complement, or enhance other investments, all while keeping your fundraising strong.

> **Request a Demonstration Today**

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