

Bloomerang to Virtuous CRM+ Mapping

How does my **Bloomerang** data change in **CRM+**?



This diagram offers a visual overview on how your data is likely to map from Bloomerang to Virtuous CRM+.

KEY:



= Bloomerang Data



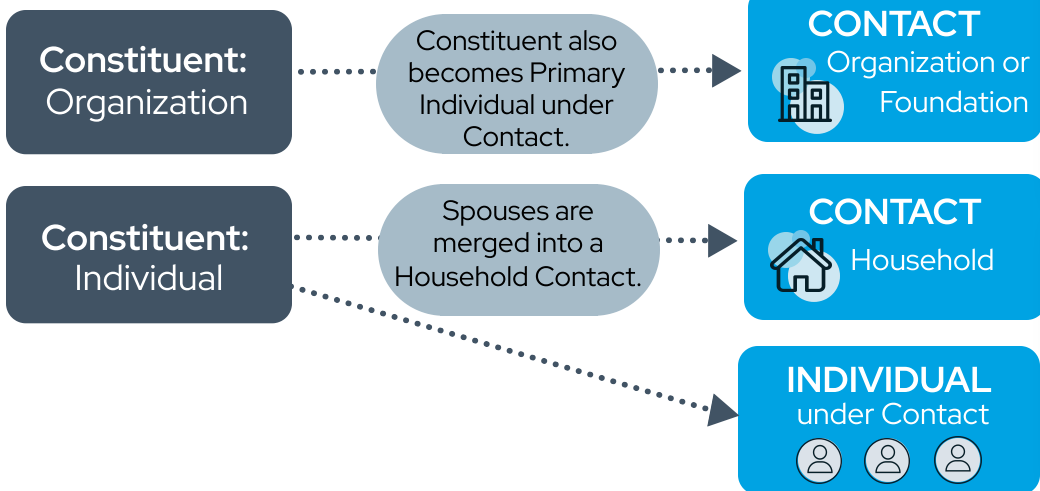
= how we transform the data



= corresponding **CRM+** Data



Constituent Record



Relationships



Relationships in Bloomerang typically become **Relationships** in CRM+ to connecting Contacts and/or Individuals.

Communication Preferences



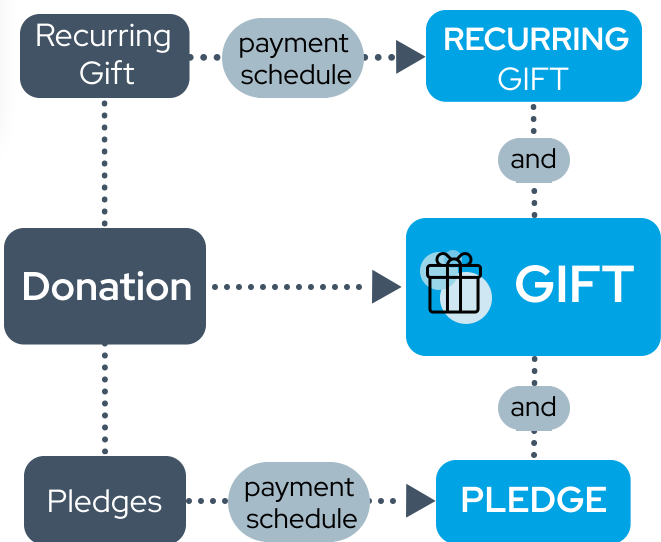
The Communication Preferences in Bloomerang become **Tags** to categorize and label Contact records in CRM+.



