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Customer Activation Kit

View in the help center

<https://bitwarden.com/help/customer-activation-kit/>

Customer Activation Kit

Welcome to the Bitwarden Customer Activation Kit. This comprehensive toolkit provides everything admins and IT teams need to build excitement, communicate password security benefits, and turn your end users into security champions. Whether you're rolling out to a small team or enterprise-wide deployment, these resources support successful adoption at any scale.

One-pagers

Introduce Bitwarden to your teams with comprehensive one-page explainer documents:

- [One-page explainer for end users](#): a concise, user-friendly overview
- [One-page explainer for admins and IT teams](#): covers deployment tips and core product benefits
- [Posters for internal promotion](#): eye-catching, on-brand printables to keep Bitwarden top of mind



one-pagers

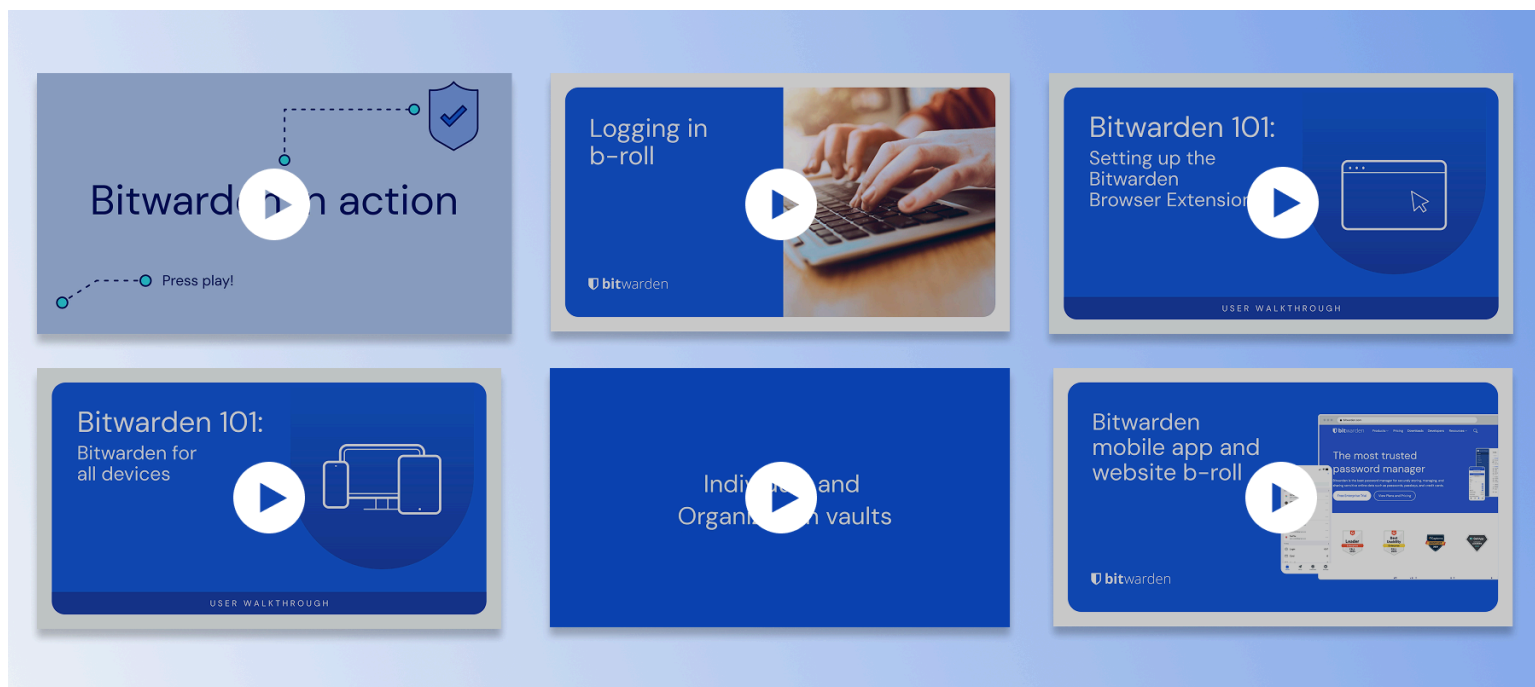
Videos

Understand Bitwarden quickly, or explore comprehensive training with these videos:

- [Bitwarden in 30 Seconds](#): high-level introduction
- [Overview of individual vs. organization vault](#): ensuring proper separation of individual and organizational credentials
- [Bitwarden 101 admin walkthrough](#): comprehensive training videos covering organization setup, organizational reporting capabilities,

and user management best practices

- Additional [b-roll](#) and [educational clips](#): suitable for internal presentations or onboarding decks

