Spark Good Onboarding

February 2025

AGENDA

1. **Walmart Spark Good & Deed Partnership**

2. **Onboarding: How to get started with Spark Good?**
   - How to start on Walmart.com
   - How to complete Deed verification & onboarding

3. **What is a Spark Good & Deed account?**

4. **Troubleshooting**

5. **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	Advancing Sustainability	Strengthening Community	Center for Racial Equity
Economic Opportunity in Retail	Climate	Local Community Support	Finance
	Nature	**Spark Good**	Health
	Waste	Caring & Connected Communities	Education
	People in Supply Chains	Healthier Food for All	Criminal Justice
		Disaster Preparedness & Response	

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.
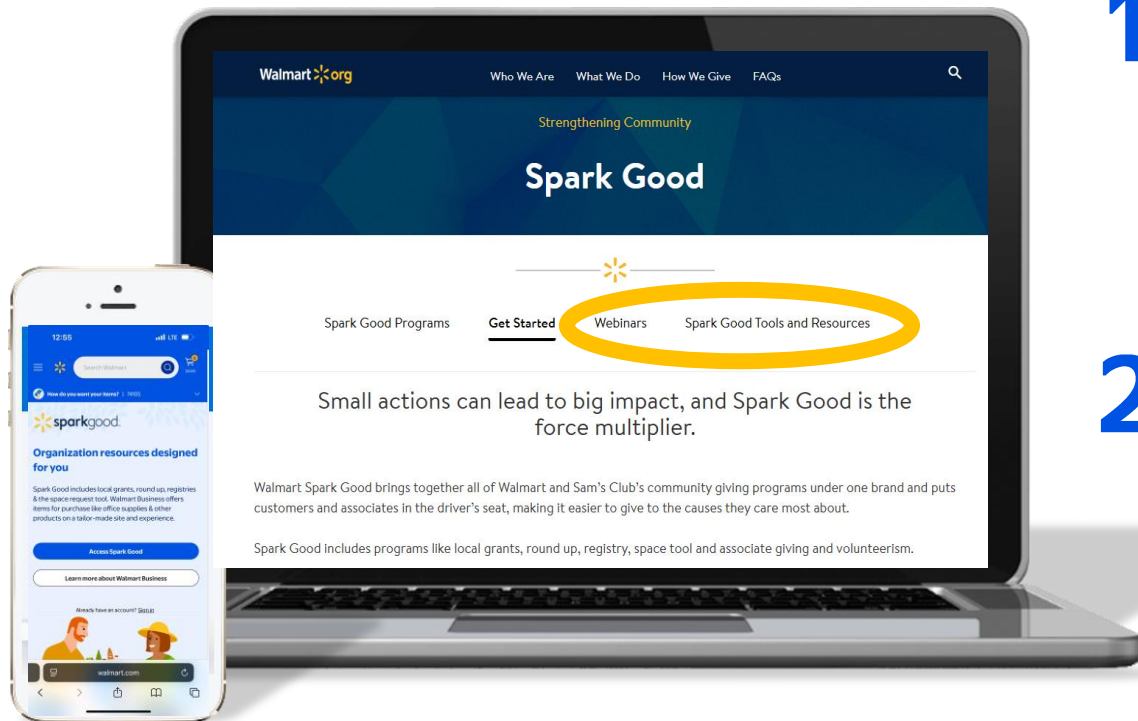
sparkgood.
powered by
deed

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.

