



Spark Good Onboarding

February 2025

AGENDA

1. **Walmart Spark Good & Deed Partnership**
2. **Onboarding: How to get started with Spark Good?**
 - **3 Steps to get started on Walmart.com**
 - **6 Steps to complete Deed verification & onboarding**
3. **What is a Spark Good & Deed account?**
4. **Troubleshooting**
5. **Resources to explore**



Walmart Spark Good & Deed Partnership

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 Request

Associate Engagement

Empower associates to support causes that are meaningful to them



Associate Giving Associate Volunteerism

Partnership with Deed

Walmart Spark Good is excited to partner 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

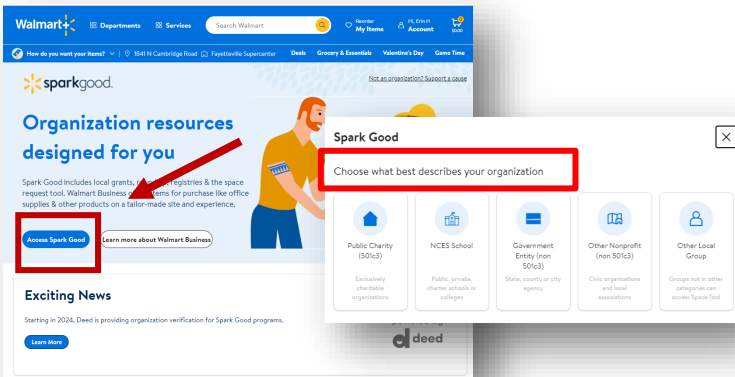
Walmart and Sam's Club associates can volunteer and give to organizations they care about through the Spark Good associate platform.

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

Onboarding

3 steps to get started with Spark Good

Step 1



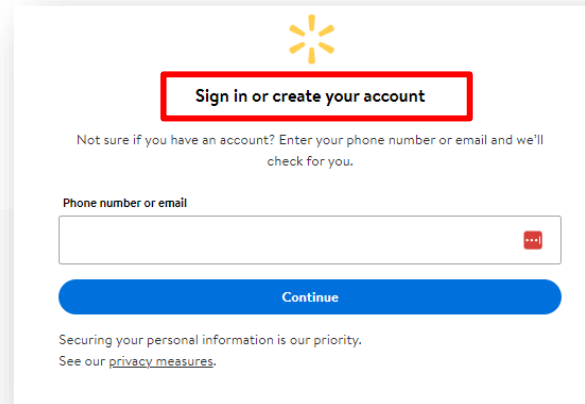
Create a **Spark Good account** at Walmart.com/nonprofits

Click “**Access Spark Good**”

Select your entity type.

- **Public Charity (501c3)** – e.g. NWA Food Bank
- **NCES School** – Public, private schools will have a NCES School ID.
- **Government Entity (non 501c3)** – State, count or city agency (e.g. Sheriff Dept, Fire Dept)
- **Other Nonprofits** – Civic orgs or local associates (501c6, 50c9 organizations)
- **Other Local Group** – Groups not on the IRS Business List.

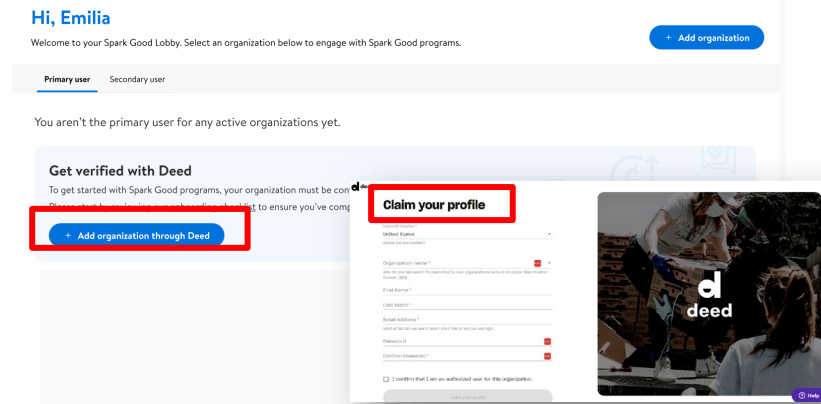
Step 2



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

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

Step 3



Click “**Add Organization**”

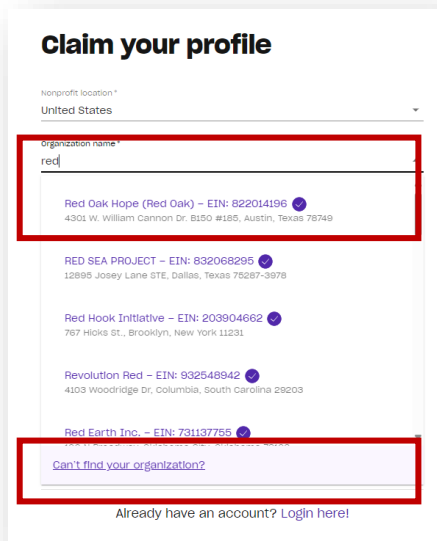
It will take you to Deed to claim your organization.

