




# Welcome to Bloomerang Academy

Thank you for joining us!

Please tell us where you are joining us from and what the weather is like where you are...drop it in the CHAT!



# Housekeeping

**Live Transcript**

We all know what we want to do is spend  
administration and more time Doing the w

Hide Subtitle

View Full Transcript

Subtitle Settings...



Chat



Raise Hand



Q&A



Live Transcript

**Share ideas**

**Ask questions**

# Housekeeping

Our dial in number in case you need it today: **+1 669 900 6833**

We will share the slides and recording of this session with you via email later today.

Any questions we are not able to answer live or in the Q&A will be addressed after the session via a follow-up.

If you need further assistance, please reach out to [support@bloomerang.com](mailto:support@bloomerang.com). Our support team is amazing!

# Bloomerang and Mailchimp



# Thomas Gappmayer

Senior Product Manager

Thomas Gappmayer is a Senior Product Manager at Bloomerang responsible for integrations. Thomas is a long-term volunteer with Big Brothers Big Sisters of Utah, a two-time organ donor, and a passionate living donor advocate. When they're not at work, they can be found playing in the snow, roasting coffee, or cuddling their four rescue animals.







## INTEGRATIONS

# Send email with Mailchimp. Get insights in Bloomerang.

**Bloomerang unlocks the fundraising potential of your Mailchimp data.**

**Mailchimp Mappings** Go to Mailchimp Sync Now

Complete at least one mapping to link your Bloomerang CRM Database with Mailchimp.

Mapping Type	Bloomerang Field	Mailchimp Field	# of Synced Constituents
Bloomerang Group to Mailchimp Tag	Alumni	alumni	-
Bloomerang Email Interest to Mailchimp Group	Event	Event	-

Rows per page: 25 1-2 of 2

Add New Save and Sync

Connected Mailchimp Account: thomas.gappmayer@bloomerang.com Deactivate

Mailchimp Audience: BLOOMERANG TEST Edit

### Add email data to constituent profiles.

Access deeper insights as Mailchimp's interaction data enriches Bloomerang constituent profiles.

### Understand email interaction.

Gain insights into email interactions, empowering you to optimize content and campaign strategies.

### Create messages that resonate.

Combine recipient email engagement data with their donation history to deliver campaigns that resonate.

## How we do it

### Contacts Sync

Two-way sync updates relevant contact information for those assigned to a Bloomerang Group.

### Groups Sync

Two-way sync between Bloomerang Groups and Mailchimp Tags. Users can map multiple Bloomerang Groups to create various audience segments.

### Email Activity Sync

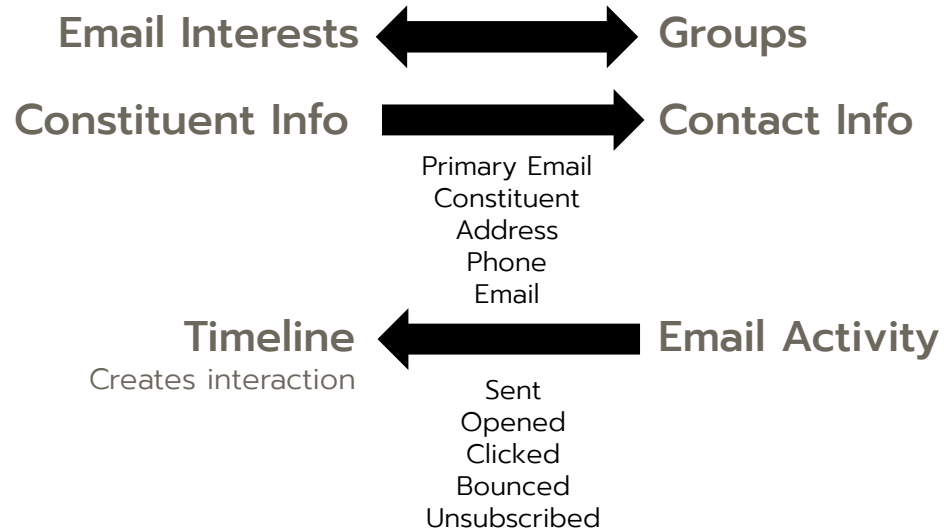
Sent, opened, clicked, bounced, and unsubscribed data is added to the recipient's profile and timeline.