Onboarding

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**
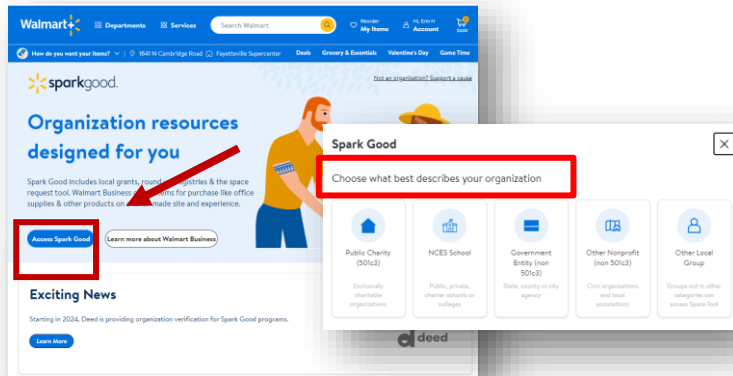
Get Started by visiting Walmart.com/nonprofits

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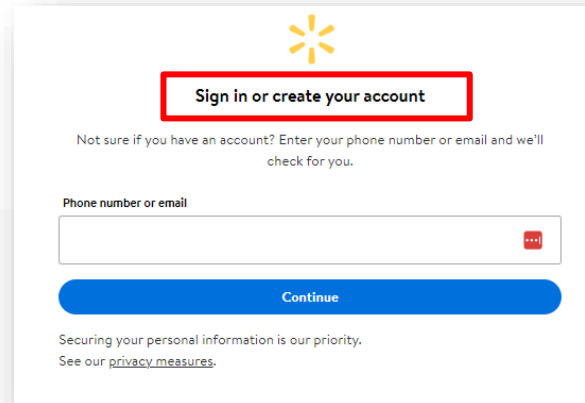
Sign in or create your **Walmart.com account.**

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

Step 3
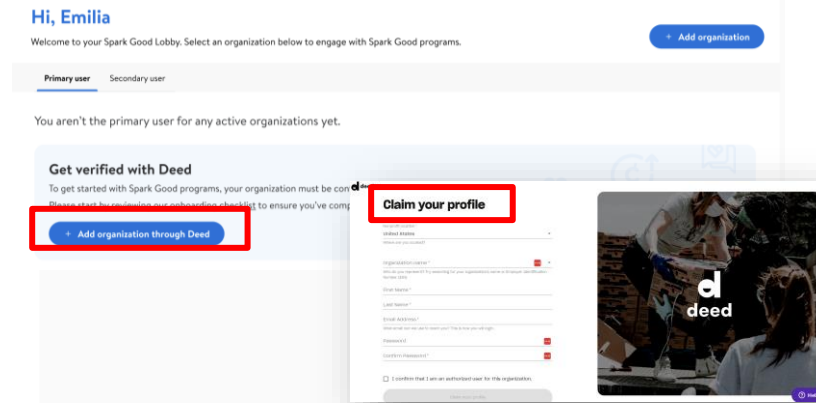
Click **"Add Organization"**
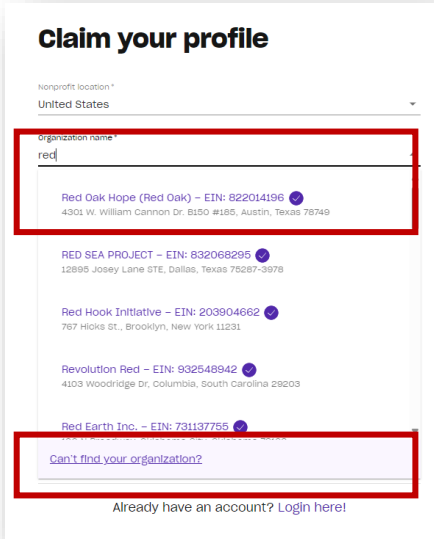
It will take you to Deed to claim your organization.

Claim your profile.