Claim your profile.

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

Claim your Deed account

Claim your profile



Claim your profile

Nonprofit location *

United States

Organization name

red

Red Oak Hope (Red Oak) – EIN: 822014196
4301 W. William Cannon Dr. B150 #185, Austin, Texas 78749

RED SEA PROJECT – EIN: 832068295
12895 Josey Lane STE, Dallas, Texas 75287-3978

Red Hook Initiative – EIN: 203904662
767 Hicks St., Brooklyn, New York 11231

Revolution Red – EIN: 932548942
4103 Woodridge Dr, Columbia, South Carolina 29203

Red Earth Inc. – EIN: 731137755

[Can't find your organization?](#)

Already have an account? [Login here!](#)

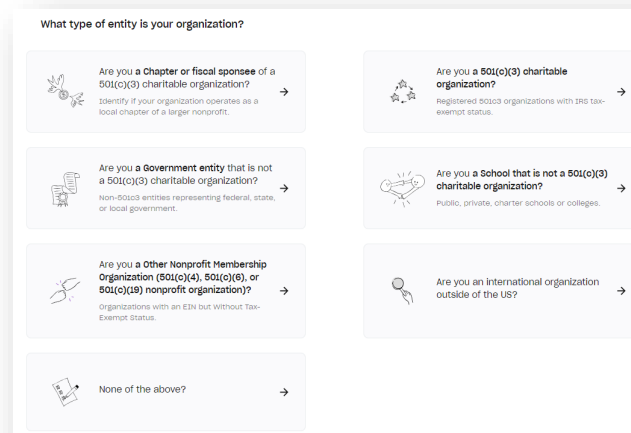
Type your organization name, EIN or NCES ID in “Organization name” field

- 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?



What type of entity is your organization?

Are you a Chapter or fiscal sponsor of a 501(c)(3) charitable organization?
Identify if your organization operates as a local chapter of a larger nonprofit.

Are you a 501(c)(3) charitable organization?
Registered 501(c)(3) organizations with IRS tax-exempt status.

Are you a Government entity that is not a 501(c)(3) charitable organization?
Non-501(c)(3) entities representing federal, state, or local government.

Are you a School that is not a 501(c)(3) charitable organization?
Public, private, charter schools or colleges.

Are you a Other Nonprofit Membership Organization (501(c)(4), 501(c)(6), or 501(c)(19) nonprofit organization)?
Organizations with an EIN but without Tax-Exempt status.

Are you an International organization outside of the US?

None of the above?

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

- PayPal Giving Fund credentials
- Official IRS documentation such as a determination letter or government letter
- Organization information

NCES SCHOOLS

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

GOVERNMENT ENTITIES

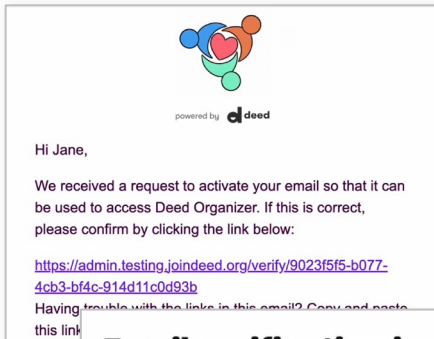
- 4076c or document that your department is recognized by your local government
- Role within organization
- Cancelled bank check or bank letter dated within the last 2 years

OTHER NONPROFITS

- PayPal business credentials
- IRS determination letter

Primary contact must complete Deed Onboarding

Step 1: Email verification

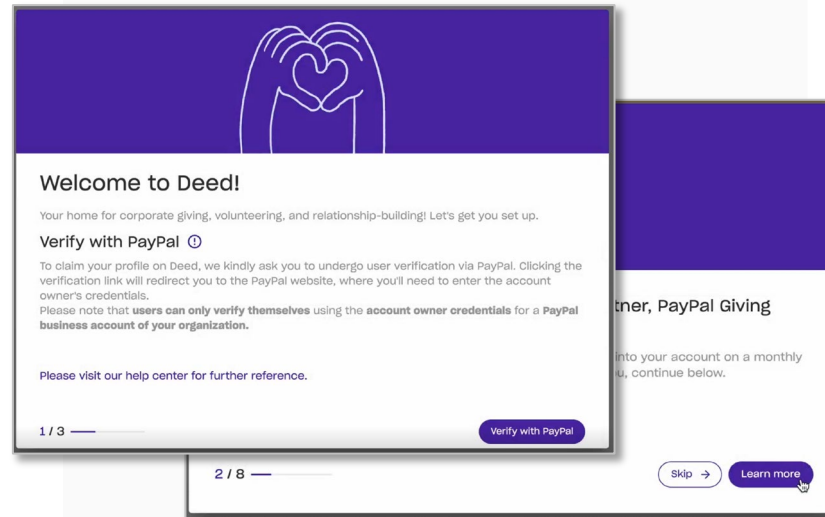


Email verification is complete!

