



Welcome to the Spark Good Webinar Series

Today's Session: Walmart.com Customer Programs



Thank you for joining! We will be starting soon.



Please use Q&A for questions. You can vote on questions that others posted. We will answer as many questions as we can.



We will share the deck after the webinar. Visit [Walmart.org/sparkgood](https://www.walmart.org/sparkgood) to download the deck under Tools & Resources.



While you are waiting, scan the QR code and visit us at www.walmart.org/sparkgood to learn more!



Spark Good Round up & Registry

November 2025

AGENDA

- 1. Walmart Spark Good & Deed Partnership**
- 2. Onboarding: How to get started with Spark Good?**
- 3. Spark Good Round Up**
 - Program Guidelines
 - How to register
 - Ways customer can discover and select your organization
 - How to track donations
- 4. Spark Good Registry & Tax Donation Receipt**
 - Program Guidelines
 - How to create & maintain a Spark Good registry
 - Ways to share your registry
 - How to track your purchase
 - How to opt in and create a donation receipt

Our philanthropy focus on the following



Today, we will discuss Spark Good programs that provide local community support.
Learn more about other focus areas at www.walmart.org

Our Work



Creating Opportunity

Economic Opportunity in
Retail



Advancing Sustainability

Climate

Nature

Waste

People in Supply Chains



Strengthening Community

Local Community Support

Spark Good

Caring & Connected
Communities

Healthier Food for All

Disaster Preparedness &
Response



Center for Racial Equity

Finance

Health

Education

Criminal Justice

Spark Good programs strive to spark collective action and have big impact in support of local communities

Spark Good brings together Walmart and Sam’s Club’s community giving programs under one umbrella and puts customers and associates in the driver’s seat, making it easier to give to the causes they care about

Local Organization Engagement

The Walmart.com Spark Good account provides a full suite of charitable resources together in one place.



Customer Engagement

Connect customers with opportunities to support local causes



Round Up



Registry

Facility Engagement

Raise awareness & provide charitable donations to local organizations



Local
Community
Grants



Storefront
Reservation

Associate Engagement

Empower associates to support causes that are meaningful to them



Associate
Giving



Associate
Volunteerism

Partnership with Deed

Walmart Spark Good partners with Deed for organization verification and associate giving and volunteerism!

1

Organization and User Verification Provider

Deed verifies organizations participating in Walmart Spark Good programs.



2

Associate Giving & Volunteerism Platform

Walmart and Sam's Club associates can volunteer and give to organizations they care about through the Spark Good associate platform.

Important: As of 2024, Walmart no longer leverages FrontDoor for organization verification and for associate giving and volunteerism.

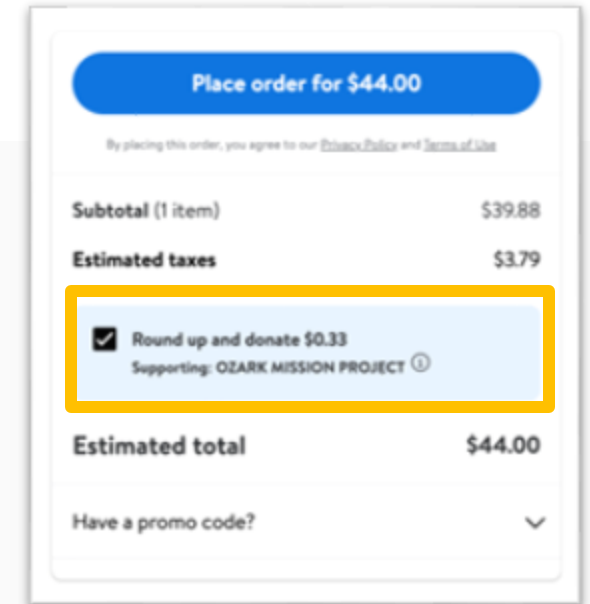
Round Up Overview

Round Up is a year-round program available on Walmart.com

Important: Organizations must register for the program before customers can discover your organization.

Round Up provides customers shopping on **Walmart.com or in the app** the opportunity to select a charity of their choice to support at checkout on Walmart.com and the app. **The programs is NOT available in stores.**

Organizations must be 501(c)(3) public charities or NCES school and Deed verified to apply for the Round Up program.



Key Takeaways



Only primary user can register for Round Up.



Make sure your electronic bank details is entered in Network for Good



Your organization is only discoverable to customers after you have signed up.