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

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Claim your Deed account
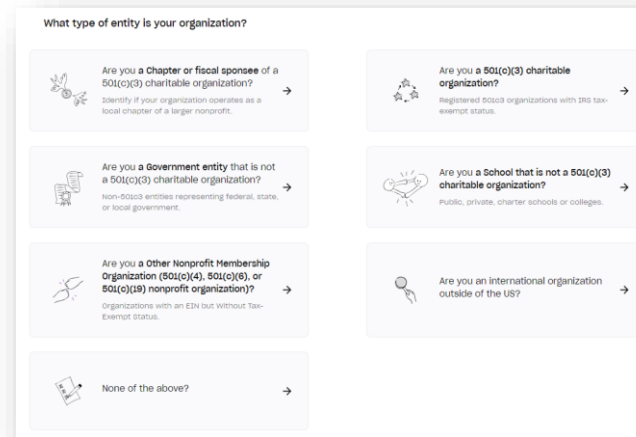
Claim your profile

Type your organization name, EIN or NCES ID in "Organization name" field
- Click on the name & location and create your account

If your organization does not show up in the search results, click "Can't find your organization"

If you are a chapter, please contact your headquarters

Can't find your organization?

Only use this step if you cannot find your organization in the search results

Select your entity type and provide requested information to create your account

Document requirements by entity type

PUBLIC CHARITIES

1. PayPal Giving Fund credentials
2. Official IRS documentation such as a determination letter or government letter
3. Organization information

NCES SCHOOLS

1. PayPal Business credentials (Optional)
2. Role within school
3. Cancelled bank check or bank letter dated within the last 2 years

GOVERNMENT ENTITIES

1. 4076c or document that your department is recognized by your local government
2. Role within organization
3. Cancelled bank check or bank letter dated within the last 2 years

OTHER NONPROFITS

1. PayPal business credentials
2. IRS determination letter

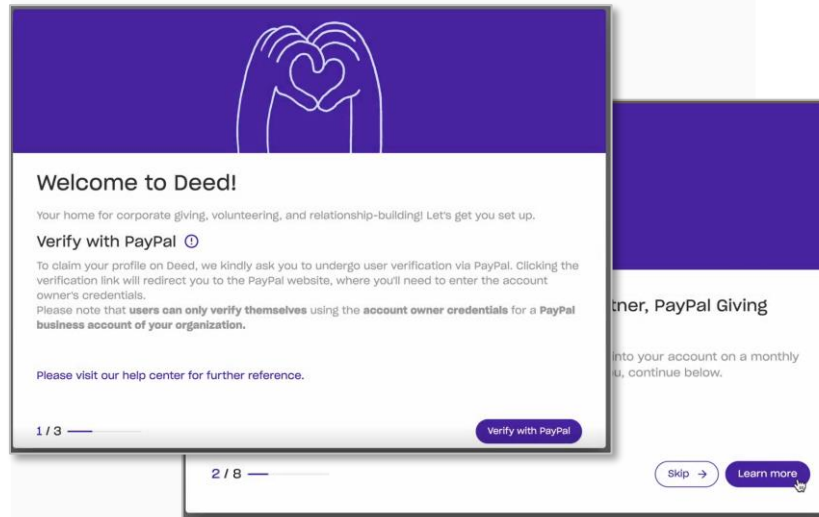# Primary contact must complete Deed Onboarding

