



Spark Good Storefront Reservations

April 2025

AGENDA

1. **Walmart Spark Good & Deed Partnership**
2. **How to get started with Spark Good?**
 - 3 Steps to get started on Walmart.com
3. **Storefront Reservation Tool**
4. **Resources to explore**

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

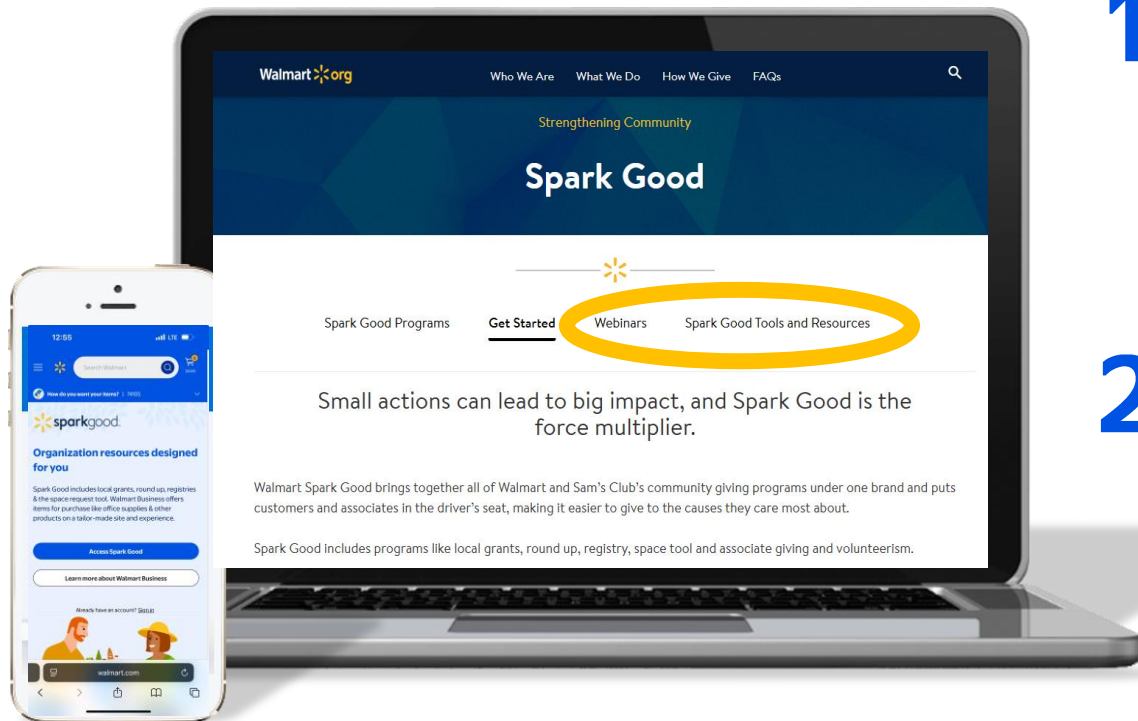
Associate Giving & Volunteerism Platform

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.

How to get started...

Where should organizations start?



1

Learn about Spark Good Programs

Visit Walmart.org/SparkGood to review program guidelines, onboarding checklists or sign up for a webinar.

2

Create a Spark Good Account on Walmart.com

Get Started by visiting Walmart.com/nonprofits

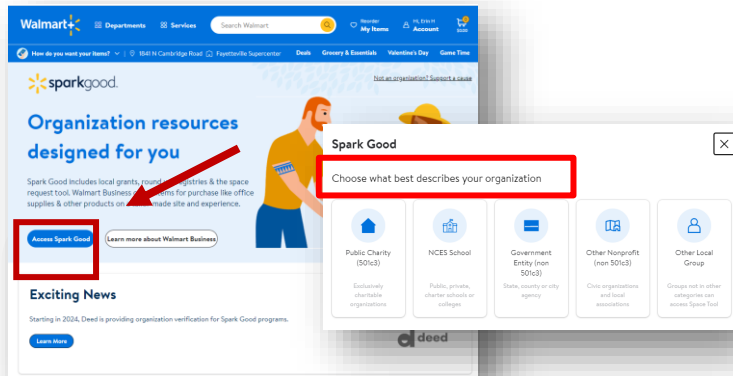
3

Become a Verified Organization

Become verified through a third-party verification partner, Deed. Once complete return to Walmart.com/nonprofits to access programs.