# Feature Overview



# Current State





# Future State



# Mailchimp Mappings

- **Bloomerang Groups to Mailchimp Tags** (internal segmentation)
- **Bloomerang Email Interests to Mailchimp groups** (external segmentation)

### Mailchimp Mappings

Complete at least one mapping to link your Bloomerang CRM Database with Mailchimp.

[Go to Mailchimp](#) [Sync Now](#)

Mapping Type	Bloomerang Field	Mailchimp Field	# of Synced Constituents	
<input type="text" value="Mapping Type"/> Bloomerang Group to Mailchimp Tag	<input type="text" value="Group"/> Alumni	<input type="text" value="Tag"/> alumni	-	<a href="#">Delete</a>
<input type="text" value="Mapping Type"/> Bloomerang Email Interest to Mailchimp Group	<input type="text" value="Email Interest"/> Event	<input type="text" value="Group"/> Event <input type="text" value="X"/>	-	<a href="#">Delete</a>

Rows per page: 25 1-2 of 2 < >

[Add New](#) [Save and Sync](#)

Connected Mailchimp Account: thomas.gappmayer@bloomerang.com [Deactivate](#)

Mailchimp Audience: BLOOMERANG TEST [Edit](#)

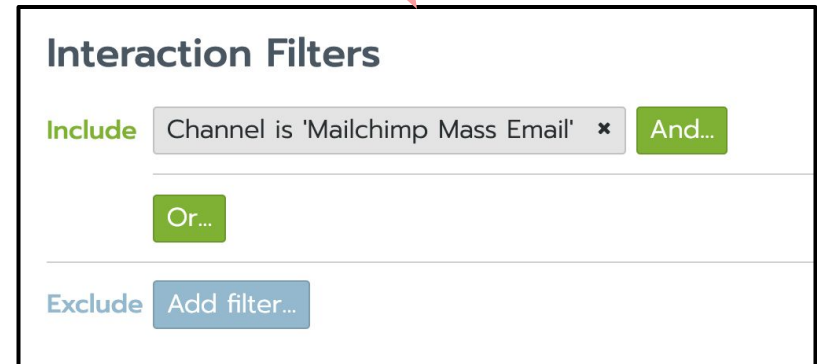
# Mailchimp interactions to Bloomerang



Email Activity on **Timeline**



Mailchimp activity is factored into **Engagement Level**



**Mailchimp Mass Email** available as an interaction filter

**Into Bloomerang we go!**

# Resources


## Knowledgebase

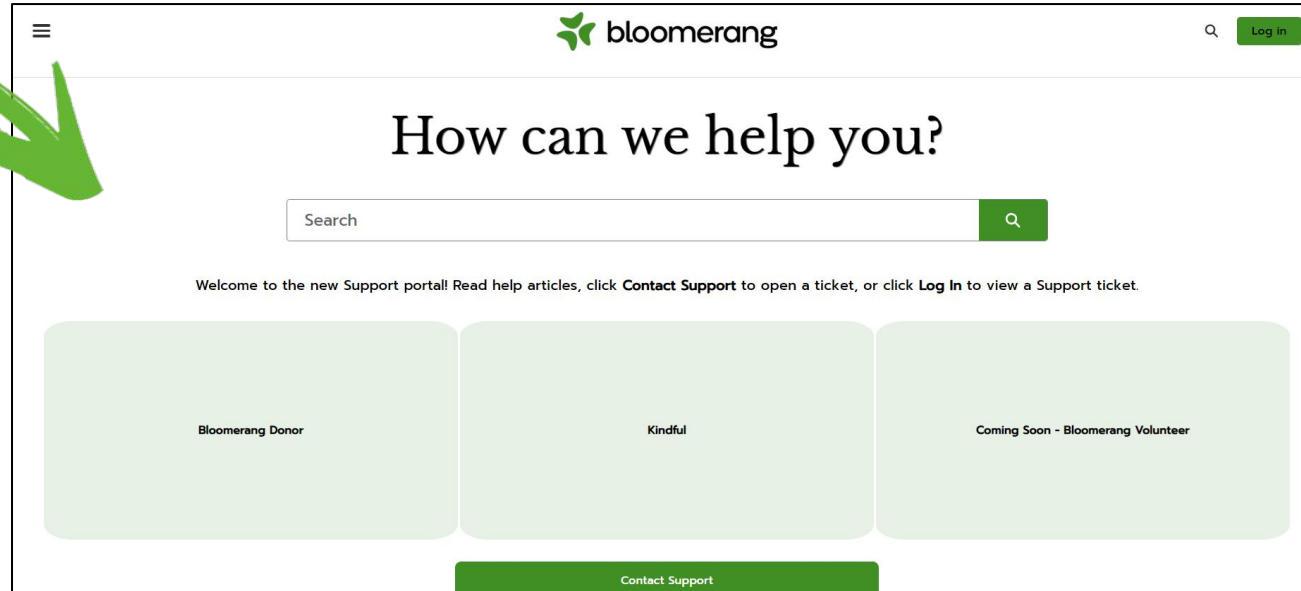
- [Mailchimp Basics](#)
- [Mailchimp Integration: How It Works](#)
- [Mailchimp Integration: Activate or Deactivate the Integration](#)
- [Mailchimp Integration: Sync and View Synced Data](#)
- [Mailchimp Integration: Manage Mappings and Audience](#)
