



# WebScreen

Automatically Track your Donors and Alumni on the Web

## Features:

- Automatically search over 4500 worldwide online news sources for information about each of your alumni/donors.
- Filter for information important to your organization.
- Archive alumni/donor information in a fully searchable database.

**Your advancement group needs to know ...** Each week important events happen in the lives of your donors and alumni. They buy and sell companies, purchase real estate, are honored for their personal and professional achievements - they might even win the lottery.

Your knowledge of these events can make all the difference in your fundraising success.

But there's a problem. It's almost impossible for you to frequently and manually scan the web for news about your thousands of donors/alumni. In addition, online news is frequently posted, viewed, amended and then deleted to make way for other content. If not captured immediately this donor/alumni information could be lost forever - and critical funding opportunities could be missed.

**How does WebScreen work?** WebScreen scans over 4500 worldwide online news sources for important announcements or critical milestones in the lives of your donors and alumni. Using "significant event" keywords you choose, together with donor names, WebScreen automatically pinpoints and captures this information for you. All results are then stored in a completely searchable information database for your easy reference.

## WebScreen Highlights:

- Full user specified search criterion by donor/alumni
- Your choice of processing frequency
- Specify the number of results you would like per search engine
- Track by news events you specify
- Add additional news or information sources
- Track and view historical search logs
- Record results in a fully keyword searchable database
- Import or export data into your own convenient format

**Track the major events in the lives of your donors and alumni!**  
**Contact us today toll free at 1 888 638 2763**