3 steps to get started with Spark Good

Step 1



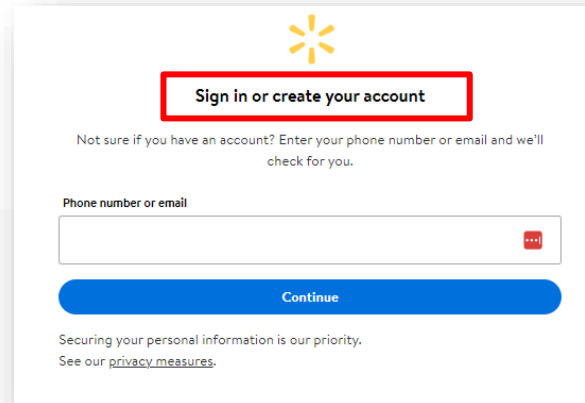
Create a **Spark Good account** at Walmart.com/nonprofits

Click **“Access Spark Good”**

Select your entity type.

- **Public Charity (501c3)** – e.g. NWA Food Bank
- **NCES School** – Public, private schools with a NCES ID.
- **Government Entity (non 501c3)** – State, count or city agency (e.g. Sheriff Dept, Fire Dept)
- **Other Nonprofits** – Non-charitable such as civic orgs or local associations listed on the IRS Business List (501c6, 50c9, etc.)
- **Other Local Group** – Community groups not on the IRS Business List.

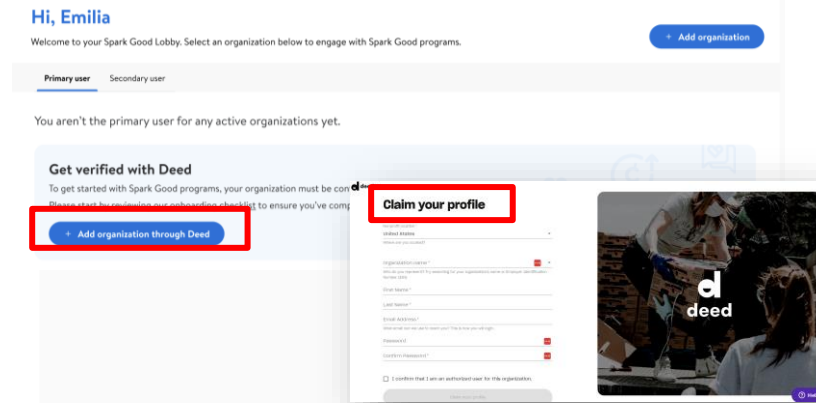
Step 2



Sign in or create your **Walmart.com account.**

**Make sure you log in using your organizational email address.*

Step 3



Click **“Add Organization”**

It will take you to Deed to claim your organization.

Claim your profile.

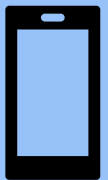
The person claiming your organization's account should have access to your PayPal Business Account/PayPal Charity Fund credentials.

Storefront Reservation Overview



Storefront Reservation guidelines

*To review the guidelines,
FAQs and examples of
storefront reservation*



SCAN QR
CODE



Walmart believes investing in local communities strengthens our business as well as the communities we serve. Community engagement is designed to support local organizations that meet the unique needs of the communities where we operate, build pride among all associates and deepen relationships with our customers.