You can now log into your account [here](#).

All users will need to **complete email verification** using a link that is emailed directly to the user that was added

Step 2: User & org verification

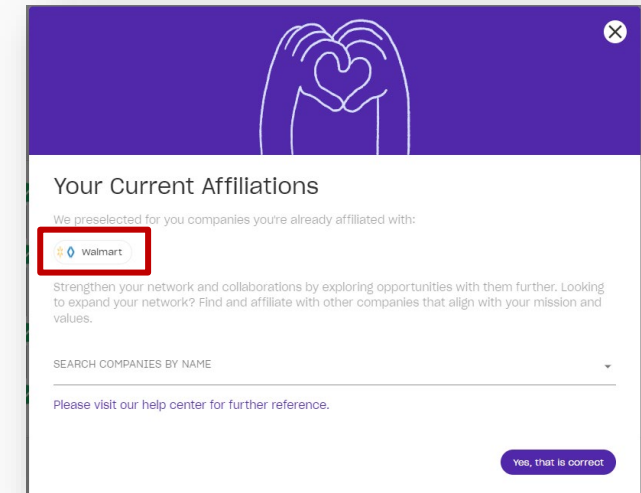


Reference onboarding checklist for requirements

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



Step 3: Affiliation to Walmart

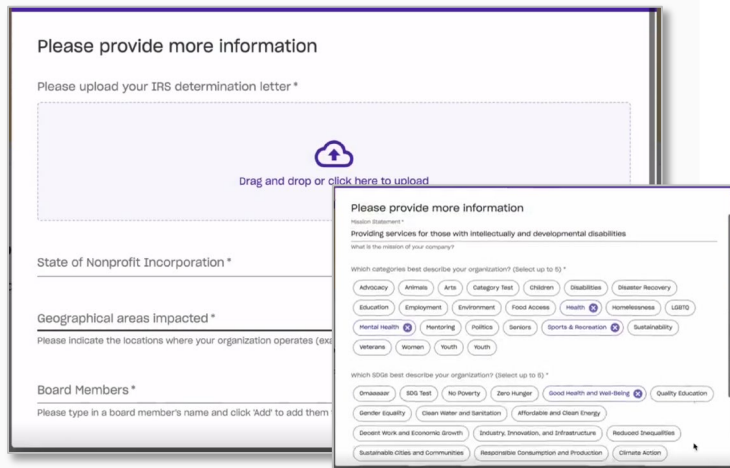


Being **affiliated with Walmart** syncs your Deed and Spark Good profiles.

Walmart is pre-selected.

Deed Onboarding steps continued....

Step 4: Organization Information



Please provide more information

Please upload your IRS determination letter *

Drag and drop or click here to upload

State of Nonprofit Incorporation *

Geographical areas impacted *

Please indicate the locations where your organization operates (ex:

Board Members *

Please type in a board member's name and click 'Add' to add them

Please provide more information

Mission Statement *

Providing services for those with intellectual and developmental disabilities

What is the mission of your company?

Which categories best describe your organization? (Select up to 5) *

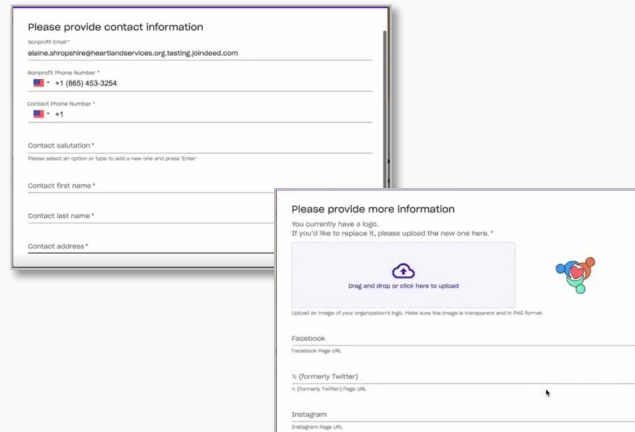
Advocacy, Animals, Arts, Category Test, Children, Disabilities, Disaster Recovery, Education, Employment, Environment, Food Access, Health, Homelessness, LGBTQ, Mental Health, Planning, Politics, Services, Sports & Recreation, Sustainability, Veterans, Women, Youth, Youth

Which SDGs best describe your organization? (Select up to 5) *

Decent Work and Economic Growth, Industry, Innovation, and Infrastructure, Reduced Inequality, Sustainable Cities and Communities, Responsible Consumption and Production, Climate Action, Quality Education, Gender Equality, Clean Water and Sanitation, Affordable and Clean Energy, No Poverty, Zero Hunger, Good Health and Well-being, Social Justice

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

Step 5: Contact Information



Please provide contact information

Nonprofit Email *

elaine.dhompson@heartandservices.org, testing@indeed.com

Nonprofit Phone Number *

+1 (865) 453-3254

Contact Phone Number *

+1

Contact salutation *

Please select an option or type to add a new one and press Enter

Contact first name *

Contact last name *

Contact address *

Please provide more information

You currently have a logo. If you'd like to replace it, please upload the new one here. *

Drag and drop or click here to upload

Upload an image of your organization's logo. Make sure the image is transparent and in PNG format.

