



eMinder Go-Live Checklist

A short list of everything you need to confirm during your preview window, so your Fundamental of the Week and Lesson emails keep landing without a hitch.

MONDAY, AUG 3

Preview access opens

AUG 3 – 14

Branding and email cadence, at your pace

FRIDAY, AUG 14

Billing and the three switches

MONDAY, AUG 17

You're live

Before you go live

Preview access opens Monday, August 3. Between then and Friday, August 14, work through these two areas at your own pace. There is no deadline in between. Your team sees none of this yet, and email notifications are off by default, so there is nothing you can break.

WORK THROUGH AT YOUR PACE · AUG 3–14

1 Review & update your branding

Make the emails your team receives look unmistakably like your organization.

- ☐ Upload your **logo**
- ☐ Set your **brand colors** (primary + secondary)
- ☐ Send yourself a test to see how it looks. Your logo and colors carry into every email

Company logo

Shown in the app header and emails

Full logo

Best recommendation: 360x80 px (.png, .svg)

Select file



Settings → **Company logo**. Click **Select file** to upload your full logo. 360×80 px works best.

Brand colors

Your visual identity across all employee-facing screens and emails

Buttons, links, active states, and key CTAs



Highlights, tabs, badges



Settings → **Brand colors**. Set your **primary** colour for buttons and links, and your **secondary** for highlights and badges.

Full walkthrough: the “Customizing Your Settings” guide

The last things you flip

Everything on the previous pages is preference. These four items are what move you onto the new platform. Nothing turns off on our end until you tell us you're ready.

MUST BE DONE BY FRIDAY, AUGUST 14

3

Re-enter your billing information

REQUIRED BEFORE AUG 14

This connects to our new payment system and must be completed before you can go live.

- ☐ Go to **Admin Panel** → **Billing**
- ☐ Review your **plan summary**
- ☐ Enter your **payment details** securely through Stripe
- ☐ Confirm to **activate** your subscription

4

Click **Conversion Ready**

This is your signal to us. It is how we know to shut off your old system, and nothing turns off until you click it.

- ☐ In **Settings**, click **Conversion Ready**

5

Set Email Recipients to **Registered & Pending**

Sends to everyone active in the system, registered or not. Nobody has to re-register, so the transition is smooth.

- ☐ Under **Email Recipients**, select **Registered & Pending**

6

Unblock Email Notifications

FRIDAY, AUG 14

The last switch. Flip it and your emails pick up on the new platform without missing a beat.

- ☐ On **Friday, August 14**, unblock **Email Notifications**
- ☐ Send yourself one final test email to confirm

Where to get help

You are not doing this alone. Everything below is available from August 3.



Knowledge base

Short walkthrough videos for each item in this checklist. [Visit the knowledge base →](#)



FAQ

Answers to the most common questions we're hearing. [Read the FAQ →](#)



Book a 1:1

Want to walk through it together? Grab time with your CultureWise team. [Book a session →](#)

Your dates at a glance

MONDAY, AUGUST 3

Preview access opens. Watch for an email from CultureWise with your login link.

AUGUST 3 – 14

Confirm your branding and email cadence at your own pace. No deadline in between.

FRIDAY, AUGUST 14

Billing complete and all three switches flipped.

MONDAY, AUGUST 17

You're live. Your emails pick up on the new platform without missing a beat.

Curious what else the platform does?

eMinder covers the weekly email rhythm: the Fundamental of the Week and the Lesson. The full platform adds recognition and Kudos, gamification, reporting, pulse surveys, and a place for your team to engage with the content directly rather than only in their inbox.

If you have questions about any of it, or you'd like to see how it would work for your organization, **reach out to your CultureWise team**. We're happy to demo any part of it.

Questions?

Your CultureWise team is always here to help. Reach out anytime.