



# Spark Good Registry

November 2024

# AGENDA

- 1. Walmart Spark Good & Deed Partnership**
- 2. Onboarding: How to get started with Spark Good?**
  - 3 Steps to get started on Walmart.com
  - Please review the Spark Good Onboarding Deck for detailed steps.
- 3. 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
- 4. 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](http://www.walmart.org)



## Creating Opportunity

Economic Opportunity in  
Retail



## Advancing Sustainability

Climate

Nature

Waste

People in Supply Chains



## Strengthening Community

Local Community Support

Healthier Food for All

Disaster Relief/Preparedness

Inclusive Communities



## 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 Feb 1, Walmart no longer leverages FrontDoor for organization verification and for associate giving and volunteerism. **Spark Good local grants re-opened August 6<sup>th</sup>** and can be accessed from your Spark Good account on Walmart.com/nonprofits.

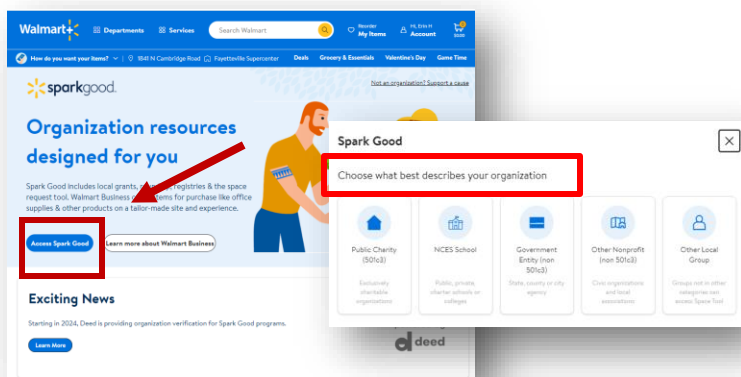
The background is a solid blue color. It is decorated with several white, stylized starburst or spark-like shapes of varying sizes, each composed of eight radiating lines. There are also several white, pill-shaped or capsule-like shapes scattered across the background.

# Onboarding

For more detailed steps on onboarding, please review the Spark Good Onboarding Deck.

# 3 steps to get started with Spark Good

## Step 1



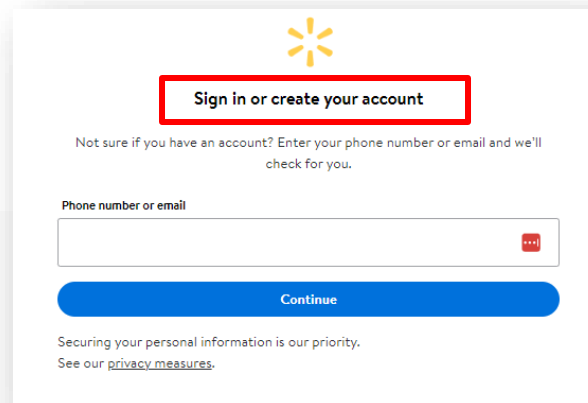
Create a **Spark Good** account at Walmart.com/nonprofits

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.