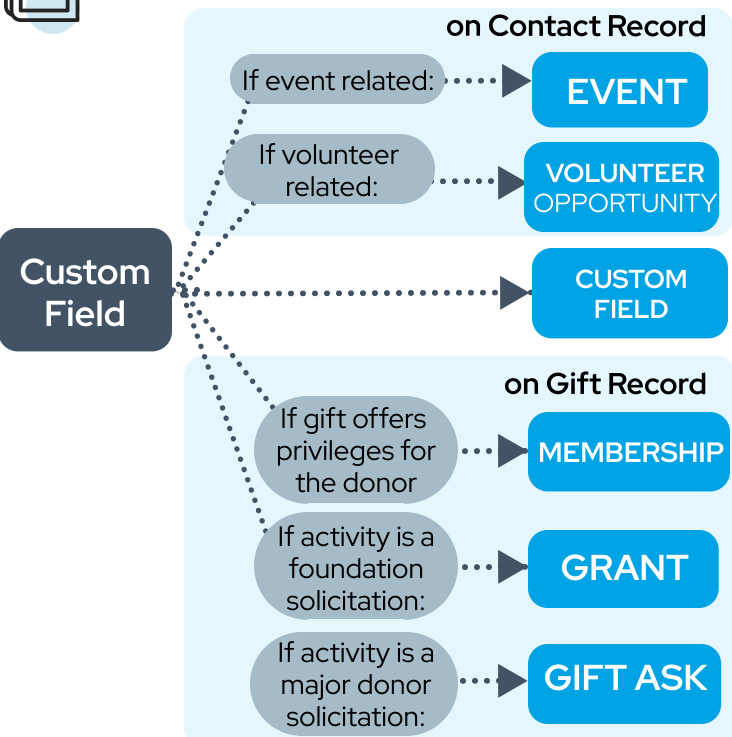
Interactions



Gift Record



Custom Fields



Soft Credits



Each Gift will have only one Soft Credit mapped to **Passthrough Giver** with options available for retaining remaining data.

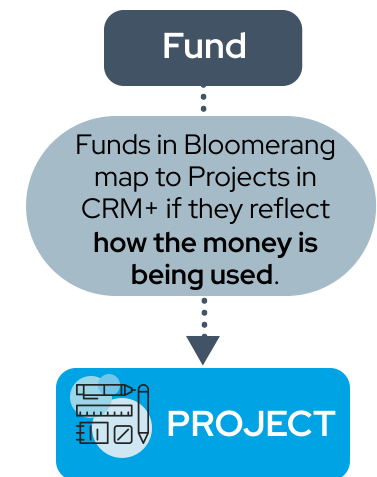
Tributes



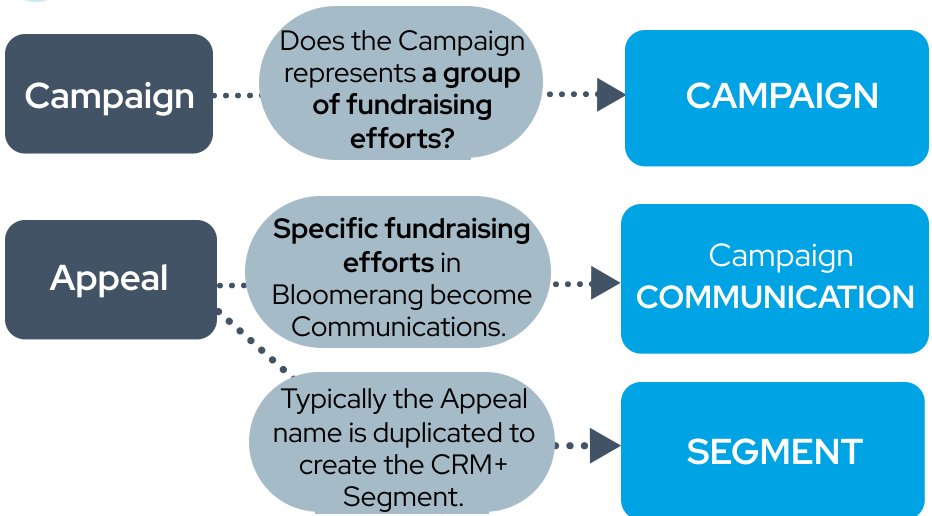
Each Gift will have only one **Tribute** mapped with options available for retaining remaining data. Notificants become Acknowledgees.



Fund



Campaign Record



virtuous
CRM+

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