How to register for Spark Good Round Up

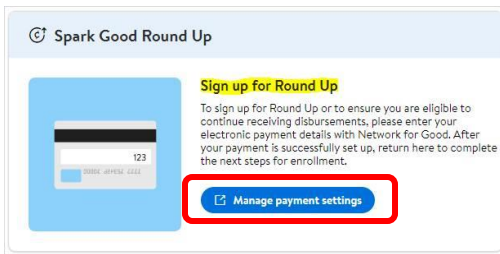
Step 1: Register in Round Up

Step 2: Approval from NFG

Step 3: Create public profile

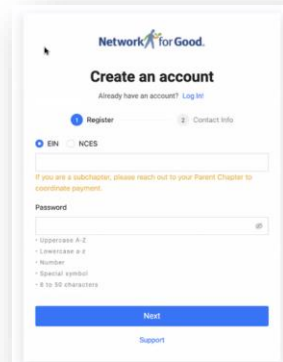
Step 4: Confirm address

Step 5: Complete Enrollment

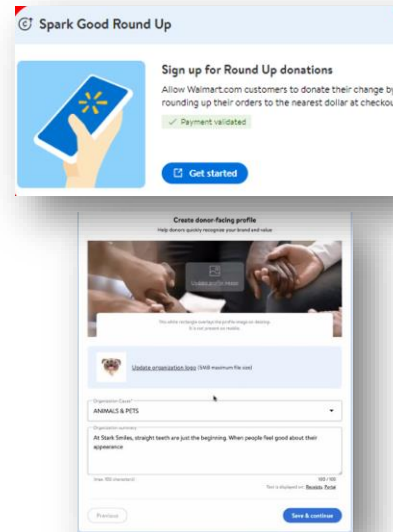


To start your registration, you will be required to set up your electronic bank information with Network for Good.

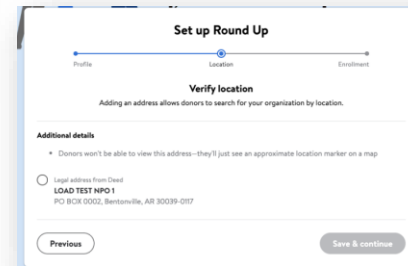
Click **“Manage Payment Settings”**



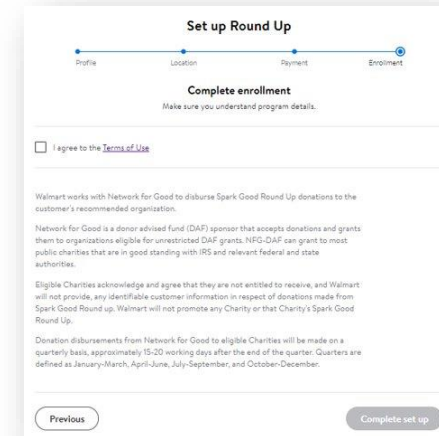
It can take several weeks to set up your payment. Email eftsupport@networkforgood.org if you have issues setting up payment. After your payment is successfully set up, please wait 24 hours for your data to sync from Network for Good to Walmart.



After receiving confirmation from Network of Good, return to your Spark Good account. Click “Get Started”. Create your donor-facing profile page



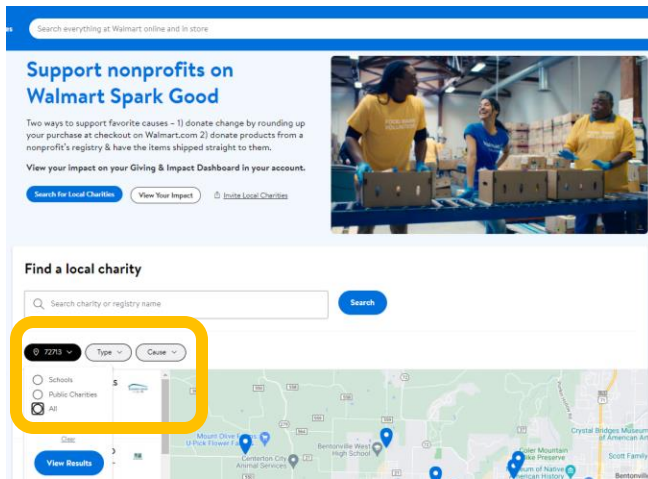
Confirm your organization address. This is populated from Deed.



Agree to terms of use to complete registration

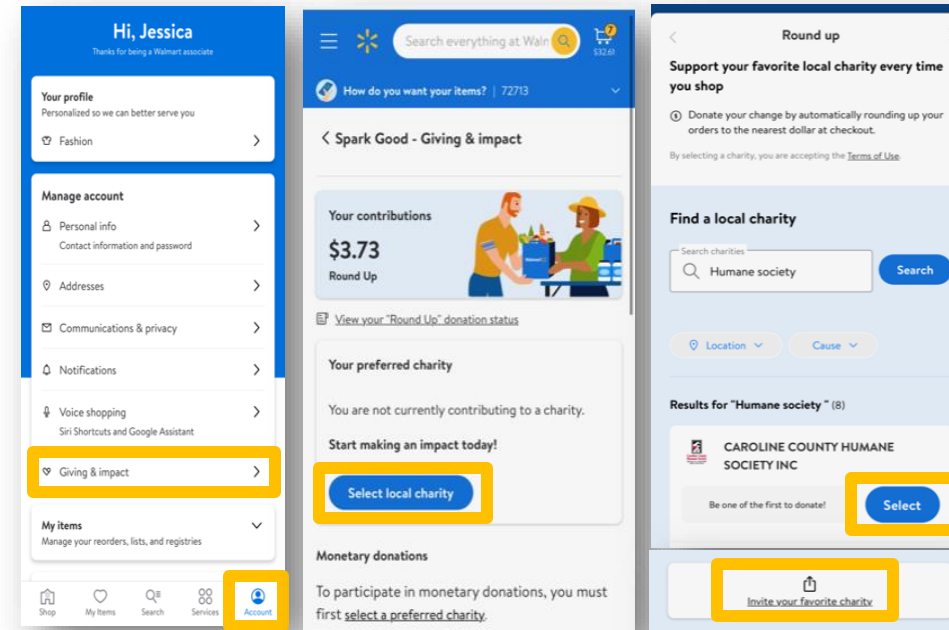
Ways customer can select your organization