Facebook

Facebook Page URL

Twitter (formerly Twitter)

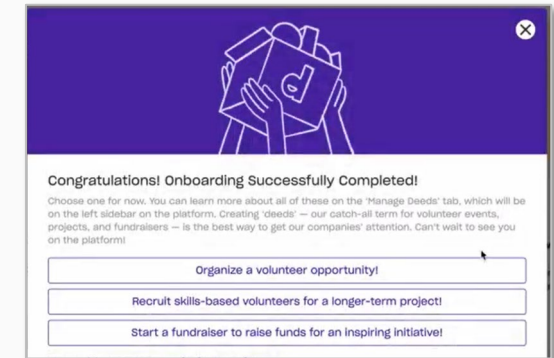
Twitter Page URL

Instagram

Instagram Page URL

Provide organization contact information, logo and social media handles that will show up across Spark Good

Step 6: CONGRATULATIONS!!!



Congratulations! Onboarding Successfully Completed!

Choose one for now. You can learn more about all of these on the 'Manage Deeds' tab, which will be on the left sidebar on the platform. Creating 'deeds' — our catch-all term for volunteer events, projects, and fundraisers — is the best way to get our companies' attention. Can't wait to see you on the platform!

Organize a volunteer opportunity!

Recruit skills-based volunteers for a longer-term project!

Start a fundraiser to raise funds for an inspiring initiative!

In partnership with  Walmart  Jane Doe

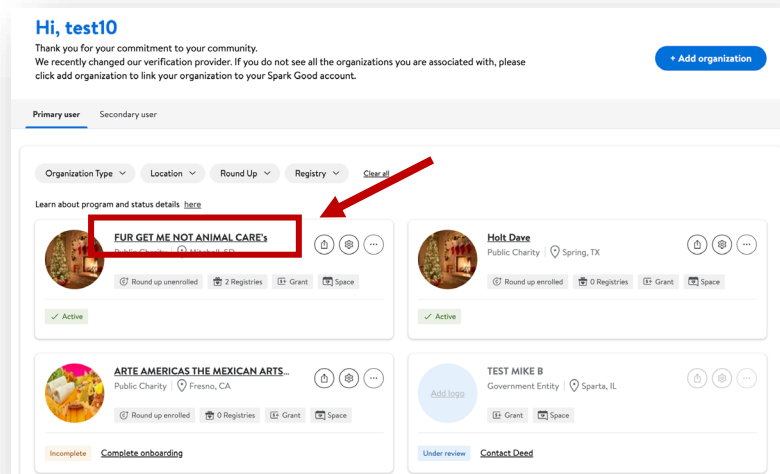
You are verified and your profile is complete!! You can now review your profile under Settings and add/edit users. Use the Walmart logo to go back to your Spark Good Account!

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

Engage with Spark Good programs

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

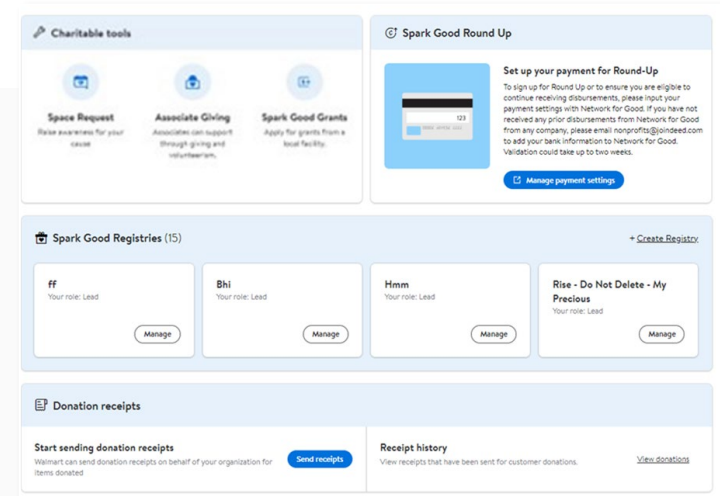
Spark Good Account: Organization Lobby



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.