- [How is engagement level calculated and what does it tell me?](#)
- Already using Mailchimp? [Mailchimp Integration: Upgrade to the Enhanced Integration](#)



# Resources

## Bloomerang Knowledgebase and Support Portal

-  Help & Videos
- Bloomerang Learning
- Features Portal
- Email Support
- Refer a Friend



The screenshot shows the Bloomerang Support Portal interface. At the top, there is a navigation bar with the Bloomerang logo, a search icon, and a "Log In" button. The main heading reads "How can we help you?". Below this is a search bar with the placeholder text "Search" and a search icon. A welcome message states: "Welcome to the new Support portal! Read help articles, click **Contact Support** to open a ticket, or click **Log In** to view a Support ticket." The main content area features three light green rounded rectangular boxes: "Bloomerang Donor", "Kindful", and "Coming Soon - Bloomerang Volunteer". At the bottom, there is a prominent green button labeled "Contact Support". A green arrow from the "Help & Videos" menu item in the left sidebar points to the search bar in the screenshot.



# Resources

## Bloomerang Learning – our new on-demand learning platform

?

Help & Videos

**Bloomerang Learning**

Features Portal

Email Support

Refer a Friend


bloomerang

Contact Support Upgrade My Account Visit our website Search MW


### Welcome to Bloomerang Learning

Home Dashboard Learning Paths Catalog Events


#### Content by Product



**Donor Database**  
Access learning for your Bloomerang Donor Management System



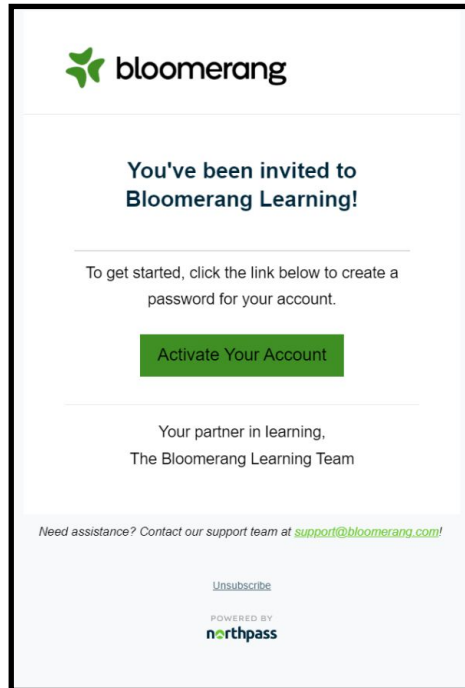
**Fundraising**  
Access learning for your fundraising tools within Bloomerang Donor