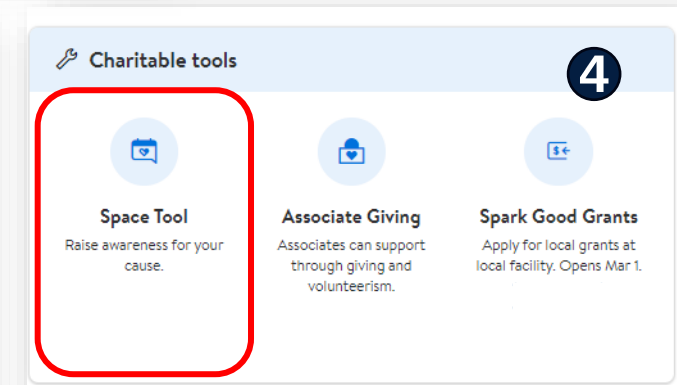
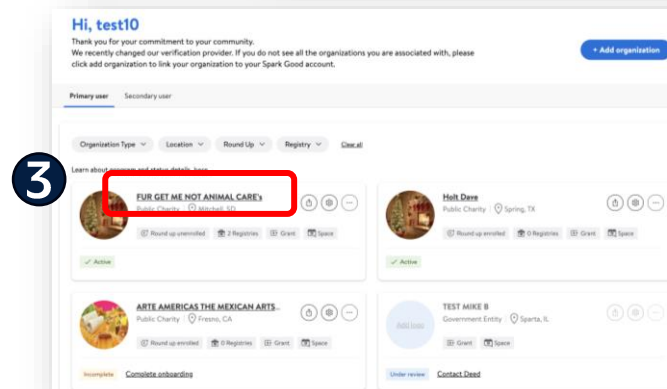
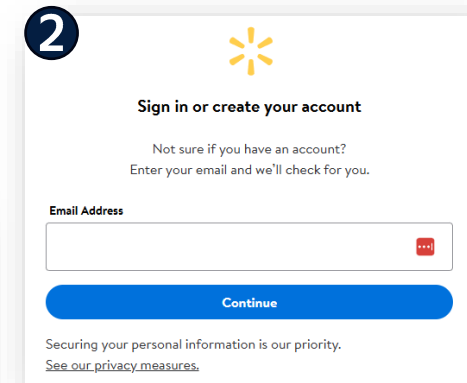
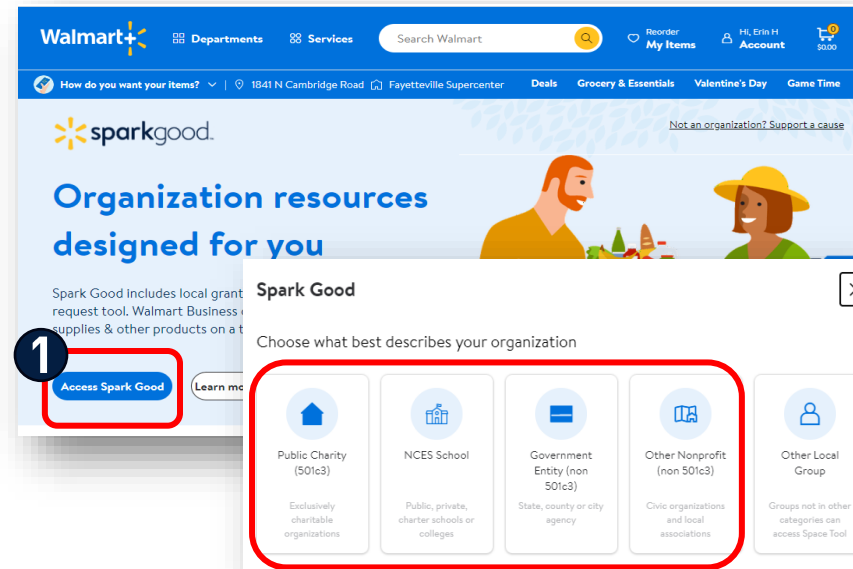
The Storefront Reservation program allows local organizations to request space outside of Walmart stores and Neighborhood Markets for community awareness campaigns. For Sam's Club requests, please contact the local club manager to request the use of space.