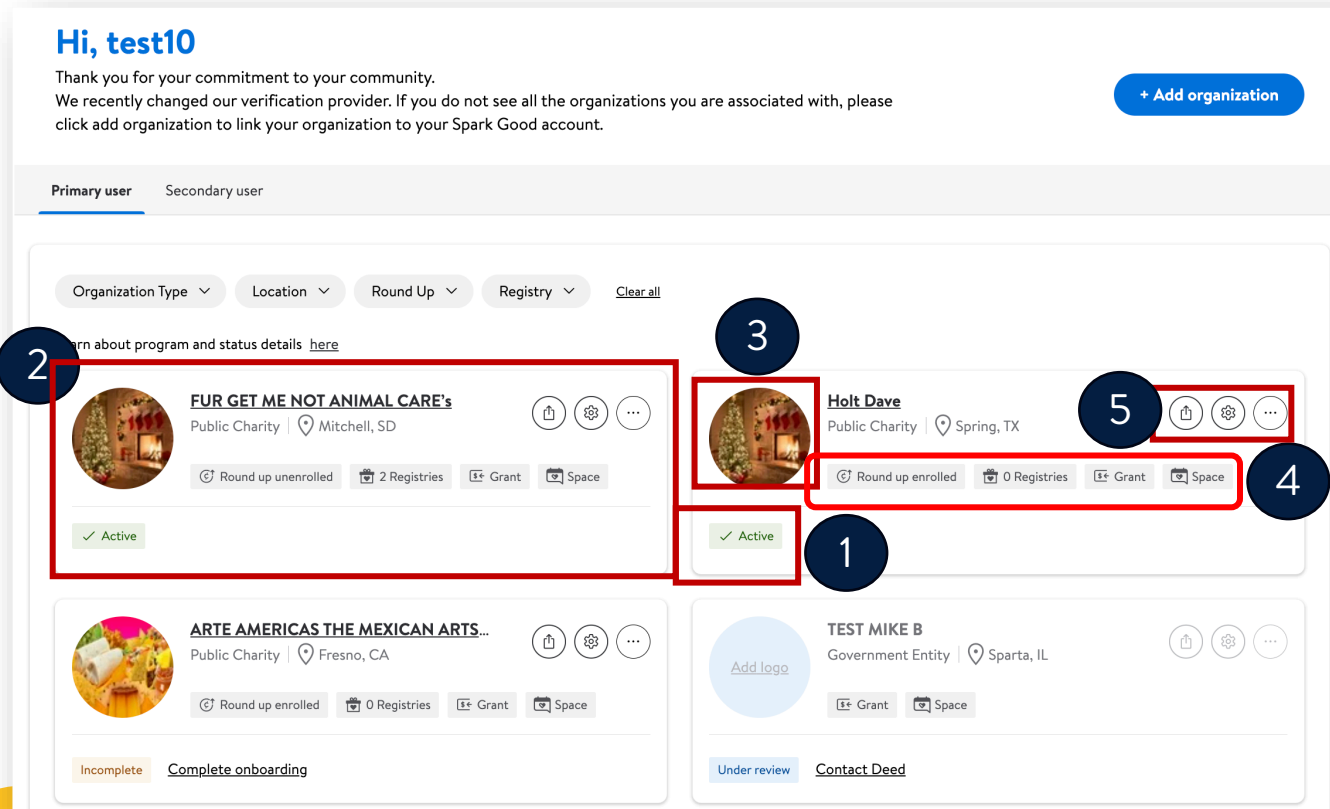


Spark Good & Deed accounts

Navigating your Spark Good account

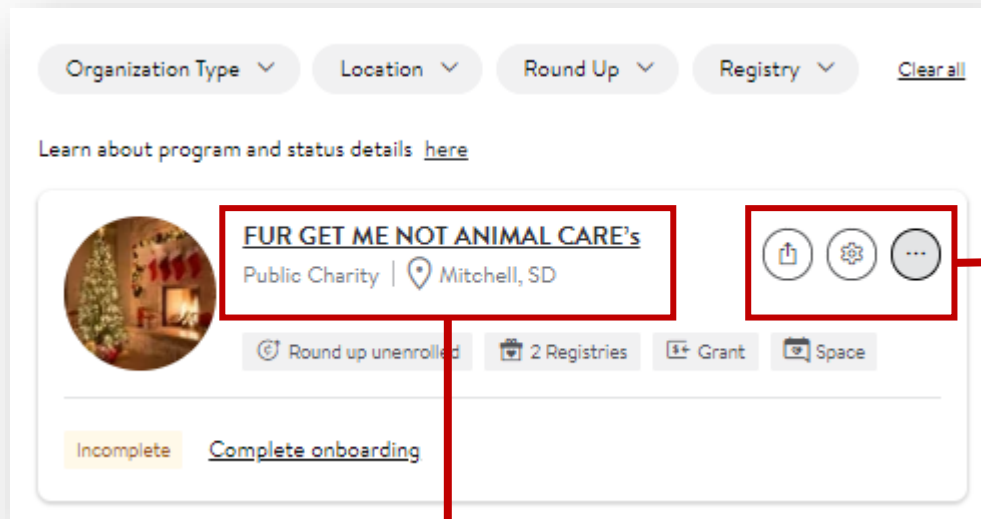
Improved visibility to your organization verification status and program eligibility.