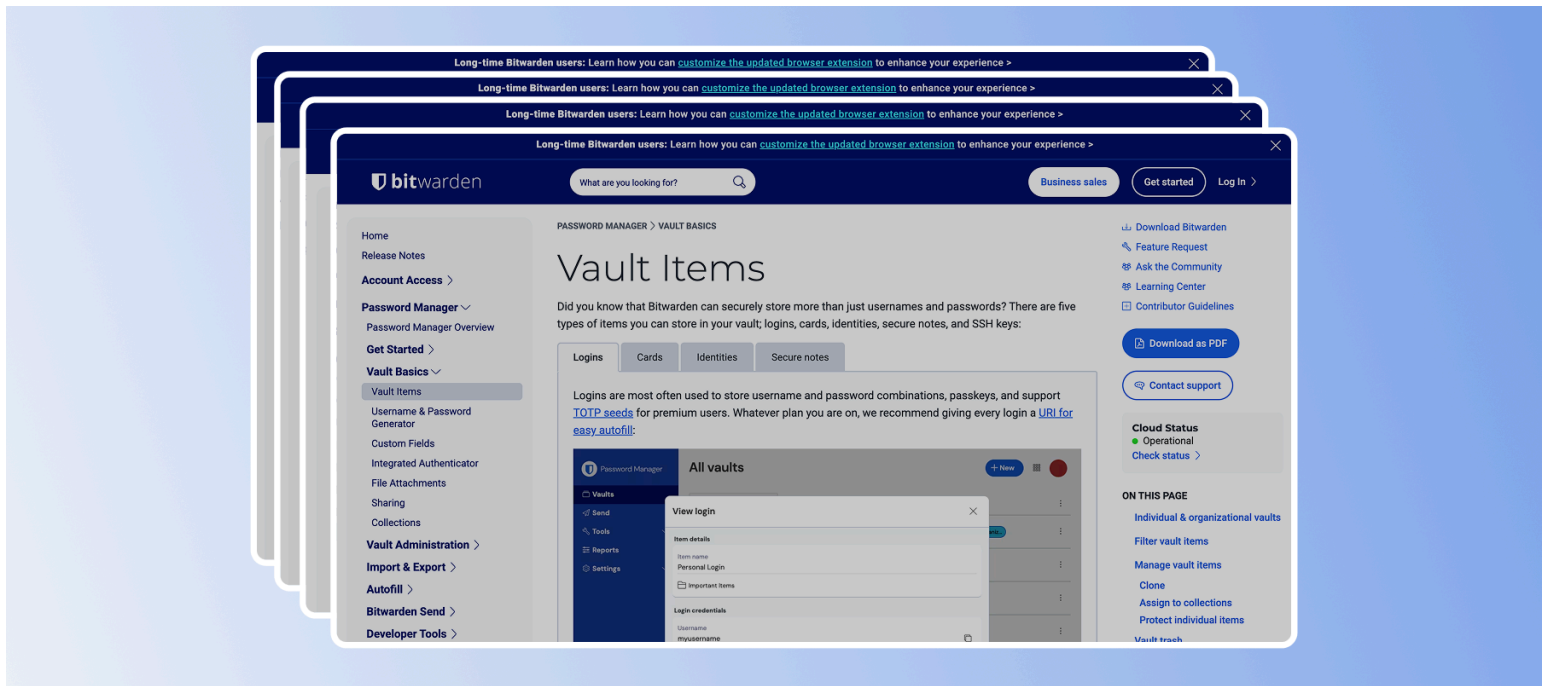


videos

Documentation and templates

Step-by-step documentation, templates, and resources to help teams embrace credential management:

- [Admin and owner onboarding templates](#): pre-written email templates for effective team communication throughout deployment, including welcome emails, admin onboarding sequences, and end user engagement campaigns
- End user training resources: user-friendly tutorials providing step-by-step instruction on core Bitwarden features, [understanding vault item types](#).
- Importing passwords from [Chrome](#), [macOS and Safari](#), [Firefox](#).
- [Disabling browser autofill and password storage](#): instructions to replace browser-based password storage with Bitwarden's secure autofill capabilities



documentation

Bitwarden merch

Spread Bitwarden awareness with physical and digital merch:

- [Magic Background Maker](#): Enhance your team's virtual meetings with branded backgrounds when using the new Magic Background Maker
- [Password Security Animations](#): Fun animated digital swag featuring boy bands and judgmental squirrels to make your security communications actually entertaining
- [The Bitwarden Shop](#): Encourage adoption by delivering Bitwarden-exclusive swag directly to your team



[store](#)

Brand and design resources

Stay on-brand when creating your own assets:

- [Bitwarden brand guidelines and downloads](#)
- Product mockups and imagery:
 - [Bitwarden Password Manager](#)
 - [Bitwarden Secrets Manager](#)