Before submitting a request, organizations must review the below guidelines.



Steps for organization listed on the IRS Business Master File or in the NCES database

1. Click **“Access Spark Good”** and select your entity type.
2. Sign-on to your Spark Good account on Walmart.com/nonprofits
3. Select the organization name in the Spark Good lobby you want to submit a reservation
4. Select **“Storefront Reservation”** under Charitable Tools

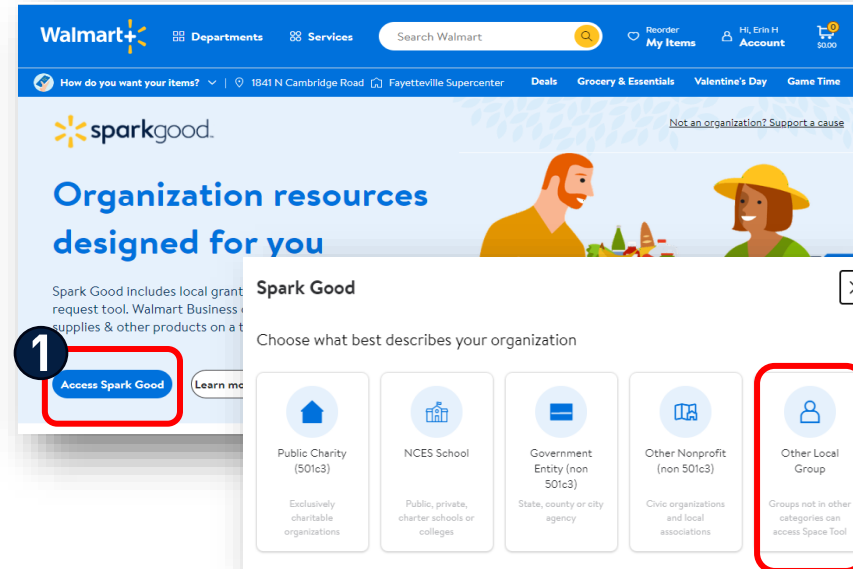




Steps for community groups NOT on the IRS Business Master File or NCES database

1. Click **“Access Spark Good”** and select your entity type.
2. Sign-on to your Spark Good account on Walmart.com/nonprofits
3. Submit your profile for manual review

Note: Turnaround time is 6-8 weeks for verification of Local Groups



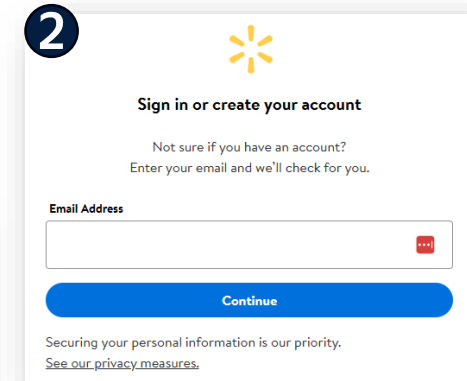
Walmart Spark Good Organization resources designed for you

Spark Good includes local grant request tool, Walmart Business supplies & other products on a t

1 Access Spark Good

Choose what best describes your organization

- Public Charity (501c3)
- NCES School
- Government Entity (non 501c3)
- Other Nonprofit (non 501c3)
- Other Local Group



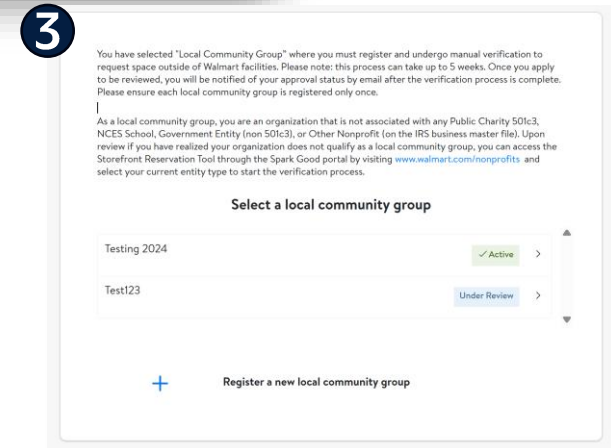
2 Sign in or create your account

Not sure if you have an account? Enter your email and we'll check for you.