Step 1: Email verification

Step 2: User & org verification

Step 3: Affiliation to Walmart
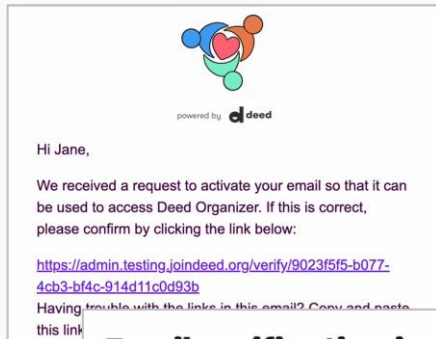
All users will need to **complete email verification** using a link that is emailed directly to the user that was added
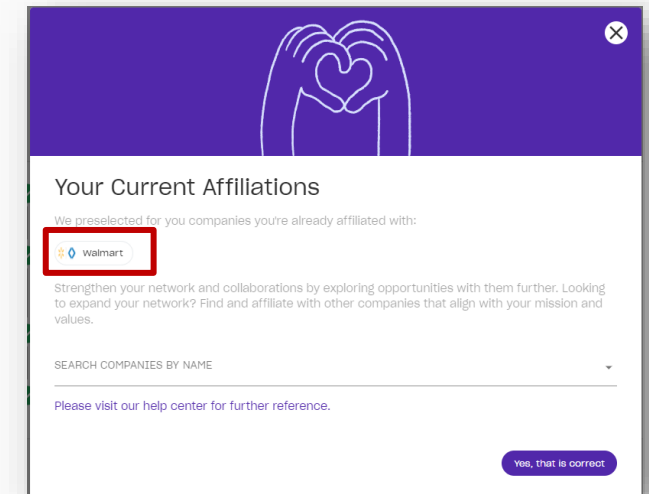
Reference onboarding checklist for requirements

Walmart.org/sparkgood > Spark Good Tools & Resources > Checklists
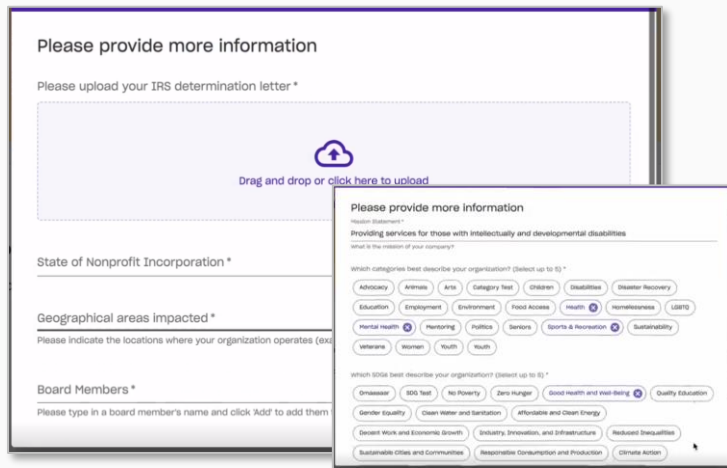

Being **affiliated** with Walmart syncs your Deed and Spark Good profiles.

Walmart is pre-selected.

✦ sparkgood™

Deed Onboarding steps continued....

Step 4: Organization Info

- When prompted, upload required documentation.
- Enter or update your mission statement
- Select categories that best describe your organization

Step 5: Contact Information
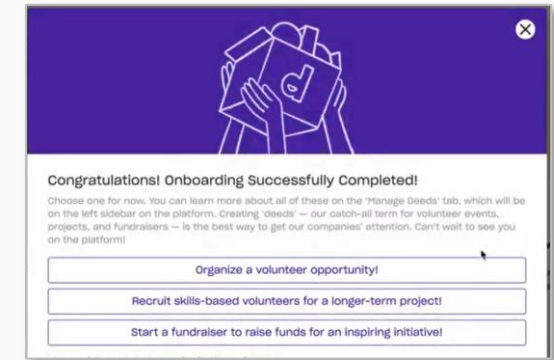
Provide organization contact information, logo and social media handles that will show up across Spark Good

Step 6: CONGRATULATIONS!!!

You are verified and your profile is complete!! You can now review your profile under Settings and add/edit users. Use the Walmart logo to go back to your Spark Good Account!

Please wait 24 hours for data to sync with Walmart.com.nonprofits

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Engage with Spark Good programs

> Once verification and onboarding in Deed is complete, log into your Spark Good account on Walmart.com/nonprofits. Please <u>wait 1-2 hours</u> for your data to sync.