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

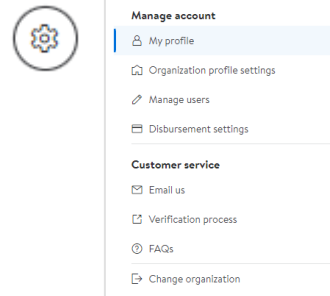
Quick links



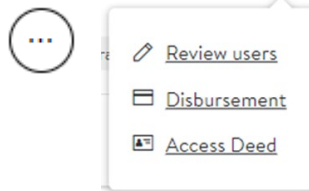
Click the organization name to get to the Spark Good dashboard

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

 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


Filter and search





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  Grant  Space

Incomplete [Complete onboarding](#)


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

Filtering organizations

- ☐ NCES School
- ☐ Public Charity
- ☐ Government Entity
- ☐ Other Nonprofit
- ☒ All

[View results](#)

Location or Zip code



[Clear](#)

[View results](#)

Round up and Registry for Public Charities & NCES schools

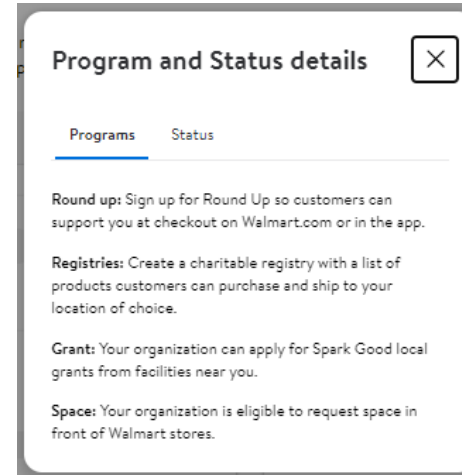
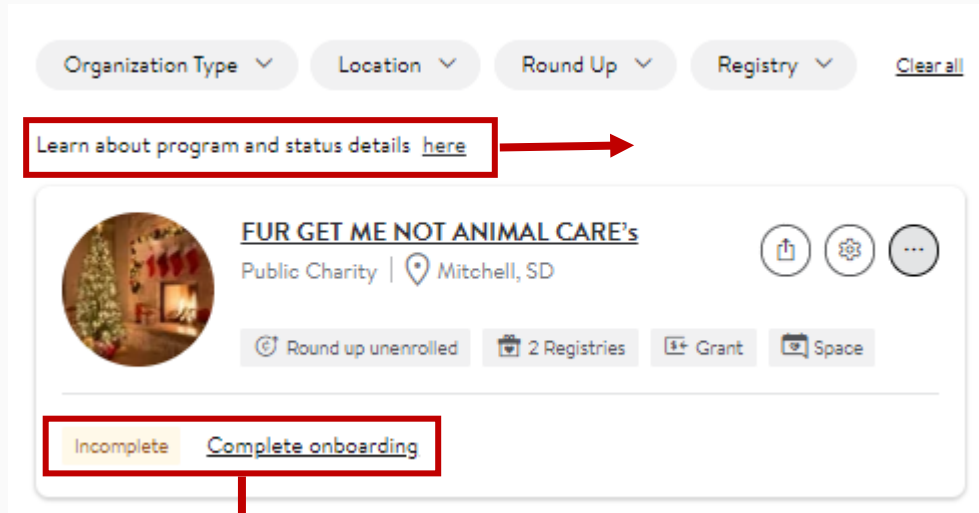
- ☐ Enrolled
- ☐ Not Enrolled
- ☒ All

[View results](#)

- ☐ Has Registries
- ☐ No Registry
- ☒ All

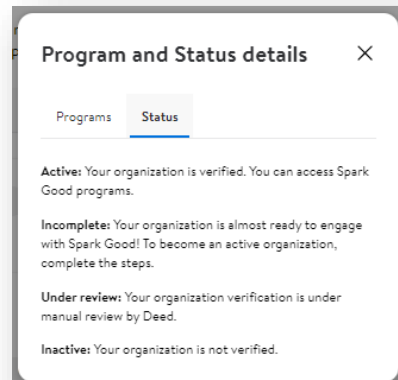
[View results](#)

Status and program details




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.



- **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

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 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.




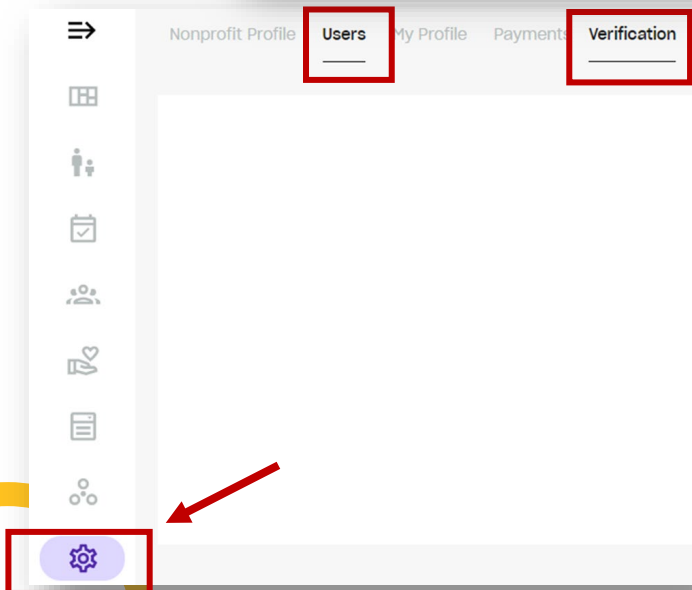
Troubleshooting

Organizations need at least ONE 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 [Verify with PayPal](#) users becoming blocked. This will affect your organization's access to Spark Good programs until owner verification is complete.