Email Address

Continue

Securing your personal information is our priority. See our privacy measures.



3 You have selected "Local Community Group" where you must register and undergo manual verification to request space outside of Walmart facilities. Please note: this process can take up to 5 weeks. Once you apply to be reviewed, you will be notified of your approval status by email after the verification process is complete. Please ensure each local community group is registered only once.

As a local community group, you are an organization that is not associated with any Public Charity 501c3, NCES School, Government Entity (non 501c3), or Other Nonprofit (on the IRS business master file). Upon review if you have realized your organization does not qualify as a local community group, you can access the Storefront Reservation Tool through the Spark Good portal by visiting www.walmart.com/nonprofits and select your current entity type to start the verification process.

Select a local community group

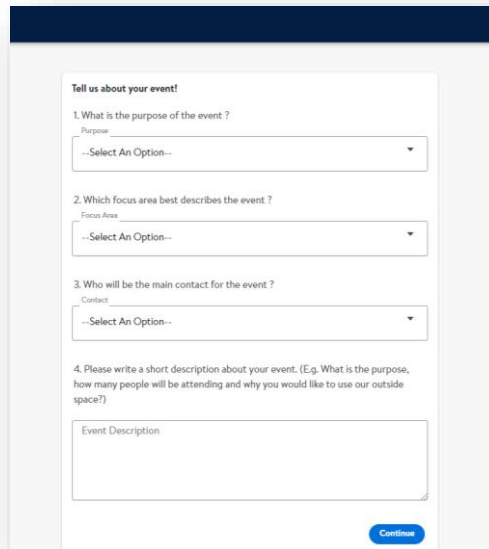
Testing 2024	Active
Test123	Under Review

+ Register a new local community group

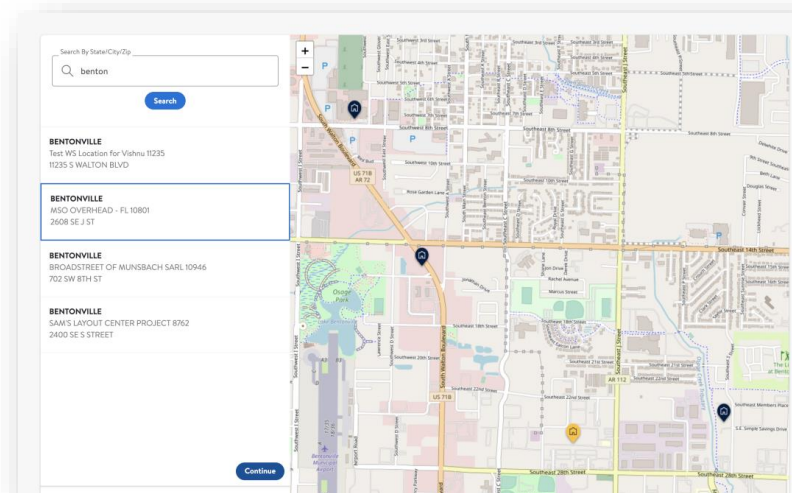


Application Experience

From your Storefrontt account, you can submit, manage, and view event history.