Option 1: Visit Walmart.com/sparkgood



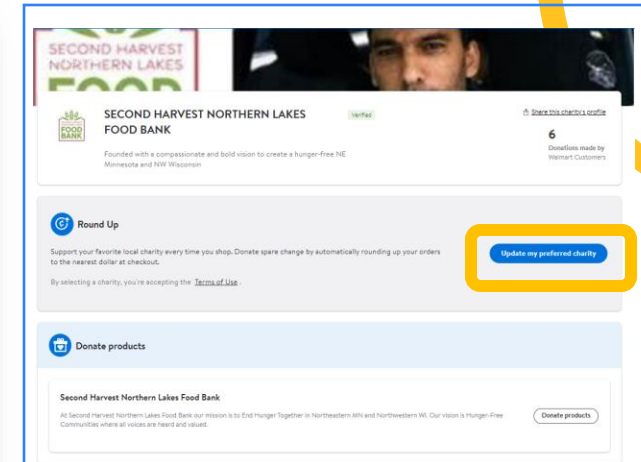
- Type in your organization name
- Input or clear the zip code to search
- Option: Filter by type
- You can see if a charity has registry or Round up by the labels.
- You will see the charity appear in a pop up on the right.

Option 2: From their Walmart.com Account Settings



- Go to "Account"
- Click on "Giving & Impact".
- Search and select a charity.

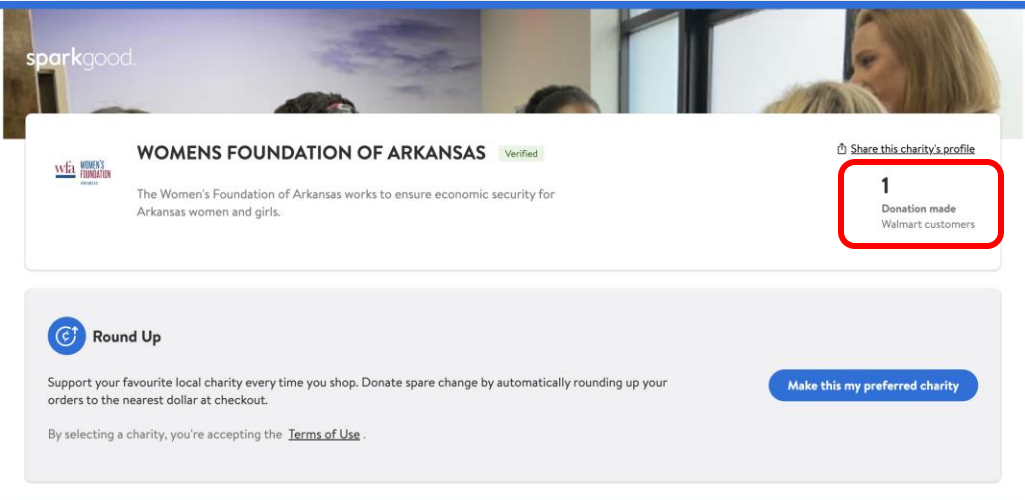
Option 3: Share your Org Profile Page



- An organization can share a direct link to their public profile page.
- A customer can visit that page and click "Select this charity" or "Update my preferred charity" if they already have a previous selection.

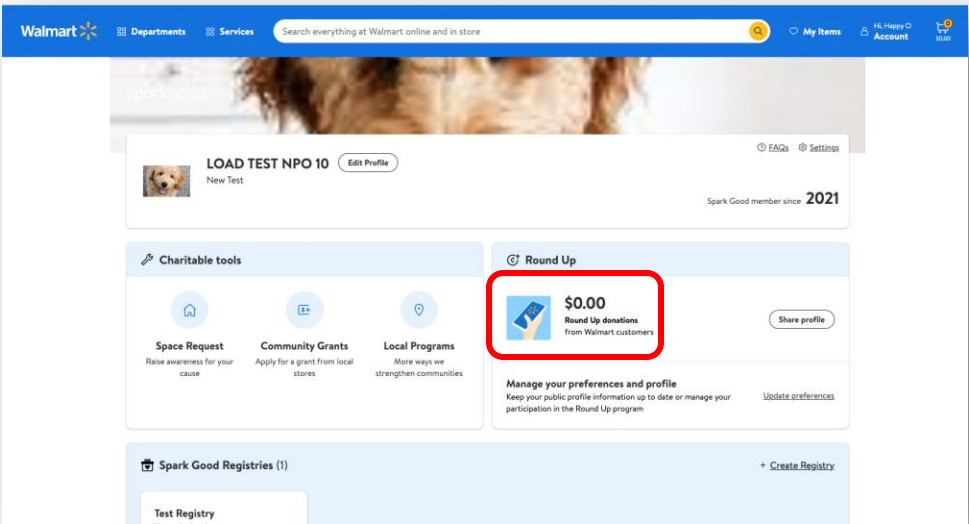
NOTE: The round up option only appears in a customer's review order cart after they have selected an organization & added a default payment method of credit/debit.

How to track customer donations



Option 1

Organization profile page: Walmart.com shows the count of unique customers donations and is updated when a customer is charged for their donation.