Public charities & Other nonprofits:

- Admins can enter PPGF credentials on verification tab

NCES schools & Government Entities:

- 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.

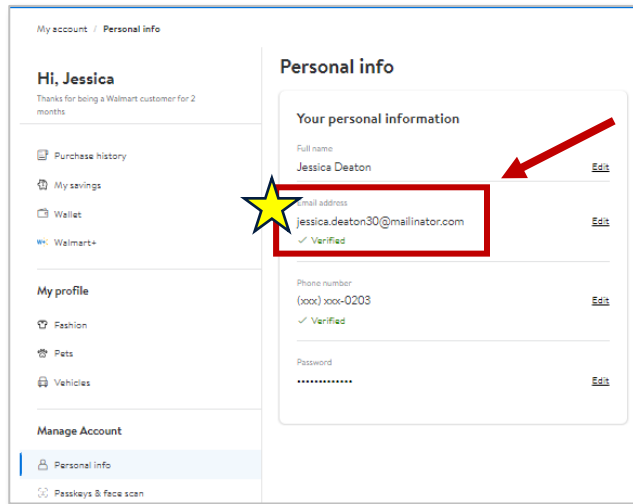
If the current users listed cannot complete verification and you need to add a user, email nonprofits@joindeed.com to have an admin added to your account including your Org name, EIN and primary contact information

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 2-3 hours after completing onboarding for accounts to sync
- **Emails are not matching:** check the email you are logged into for Walmart and Deed

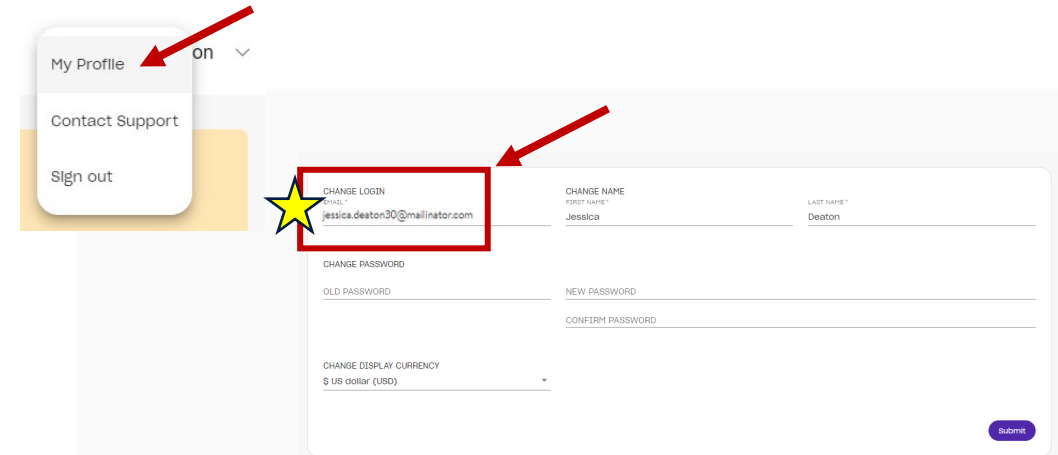
SPARK GOOD



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



Resources

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
<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](#)