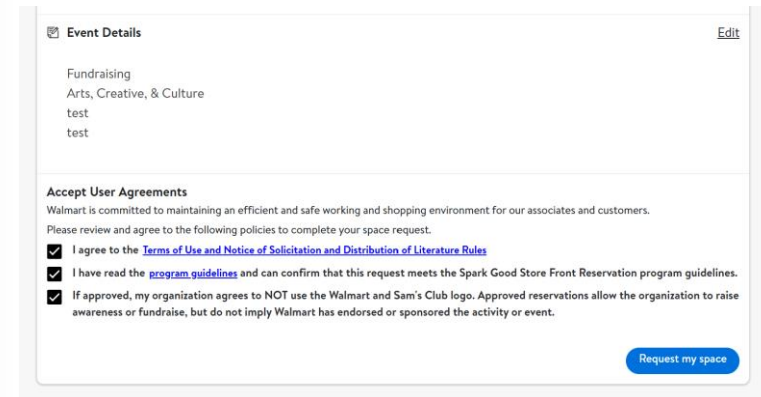


Complete the form clearly outlining the description of your event



Find facilities in your community. This program is intended to support local organizations in the same service area.

** Defaults to your Zip Code but you can search by zip code.*



You must click on the term agreements link before checking the box.

Note: Managers reserve the right to decline an organization's request based on review of the organization's reputation and activities and its agreement to comply with applicable terms and conditions.

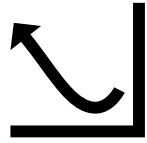
Most frequently asked questions

These are the top 5 questions asked during webinars, help desks and email inboxes



Can organizations request and event inside the store?

No, local organizations can only request space outside a Walmart facility.



How much advance notice is needed to request an event?

An organization must submit a request no less than 21 days in advance of an event date. This is to ensure that store managers have sufficient time to review the space request.



How long will it take for an event to be reviewed?

Facility management review events and make recommendations on all submitted events. Each facility manager may set the frequency and process in which determinations are made. The organization will be notified of the status of a space request no less than 7 days before their event date.



How many times a year can an org. submit an event?

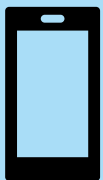
Organizations may request and use space outside a Walmart facility up to 14 days per facility, per calendar year, but no more than 3 consecutive days (and no more than 8 consecutive hours each day).



What kind of events can an organization host in front of the store?

Organizations may host events for fundraising or community awareness events. Events are not to be submitted for for-profit commercial sale of products or services to the public.

SCAN
QR CODE
FOR
GUIDELINES



 **Boy Scout Troop 270** · Follow
Sep 2, 2023 · 🌐

POPCORN SALE AT WALMART

Boy Scout Troop 270 and Cub Scout Pack 270 would like to thank the Cordele Walmart Supercenter for allowing us to set up a couple of tables and pop-up tents to sell popcorn today.

And thank you to all of the people who bought popcorn or made donations to the two units. Thanks to you customers, we sold out of our products in about two hours.

We have ordered more and are scheduled to be back at Walmart again next Saturday. Please come see us.

Four Boy Scouts and six Cub Scouts participated in today's sale. The Boy Scouts were Landon, Simon, Jacob, and Cody. They were assisted by adults Brady Atkins, Gene Baker, and Britt Brinson.



 **What's Up, Siloam?** · Join
Elisha Dawn McGee · Mar 9 · 🌐

Happy Sunday, Siloam!

Your favorite little Girl Scouts are set up at Walmart Supercenter from 10-2 today!
Cash or card!

Season is almost over, go grab your favorite cookies & support their little entrepreneur dreams while you can 🍪❤️



 **American Legion Post 57 - Newnan, Georgia** · Follow
Nov 8, 2024 · 🌐

Volunteering at Walmart supporting American Legion Auxiliary poppy donations.



Resources

View these onboarding checklists under Spark Good Tools & Resources

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

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
<ul style="list-style-type: none">PayPal Giving Fund account	<ul style="list-style-type: none">PayPal Business accountNetwork for Good account	<ul style="list-style-type: none">PayPal Business account	<ul style="list-style-type: none">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](#)

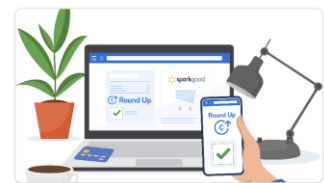


Downloadable Assets:

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

walmart.com/nonprofits

walmart.org/sparkgood

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Tag us with #SparkGood

