InitLive to Bloomerang Volunteer Rebrand

Frequently Asked Questions

Updated May 18, 2023

BACKGROUND

Q: What is happening?

A: InitLive was acquired by Bloomerang in March 2023. As part of the integration of InitLive volunteer management into the Bloomerang product family, InitLive will change its product name to Bloomerang Volunteer. In addition, the product will be updated with the Bloomerang colors and fonts to create a consistent visual experience across the Bloomerang platform.

Q: When will the rebrand take place?

A: We will launch the Bloomerang Volunteer brand on July 5, 2023.

Q: Why are you changing the name and brand from InitLive to Bloomerang?

A: Changing the product name and brand reinforces that volunteer management is a core component of the Bloomerang platform, eliminates confusion, and creates a consistent brand presence.

Q: What is changing in the rebrand?

A: There are two major components to the rebrand:

1. The InitLive name will change to 'Bloomerang Volunteer'.
2. In terms of the system itself, the only thing that will change is the overall color pallet. We are NOT changing the interface. This means the overall layout, navigation paths, and workflows will remain the same..

Q: Which platforms will be affected?

A. The following platforms will be changed:

- Web Application
- Attendance Kiosk for Check-ins

- Mobile App (including both Android & iOS systems)

FOR ADMINS

GENERAL:

Q: Will my support or customer success contacts change?

A: Your designated support coach will not change, unless you have already been notified otherwise. However, if you have product questions or issues, we ask that instead of emailing an InitLive employee directly, please email supportVMS@bloomerang.com.

Q. Is the privacy policy changing?

A: The privacy policy is not changing.

Q. Are the terms and conditions staying the same?

A: All terms & conditions will remain the same..

Q. Will InitLive Academy change?

A: InitLive Academy will be retitled to "Bloomerang Volunteer Academy." All academy content and videos will be updated with the latest branding changes.

Q: We have materials we share with volunteers that have the InitLive logo and screenshots (Ie. an organization handbook). Do I have to change them?

A: Changing your personal content is completely up to you, however we strongly recommend that you update any materials shared with your volunteers. This will avoid any potential confusion when they log into the system and ensure a positive volunteer experience.

Q: When should we notify our volunteers of the change?

Change can sometimes be hard to grasp; the sooner you can prepare your team about upcoming changes, the better. When updating your team, the more information you can provide to them, the less confusion and surprise there will be.

MOBILE APPLICATION

Q: Do I have to reinstall or update my InitLive Mobile apps?

A: No, anyone who has the app downloaded on iOS or Android devices does not have to reinstall the app.
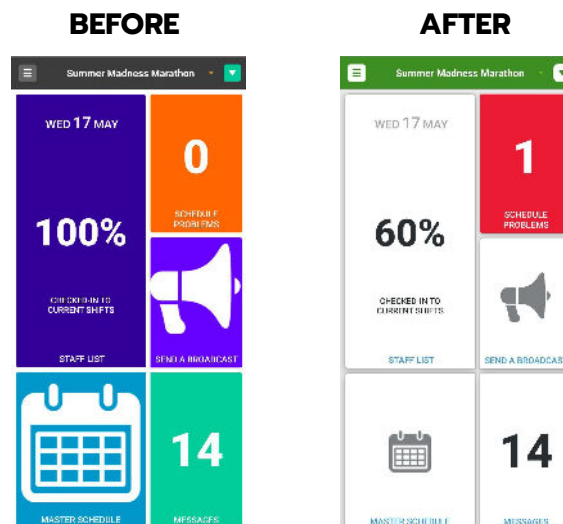
Q: What will change?

A: When the app gets updated, the name will change to "Bloomerang" and the main icon will change as well:

Bloomerang

The main dashboard colors will also change:

Q: Will my mobile app change automatically?

A: Yes. No action is required unless automatic app updates have been turned off, in which case a manual update will need to be initiated by the user either through the settings or directly in the app store.

<u>WEB APPLICATION</u>

Q: Does the app login url change?

A: All log-in URLs will remain the same.

Q: Do my login credentials change?

A: No. Account information such as email addresses and passwords will all remain the same.

Q: Are any data fields or data structures changing?

A: No. All data fields and structures will remain the same.

Q: Are our workflows breaking or changing?

A: No. There are no changes to your workflows or how you have set up the system.