Spark Good Account: Organization Lobby
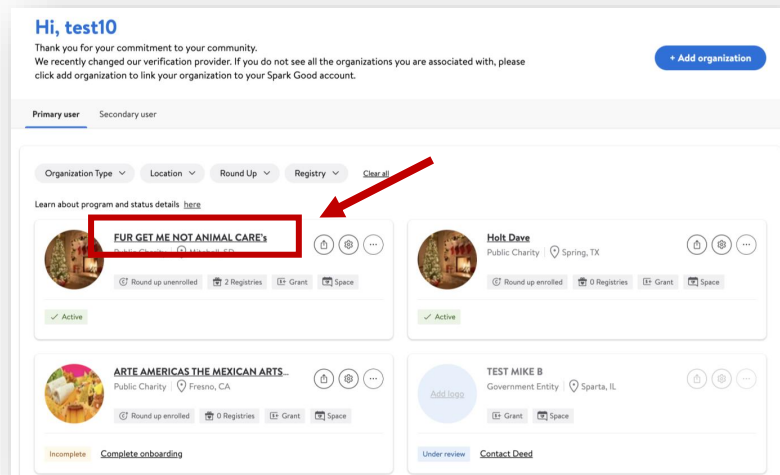
The lobby displays all the organizations your email is assigned to in Deed.

To access Spark Good programs, click the name of the organization you are engaging with.

Spark Good Account: Program Dashboard
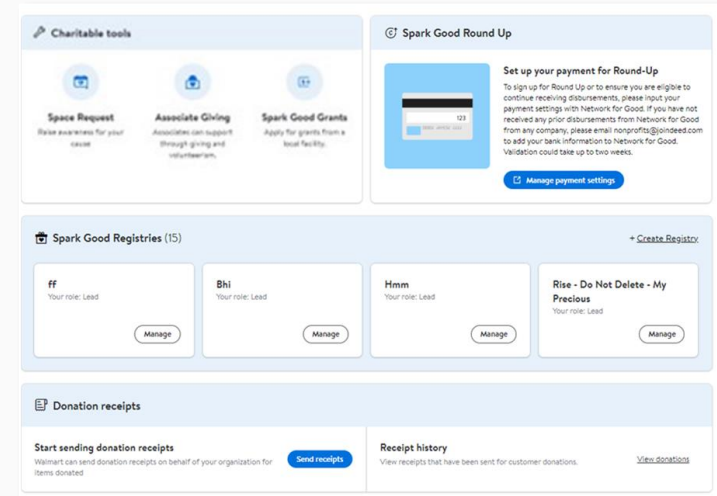
You can access all the Spark Good programs your organization is eligible for.

You can also view users and account settings.

Spark Good & Deed accounts

Navigating your Spark Good account

Improved visibility to your organization verification status and program eligibility.