Option 2

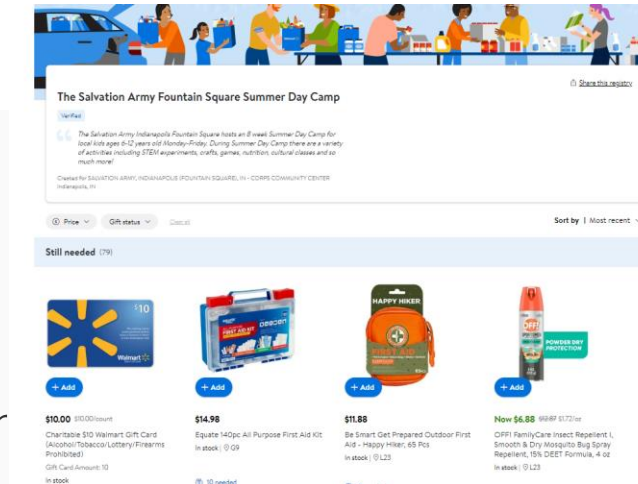
Nonprofit dashboard: Walmart.com/nonprofits displays the dollar amount donated by customers and is updated quarterly after payment is disbursed by Network for Good.

Registry Overview

Spark Good Registry allows verified public charities and schools to create lists of necessary products that can be shipped directly to your nonprofit.

Both primary and secondary users can create registry.

Ideas can include creating registries based on needs or events. You can opt in for Walmart to send tax deductible donation receipts on your behalf to donors when they request for it.



Donate products

Wish List

Youth Services

Our vision is to have no waiting children in foster care in Arkansas. Our mission is to educate, equip, and encourage the Christian community to provide a future and a hope for children in foster care in Arkansas.

[Donate products now](#)

Key Takeaways



Organizations can create up to 20 registries



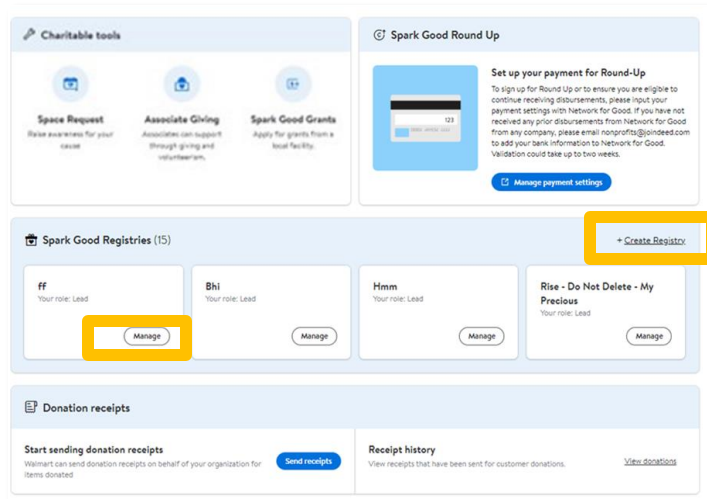
User role: Lead can edit a registry after it's created. Lead can be the primary or secondary user.



Opt-in and create tax deductible receipts for donors from Spark Good account

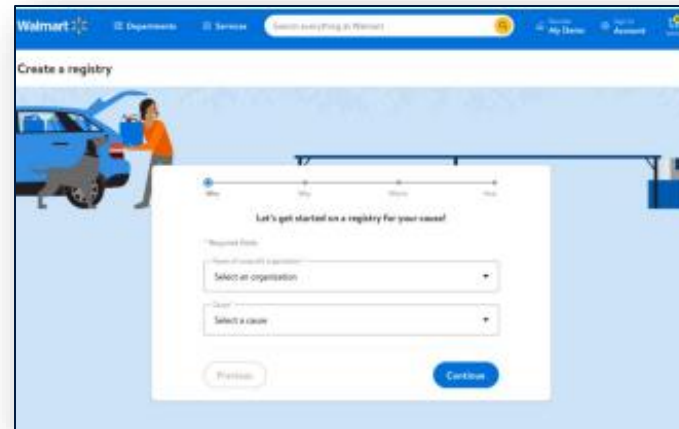
3 steps to create a Spark Good registry

Step 1: Create a registry



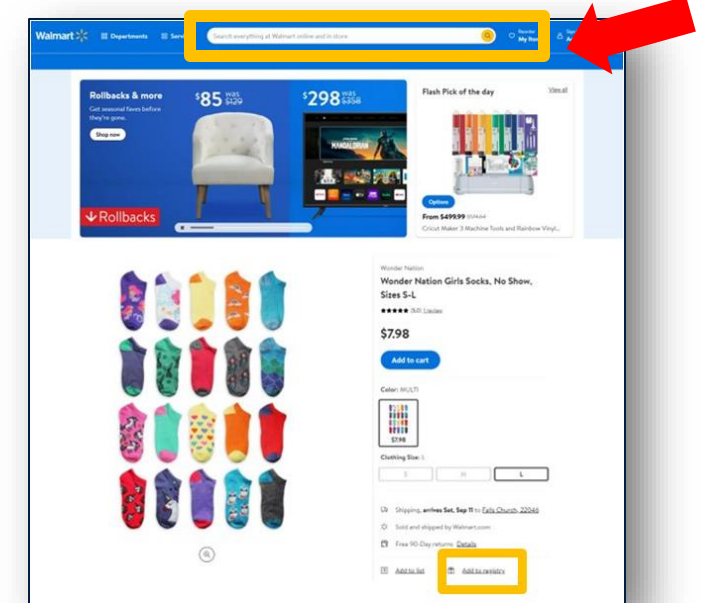
- Start at your Spark Good dashboard
- Select “+ **Create Registry**”
- To edit existing registries where your role is: Lead, select “**Manage**”
- You can create up to 20 registries.