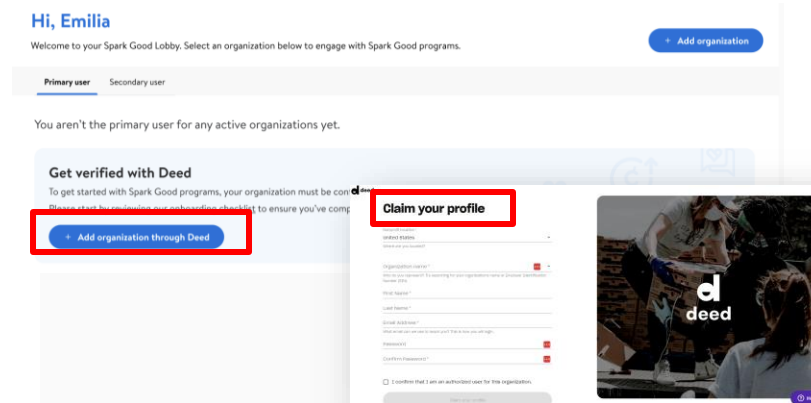
## Step 2



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.*

*It will take you to Deed to claim your*

**Claim your profile.**

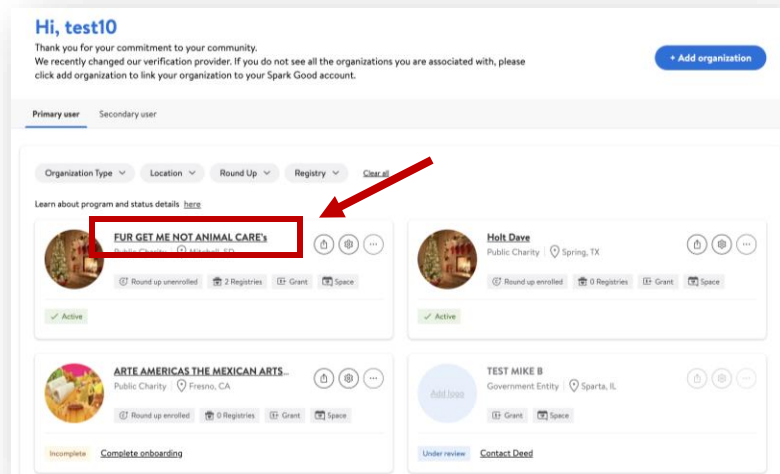
*The person claiming your organization’s account should have access to your PayPal Business Account/PayPal Charity Fund credentials.*



## To start engaging with Spark Good programs

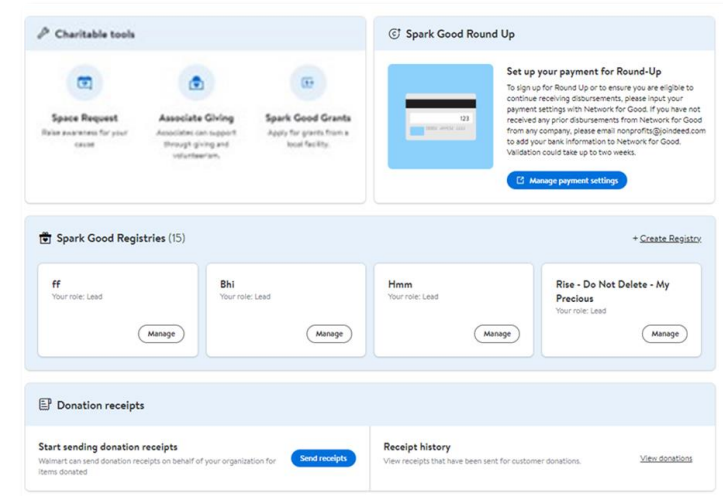
Once verification and onboarding is complete in Deed, log into your Spark Good account on [Walmart.com/nonprofits](https://Walmart.com/nonprofits). Please wait 24 hours for your data to sync.

### Spark Good Lobby



Click your organization name.

### Spark Good Dashboard



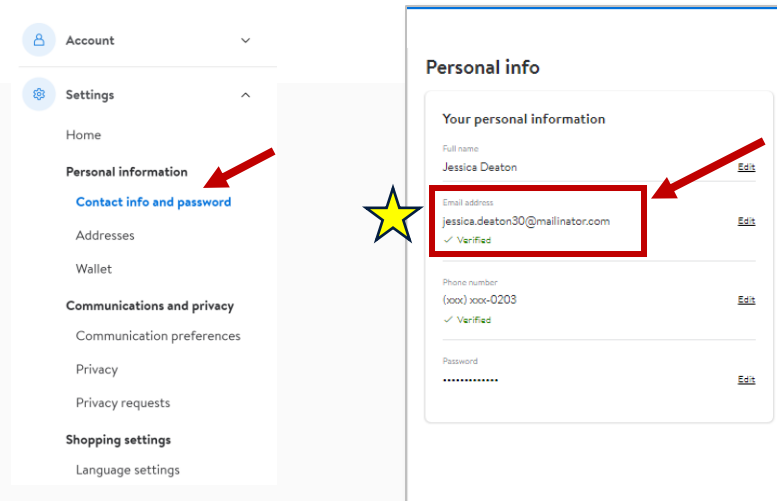
Access and engage with all the Spark Good programs your organization is eligible for.