What can you see here?
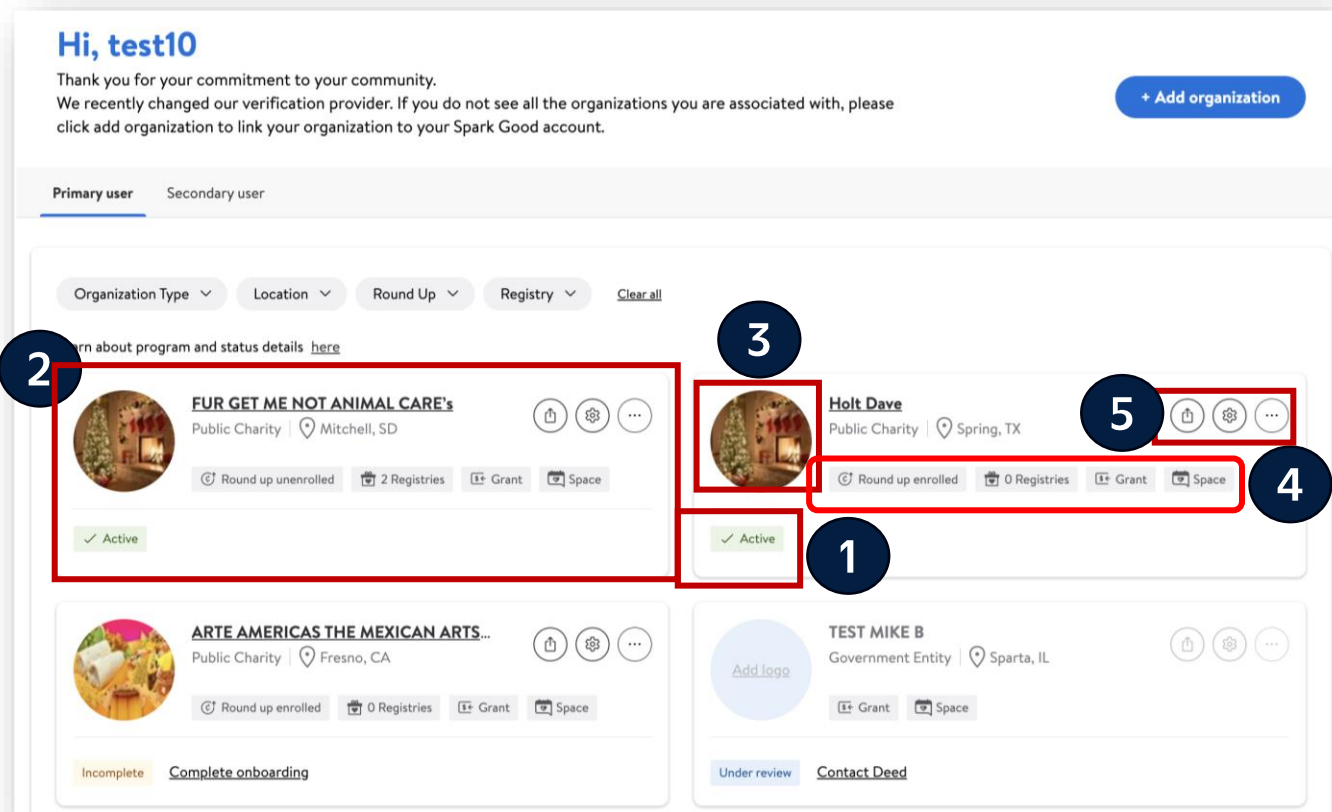
1. **Status:** Active, Incomplete, Under Review, Inactive

2. **Grid view**: compact view of organizations that your email is connected to which includes the organization type and location

3. **Logo:** upload a logo

4. **Program eligibility:** visibility to the programs your org is eligible to participate with

5. **Quick links:** access settings and share your profile

Quick links

Share your public profile if you are enrolled in Round up

Access your Spark Good account settings

Quick links
- Review current **users** that have access to your Spark Good account
- **Disbursement** status for Grants, Associate Giving and Round up
- Go to Deed to access **settings**

Click the organization name to get to the Spark Good dashboard

If you have more than 1 organization or chapter, you can easily see the organization type and location.

Filter and search

- Search by organization name

- Filter by
  - Organization type
  - Location
  - Engagement in Round up or Registry

Filtering organizations

Round up and Registry for Public Charities & NCES schools

Status and program details

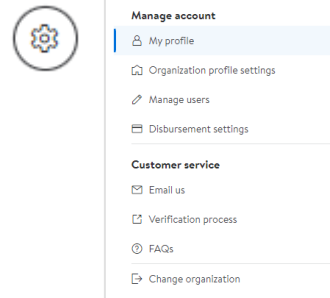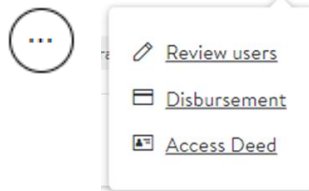Organization Type ⌄   Location ⌄   Round Up ⌄   Registry ⌄   Clear all

Learn about program and status details here

FUR GET ME NOT ANIMAL CARE's
Public Charity | ⊙ Mitchell, SD

⟳ Round up unenrolled   🗓 2 Registries   1$ Grant   🖼 Space

Incomplete   Complete onboarding

Program and Status details ✕

Programs   Status

Round up: Sign up for Round Up so customers can support you at checkout on Walmart.com or in the app.