Step 2: Provide registry details



- Select your **cause**, enter a registry **title** and **description**
- Confirm **address** for where products will be delivered
- Select **public or private** for your registry settings.
- Click **Create Registry!**

Step 3: Search items & add to registry



- **Search** for items or gift cards available for shipping or pick up
- **Add** to Registry

Create a registry

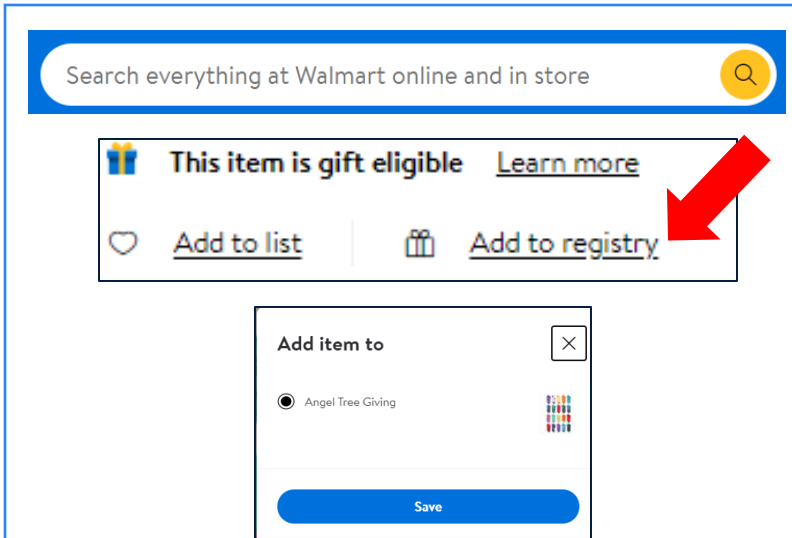
Maintain the
registry

Share the
registry

Track Purchases

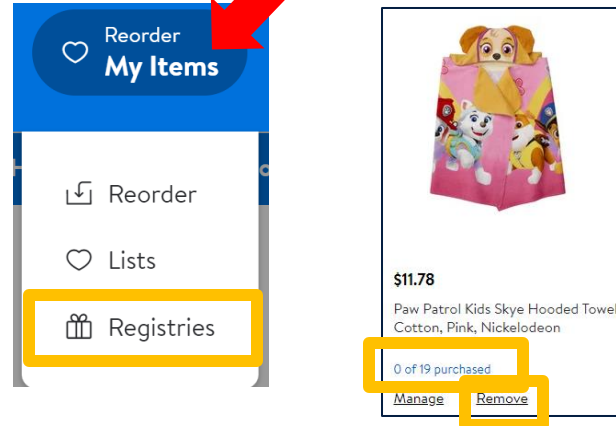
Send donation
receipts

Add items



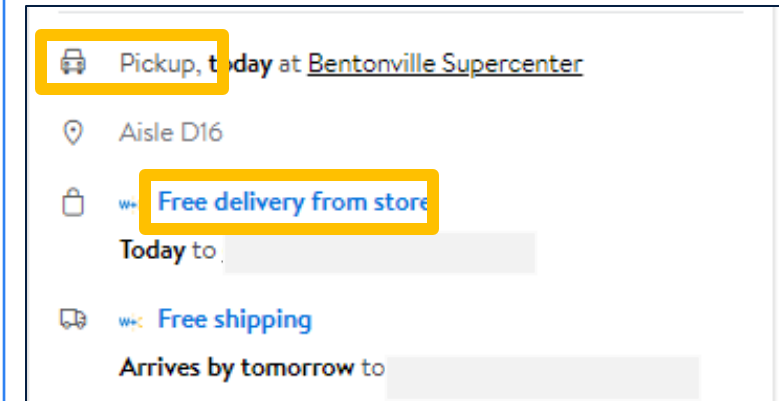
- Use the **search bar** on Walmart.com to add items to your registry
- Select **“add to registry”** and choose the registry you want to add it to
- You can add up to 200 items with up to 200 qtys for each item for your registry.

Update quantities or delete items



- Use **manage** to update quantities needed or purchased.
- Use **remove** to delete an item from registries
- **Note:** Items that have a purchased quantity cannot be deleted. Reduce quantity to 0.
- Registries with purchased items cannot be deleted. Make as private.

Shipping/Delivery methods



- Delivery method varies by item, ensure that items are available for shipping or pick up
- **Pick Up** requires a customer/donor to pick the product up at the selected store and drop off at your organization
- **Shipping** will arrive by mail to the address selected