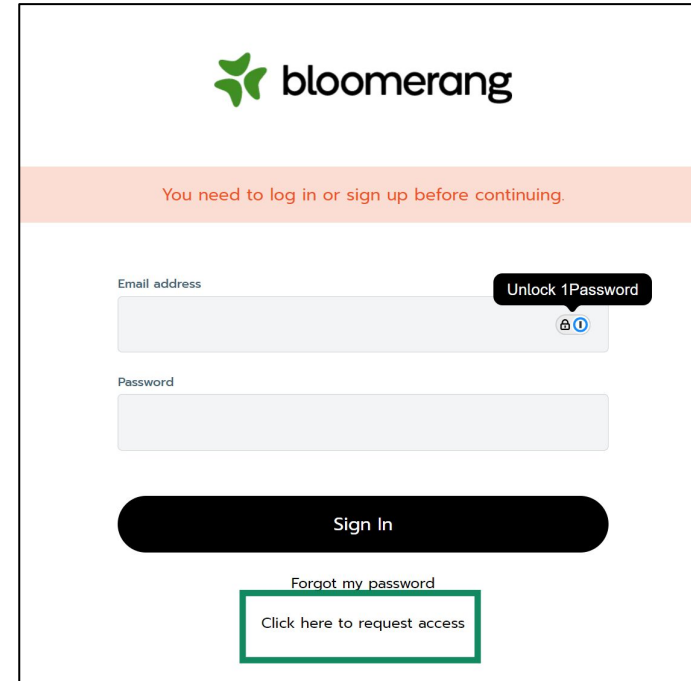
**Volunteer Management**  
Access learning for your Bloomerang Volunteer System