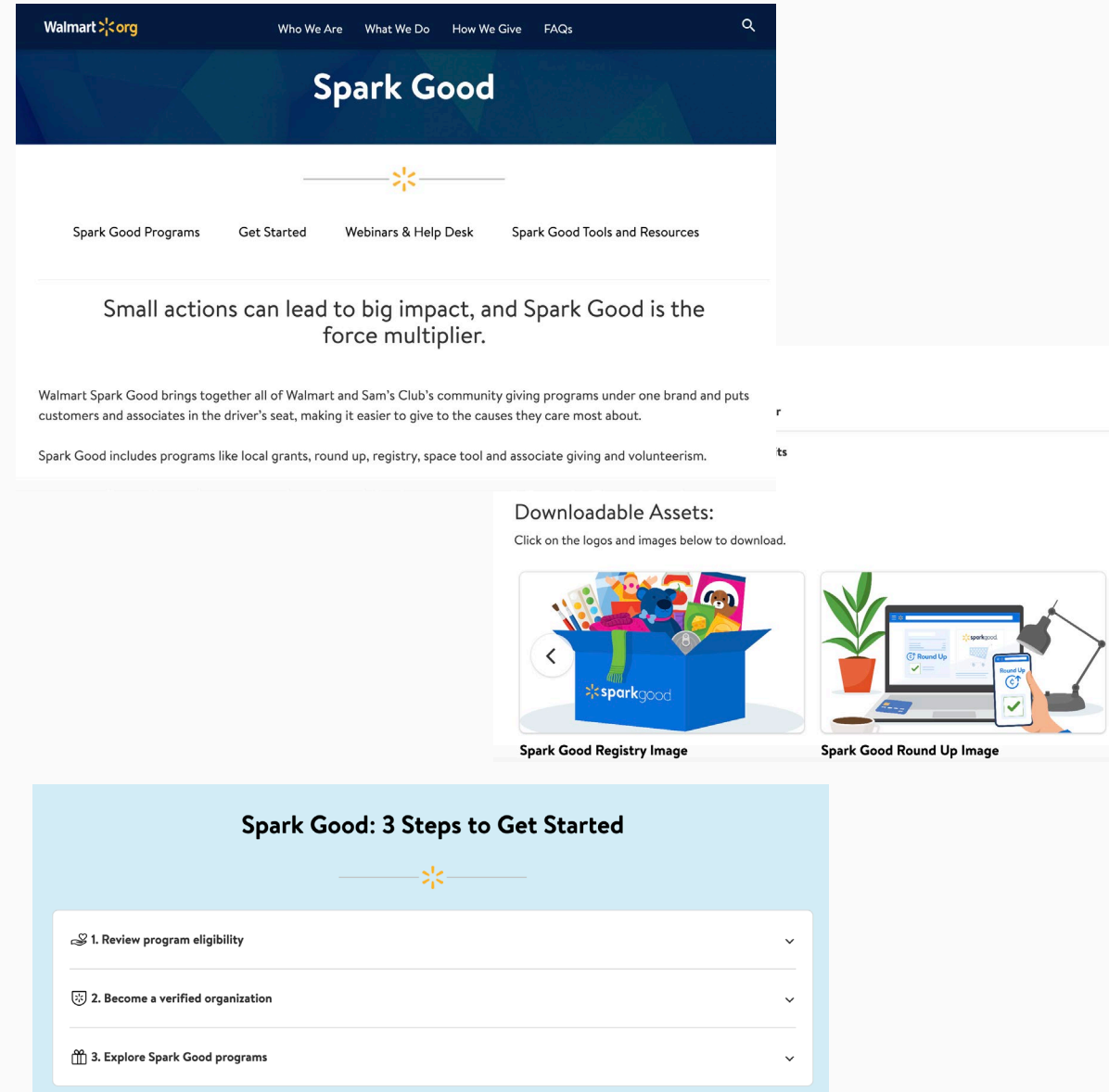
📅 [Government Entity Program Eligibility Guide](#)

🏠 [Other Nonprofits Program Eligibility Guide](#)


Other Resources

✓ [Frequently Asked Questions](#)

📣 [Promotional Tools](#)



The screenshot shows the Walmart Spark Good website. The header includes the Walmart Spark Good logo and navigation links: Who We Are, What We Do, How We Give, and FAQs. The main heading is "Spark Good". Below this is a navigation bar with links: Spark Good Programs, Get Started, Webinars & Help Desk, and Spark Good Tools and Resources. The main content area features the text "Small actions can lead to big impact, and Spark Good is the force multiplier." followed by a paragraph: "Walmart Spark Good brings together all of Walmart and Sam's Club's community giving programs under one brand and puts customers and associates in the driver's seat, making it easier to give to the causes they care most about." Below this is another paragraph: "Spark Good includes programs like local grants, round up, registry, space tool and associate giving and volunteerism." There is a section titled "Downloadable Assets:" with the instruction "Click on the logos and images below to download." Below this are two images: "Spark Good Registry Image" showing a blue box with various items and the Spark Good logo, and "Spark Good Round Up Image" showing a laptop, a smartphone, and a desk lamp with the Spark Good logo. At the bottom, there is a section titled "Spark Good: 3 Steps to Get Started" with a list of steps: 1. Review program eligibility, 2. Become a verified organization, and 3. Explore Spark Good programs.

Walmart  org Who We Are What We Do How We Give FAQs

Spark Good


Spark Good Programs Get Started Webinars & Help Desk Spark Good Tools and Resources

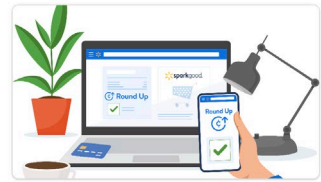
Small actions can lead to big impact, and Spark Good is the force multiplier.

Walmart Spark Good brings together all of Walmart and Sam's Club's community giving programs under one brand and puts customers and associates in the driver's seat, making it easier to give to the causes they care most about.

Spark Good includes programs like local grants, round up, registry, space tool and associate giving and volunteerism.

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

walmart.com/nonprofits

walmart.com/sparkgood

Social Tags

X: @Walmartorg

Facebook: @Walmart

LinkedIn: @Walmart