Create a registry

Maintain the
registry

Share the
registry

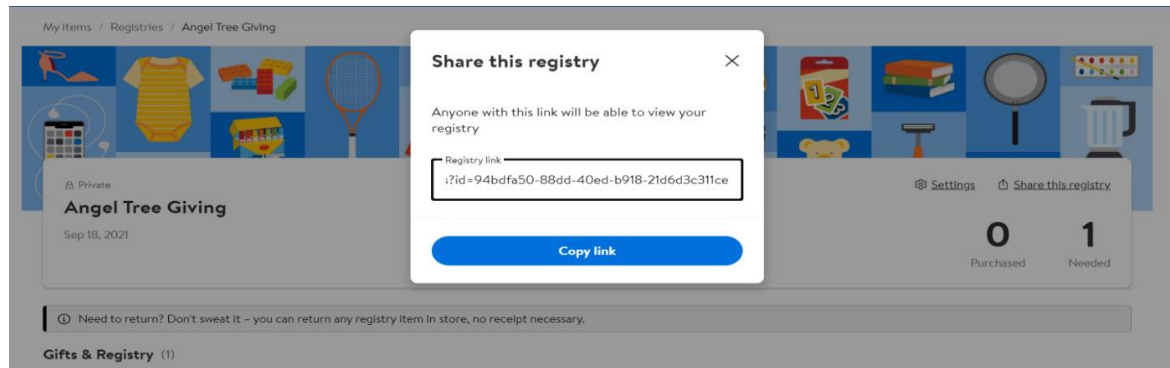
Track Purchases

Send donation
receipts

2 ways to share your registry with supporters

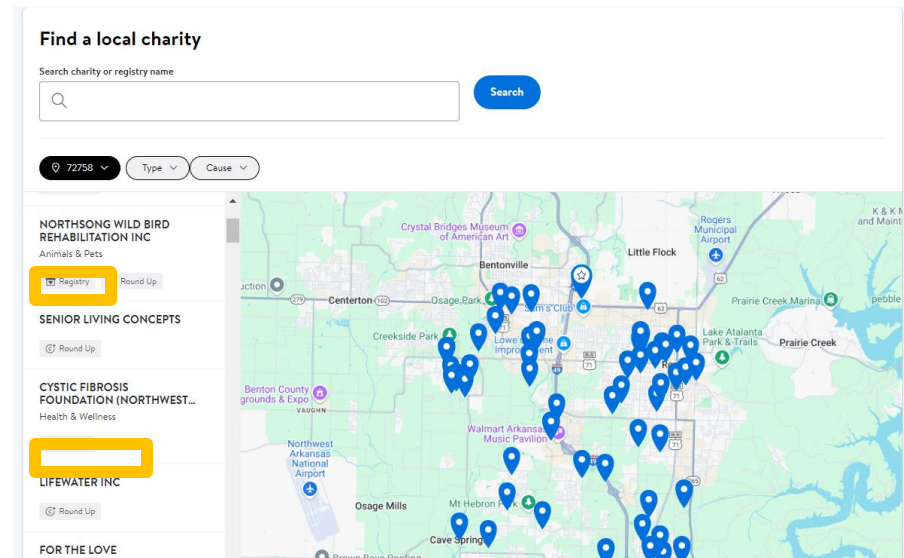
Direct Link - Share registry

 [Share this registry](#)



- From the registry page, click on Share this registry for a link to share with your donors on social media, newsletters, etc. You can mark this registry as private or public.

Search on customer discovery page – Walmart.com/sparkgood



- Spark Good registries are searchable by customers on walmart.com/sparkgood. Only registries marked public will show up here.

Create a registry

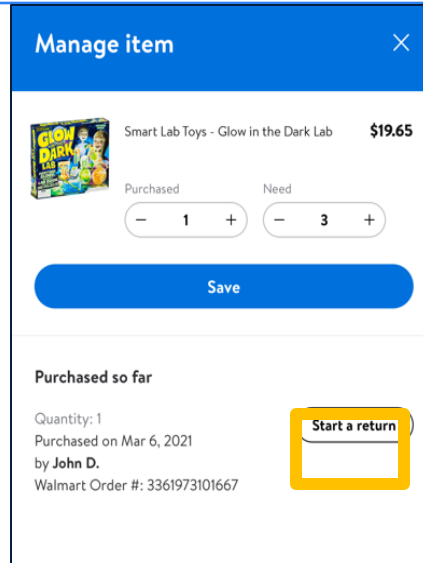
Maintain the
registry

Share the
registry

Track Purchases

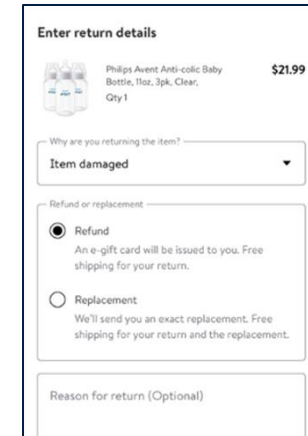
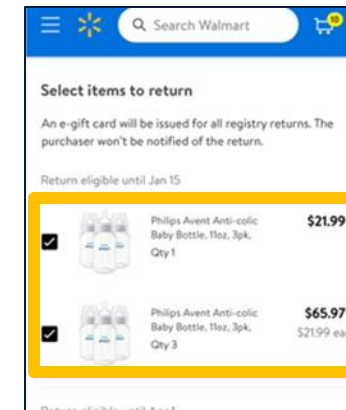
Send donation
receipts

Purchase history



- View purchase history and order number by clicking manage on each item
- Call 1-800-Walmart to track order status. Have order number ready

Return items



- Items that are eligible for return, can be selected by clicking manage and start and return on item
- Reason for return is required for an e-gift refund or item replacement
- Return method matches Walmart.com policy

Create a registry

Maintain the
registry

Share the
registry

Track Purchases

Send donation
receipts

How to create your donation receipt

- From the Spark Good dashboard, you can opt in to customize a donation receipt for customer purchases on your registry.
- Please note:** Customers can only request for the receipt if you have opted in.