# Resources

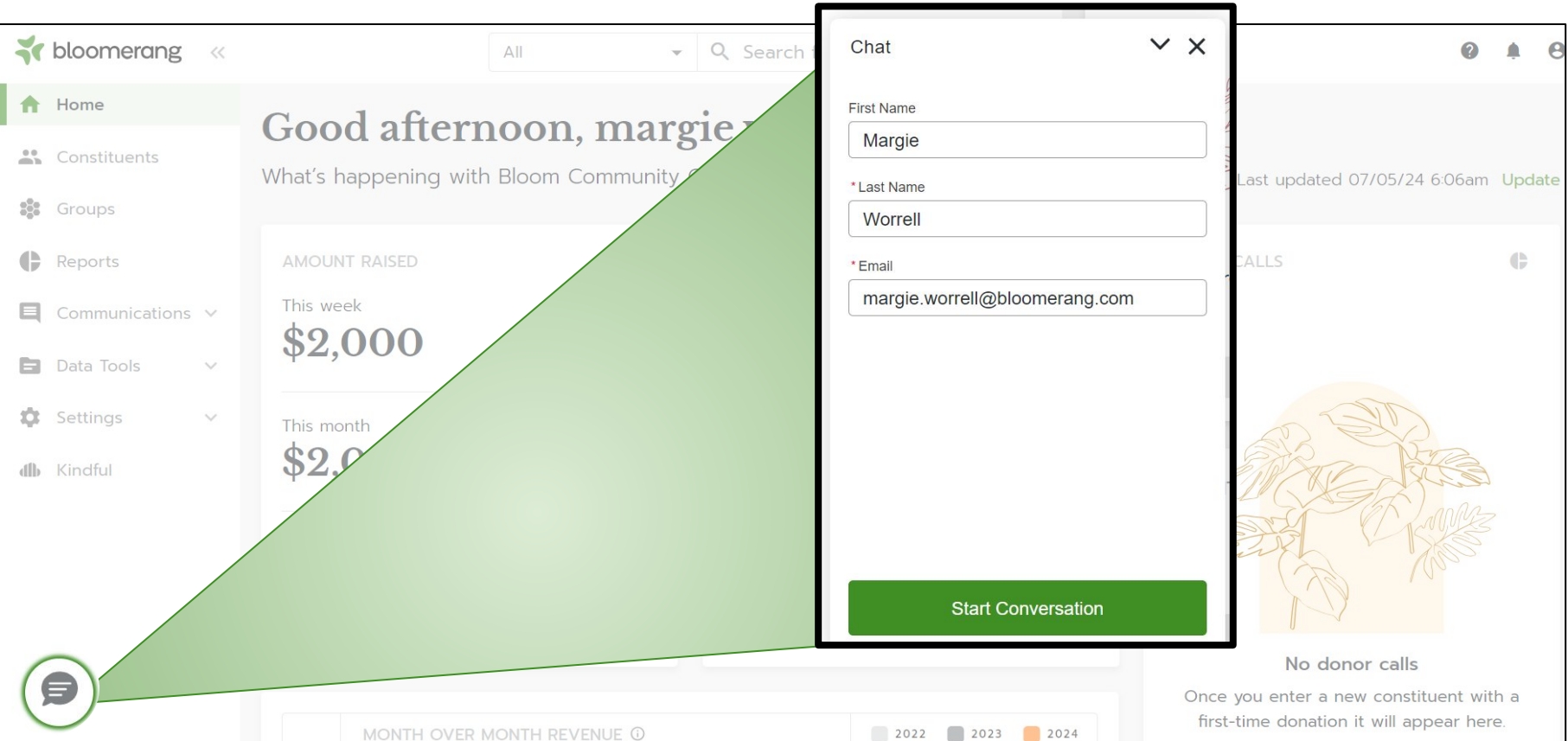
## Bloomerang Learning – our new on-demand learning platform



If you did not receive this email to activate your Bloomerang Learning account, please click on the Bloomerang Learning link and request access. You will receive the activation email shortly after submitting!



# Live Chat to get online assistance immediately



The image shows a screenshot of the Bloomerang dashboard with a chat overlay. The dashboard includes a sidebar with navigation options: Home, Constituents, Groups, Reports, Communications, Data Tools, Settings, and Kindful. The main content area displays a greeting "Good afternoon, margie" and a section for "AMOUNT RAISED" with data for "This week" (\$2,000) and "This month" (\$2,000). A search bar and a dropdown menu are visible at the top. The chat overlay is titled "Chat" and contains a form with the following fields: "First Name" (filled with "Margie"), "\*Last Name" (filled with "Worrell"), and "\*Email" (filled with "margie.worrell@bloomerang.com"). A green "Start Conversation" button is at the bottom of the chat form. Below the chat form, there is a section titled "No donor calls" with a note: "Once you enter a new constituent with a first-time donation it will appear here." A decorative illustration of a plant is also visible in the background of the chat area.

Home

Constituents

Groups

Reports

Communications

Data Tools

Settings

Kindful

Good afternoon, margie

What's happening with Bloom Community

AMOUNT RAISED

This week  
**\$2,000**

This month  
**\$2,000**

Search

All

Chat

First Name  
Margie

\*Last Name  
Worrell

\*Email  
margie.worrell@bloomerang.com

Start Conversation

No donor calls

Once you enter a new constituent with a first-time donation it will appear here.


# Poll



Large, vibrant green Monstera leaves with characteristic holes, positioned on the left side of the slide.

**Thank you for attending!**

Visit our website to see more upcoming  
Bloomerang Academy webinars!

A smaller portion of a Monstera leaf, located in the bottom right corner of the slide.