Registries: Create a charitable registry with a list of products customers can purchase and ship to your location of choice.

Grant: Your organization can apply for Spark Good local grants from facilities near you.

Space: Your organization is eligible to request space in front of Walmart stores.

To learn more about the Status of your organization and spark Good programs, click "here."

Your onboarding and verification status with Deed will be displayed at the bottom of each organization tile.

Program and Status details ✕

Programs   Status

Active: Your organization is verified. You can access Spark Good programs.

Incomplete: Your organization is almost ready to engage with Spark Good! To become an active organization, complete the steps.

Under review: Your organization verification is under manual review by Deed.

Inactive: Your organization is not verified.
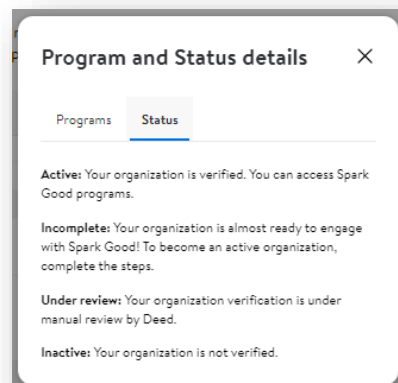
- **Active** organizations have full access to the programs they are eligible for. See Walmart.org/sparkgood for eligibility criteria by organization type

- Reach out to Deed for **Under Review** and **Inactive**. nonprofits@joindeed.com

- **Incomplete** statuses require action from the organization. Either finish onboarding and verification or complete user verification

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Deed's Onboarding Progress Tracker

In partnership with **Walmart**

Primary Admin View

Organization Onboarding Completed

Congratulations! Your organization has successfully completed the onboarding process. You're now fully equipped to maximize the benefits of our platform. Welcome to the community!

✓ This organization has a Verified Owner
Securing Your Organization with Verified Ownership
View 👁

✓ You're all set! We disburse donations to you through our partner, PayPal Giving Fund.
Since you're enrolled with PPGF, you will receive donations directly into your account on a monthly basis. To learn more about PPGF and how money is disbursed to you, continue below.
View 👁

✓ Company Affiliation
Unlock Opportunities with Company Partnerships
View 👁

✓ Verify your Organization's Information
Building a Comprehensive Profile for Enhanced Engagement
View 👁

Primary users can see the status of the verification process for their organization
Make sure each step has a green checkmark. Any missing checkmark needs to be completed.

Fully verified: *"Organization Onboarding Complete"*
Not fully verified: *"Organization Onboarding in Progress"*

Secondary Organizer View

Organization Onboarding in Progress

Complete Onboarding to Maximize Your Nonprofit's Profile and Access Key Opportunities from Company Partnerships! 🎉

1 This organization needs a Verified Owner
Securing Your Organization with Verified Ownership
Finalize

🔒 Company Affiliation: This step is available just for Admins

🔒 Verify your Organization's Information: This step is available just for Admins

Secondary users can see the status of the verification process for their organization (view only)
Any missing step needs to be completed by the admin.

If you are missing an admin, you can update a user from this page under step #1.