Start in your Spark Good dashboard

Donation receipts

Start sending donation receipts

Walmart can send donation receipts on behalf of your organization for items donated

Send receipts

Receipt history

View receipts that have been sent for customer donations.

[View donations](#)

View Receipt history

Donation receipts history

These are all the receipts that have been emailed to customers who requested them. This table represents all of your organization's registries when opted in to have receipts sent on your behalf.

Your organization's latest 0 donation receipts through the Walmart platform.

Receipt sent	Order placed	Order #	Amount	View registry
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Your organization hasn't sent any receipts through the Spark Good Registries.

- Keep track of the receipts sent and the order number for the donation.

Customize the donation receipt

LOAD TEST NPO 1

In-kind donation receipt templates

Create a single, customized in-kind donation receipt for Walmart.com customers who've made a purchase from any of your nonprofit's Spark good Registries.

Opt in to have receipts sent on your behalf

By opting in you authorize Walmart to send in-kind donation receipts on behalf of your organization to customers who've made any eligible purchases through Walmart.com. [Read more](#)

Add custom content (optional)

Personalize your receipt by adding custom content about your organization, including a link to your website (see italicized text in the receipt preview).

Thank you message

Thank you for supporting our organization XYZ. With these items we are able to stock our waiting room for kids so they less scared when they come to our office!

Organization summary

Organization XYZ helps kids.

Link to more information (URL)
www.walmart.org

Link text (organization name)
XYZ

Automatic content

We will automatically add information below to each in-kind receipt. If your IRS legal information is incorrect, please update this through your [CyberGrants FrontDoor account](#)

Legal organization name
LOAD TEST NPO 1

City and state (from organization legal address)
Bentonville, AR

Order#
We provide this number so customers can quickly reference their purchase amounts, if necessary. Your organization may cross reference this via the Registry purchase history.

The blue section is automatically pulled from your Deed account.

Create a registry

Maintain the registry

Share the registry

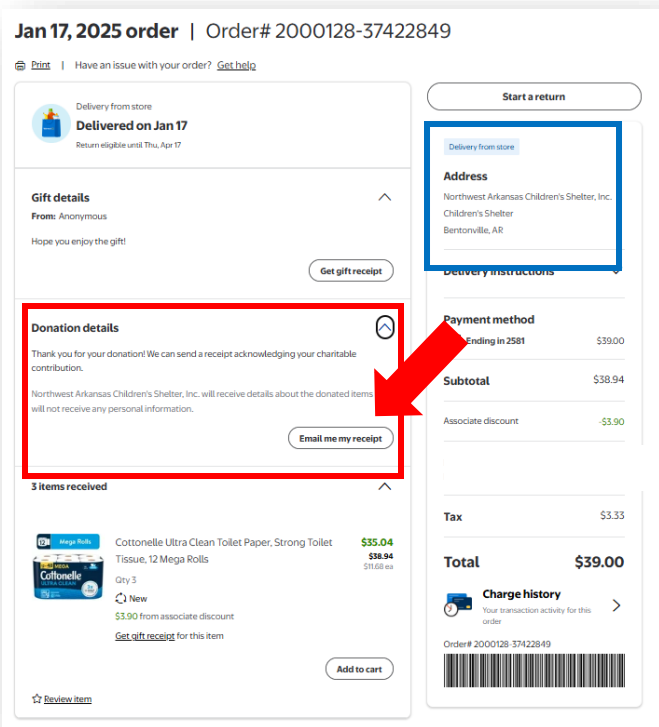
Track Purchases

Send donation receipts

Customer: How to request your donation receipt

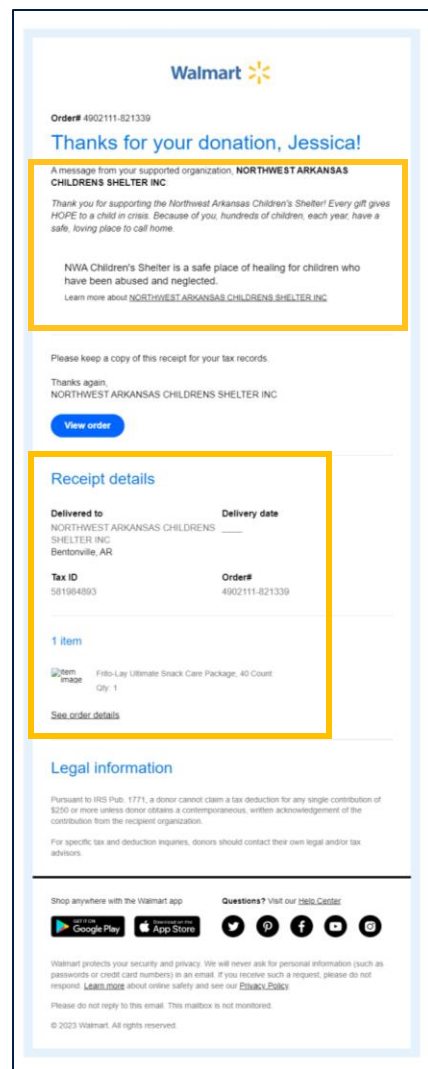
How can customers find their donation receipt?

- Go to Account > Purchase history
- Find the order that was placed for the organization, click on **“View details”**
- Under **Donation details**, expand box and click **“Email me my receipt”**
- If the order was shipped in multiple orders, a customer will need to request donation receipt for each order.