Troubleshooting

Organizations need at least <u>ONE</u> verified owner

If you are:
- **Missing verified owner:** follow instructions on banner
- **Missing Admin:** follow instructions on banner to promote a user
- **Admin has left the organization:** promote an existing user to admin

Your organization is missing a verified owner. Owner verification is the process of having an admin enter the organization's PayPal credentials in Deed. To complete owner verification, click 'Verify with PayPal'. Failure to complete owner verification will result in all current users becoming blocked. This will affect your organization's access to Spark Good programs until owner verification is complete.   **Verify with PayPal**
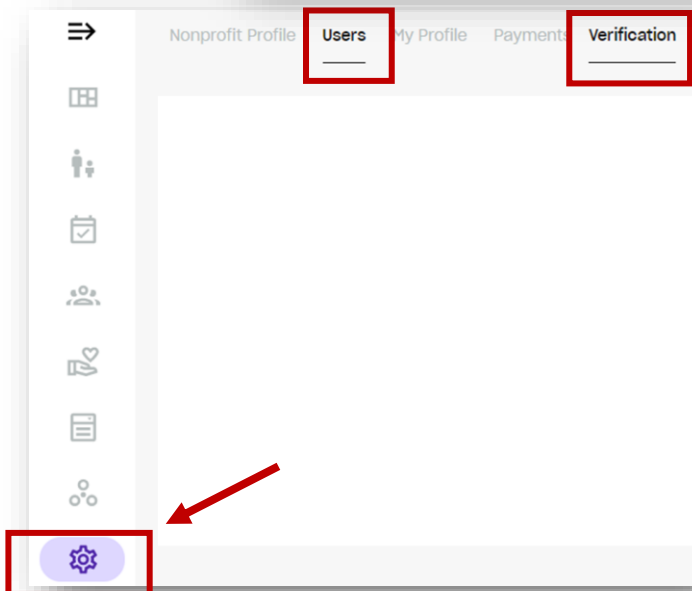
Public charities & Other nonprofits:
- Admins can enter PPGF credentials on verification tab

NCES schools & Government Entitles:
- Upload a cancelled check or bank letter, and provide your role within the organization

If your admin has left the company, existing users can promote their role by visiting the verification tab under settings and follow instructions.
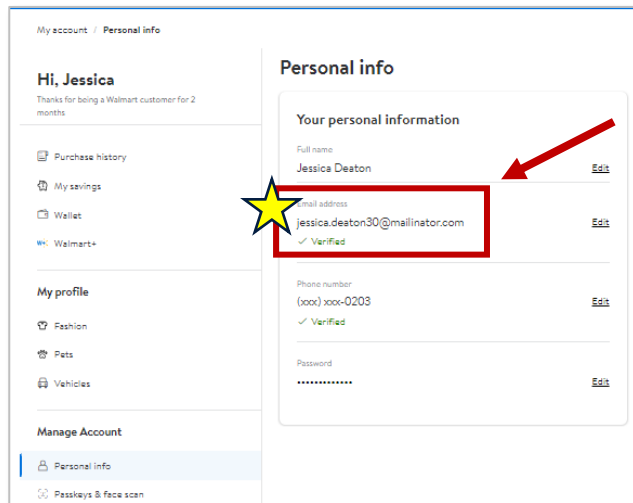
If the current users listed cannot complete verification and you need to add a user, email nonprofits@joindeed.com to have an admin added to your account including your Org name, EIN and primary contact information

Your email is what connects your Spark Good and Deed accounts

If your Spark Good lobby does not look like what you anticipated:
- **Accounts need to sync:** wait 24 hours after completing onboarding for accounts to sync
- **Emails are not matching:** check the email you are logged into for Walmart and Deed

SPARK GOOD

How to check your Walmart.com email

Account > Manage Account > Personal Info

DEED

How to check your Deed email

Click on your name in the upper right hand corner > My Profile

FAKE EMAIL ADDRESS – DO NOT EMAIL

Resources

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Reminders/Next Steps

1 Log into your Spark account at Walmart.com/nonprofits to view your organization status.

2 Complete all onboarding steps on Deed

3 Explore our Spark Good programs

View our Spark Good program guidelines, helpful organizational guides and promotional assets.

Walmart.org/sparkgood

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
• 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](#)

![sparkgood logo]

Need Support?

Social Tags
X: @Walmartorg
Facebook: @Walmart
LinkedIn: @Walmart

Tag us with #SparkGood