Customers can only see organization name. No shipping address/location information is visible.

Example of donation receipt



The information that is entered in **Thank you message** and **organizational information** is included in the email.

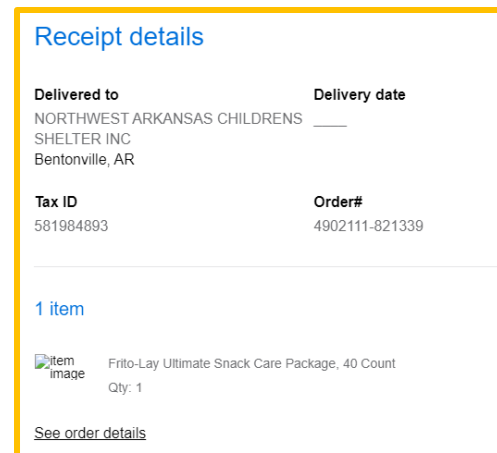
A message from your supported organization, **NORTHWEST ARKANSAS CHILDRENS SHELTER INC.**

Thank you for supporting the Northwest Arkansas Children's Shelter! Every gift gives HOPE to a child in crisis. Because of you, hundreds of children, each year, have a safe, loving place to call home.

NWA Children's Shelter is a safe place of healing for children who have been abused and neglected.

Learn more about [NORTHWEST ARKANSAS CHILDRENS SHELTER INC.](#)

Under **Receipt details**, shipping location is not visible. What's included is organization's tax ID and items purchased by customers.



Resources

View these onboarding checklists under Spark Good Tools & Resources

Access helpful resources about Spark Good programs at www.walmart.org/sparkgood

Start your profile at walmart.com/nonprofits

Onboarding Checklist

Checklist on how to get started with Walmart Spark Good Programs

This checklist is applicable for 501c3 Public Charities, NCES Schools, Government Entities and Other Nonprofits.

Scenario: You are an organization that is ready to engage with Walmart Spark Good giving programs for the first time!

Step 1: Set up your Spark Good Portal Account

- ☐ Start at Walmart.com/nonprofits. Click "Access Spark Good" and select your entity type.
- ☐ Create your Walmart.com account.
 - Use an email assigned by the organization instead of your personal email.
 - *Note:* This same email address needs to match when you set up your Deed account in Step 3.

Step 2: Connect your organization to your Walmart Spark Good Portal Account

- ☐ To connect your organization to your portal account from the organization list page (lobby), click "Add organization" to claim your profile and complete your verification with Deed who authenticates your organization and users.
- ☐ If you have multiple locations, you will be able to create chapter accounts. Read [here](#) to learn more.

Step 3: Claim your profile and create a Deed account

- ☐ To complete the verification process, the Owner | Primary User will need:

501c3 Public Charity	NCES School	Government Entity	Other Nonprofits
• PayPal Giving Fund account	• PayPal Business account • Network for Good account	• PayPal Business account	• PayPal Business account

- Official IRS documentation such as IRS determination letter and government letters
- Organizational information (mission statement, board members, contact information and website)

How do I know if I've completed all the steps?

- ☐ Click through every Deed pop-up and provide all the information needed in each pop-up.
- ☐ Under "Settings," check the "Payments" tab and make sure that PayPal/Network for Good is setup.
- ☐ Under "Companies," check that your organization is affiliated with Walmart.
- ☐ Review users in Deed under Settings > Users to make sure that they have appropriate access to Walmart Spark Good.
 - Owner | Admin → Primary Users in Spark Good
 - Organizers and Ambassadors → Secondary Users in Spark Good

Step 4: Return to Walmart Spark Good Account

- ☐ Click "In Partnership with Walmart" logo at the top of the screen to return to Walmart Spark Good Portal account to start engaging with Spark Good programs.

Step 5: Engage with Spark Good programs on your Spark Good Account

- ☐ From your Walmart.com/nonprofits portal account, click your organization name to enter your program dashboard to engage!

Public Charity Checklist



NCES School Checklist



Government Entity Checklist



Other Nonprofit Checklist



Spark Good program guidelines

✓ walmart.org/sparkgood

Spark Good customer discovery

✓ walmart.com/sparkgood

Organization Type Guides

🔗 [501c3 Program Eligibility Guide](#)

📁 [NCES School Program Eligibility Guide](#)

📅 [Government Entity Program Eligibility Guide](#)

🏠 [Other Nonprofits Program Eligibility Guide](#)

Other Resources

✓ [Frequently Asked Questions](#)

📢 [Promotional Tools](#)

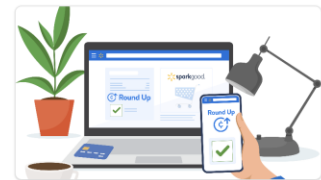


Downloadable Assets:

Click on the logos and images below to download.



Spark Good Registry Image



Spark Good Round Up Image

Spark Good: 3 Steps to Get Started

1. Review program eligibility

2. Become a verified organization

3. Explore Spark Good programs



Need Support?

nonprofits@joindeed.com

sparkgoodsupport@walmart.com

Eftsupport@networkforgood.org

Walmart.com/nonprofits to enroll
Walmart.org/sparkgood for
resources

Social Tags

X: @Walmartorg

Facebook: @Walmart

LinkedIn: @Walmart

Tag us with #SparkGood