## Your email is what connects your Spark Good and Deed accounts

If your Spark Good lobby does not look like 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

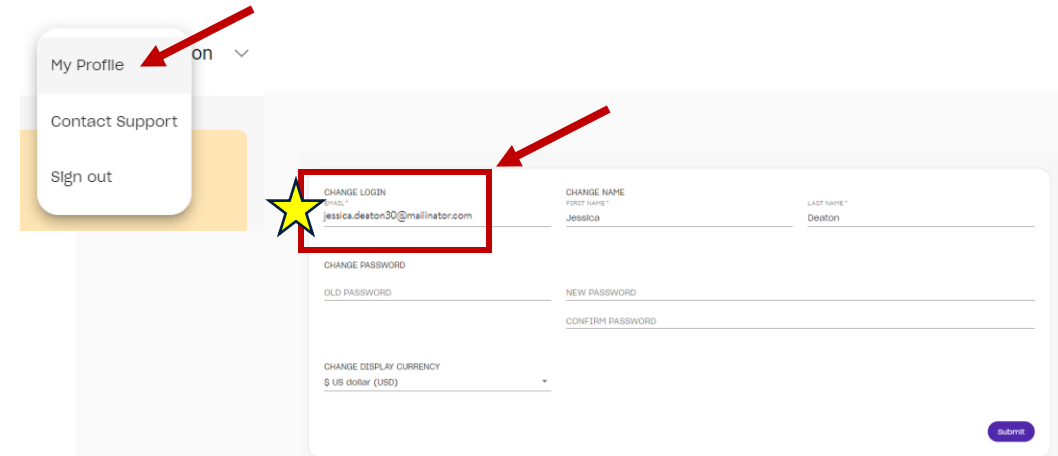
### SPARK GOOD



### How to check your Walmart.com email

Account > Settings > Personal Information >  
Contact info and Password

### DEED



### How to check your Deed email

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

# View these onboarding checklists under Spark Good Tools & Resources

Access helpful resources about Spark Good programs at [www.walmart.org/sparkgood](http://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](http://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"><li>PayPal Giving Fund account</li></ul>	<ul style="list-style-type: none"><li>PayPal Business account</li><li>Network for Good account</li></ul>	<ul style="list-style-type: none"><li>PayPal Business account</li></ul>	<ul style="list-style-type: none"><li>PayPal Business account</li></ul>

- 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 set up.
- 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](http://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



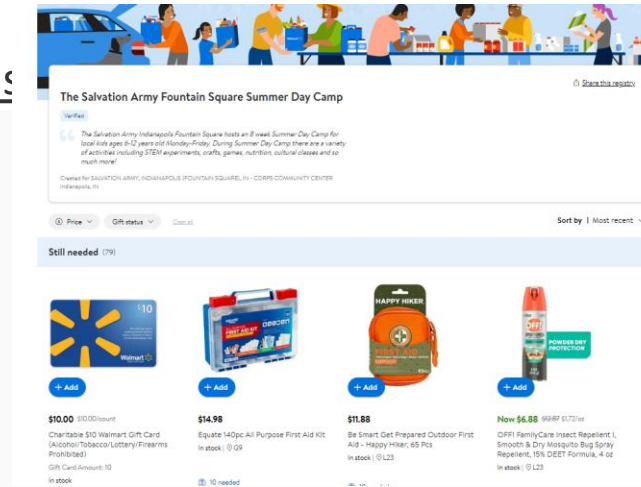
The background of the image is a solid blue color. It is decorated with various light blue geometric shapes, including elongated rounded rectangles and starburst patterns with eight points. These shapes are scattered across the background, creating a festive or celebratory feel. At the bottom of the image, there is a solid yellow horizontal bar.


# Spark Good Registry

**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



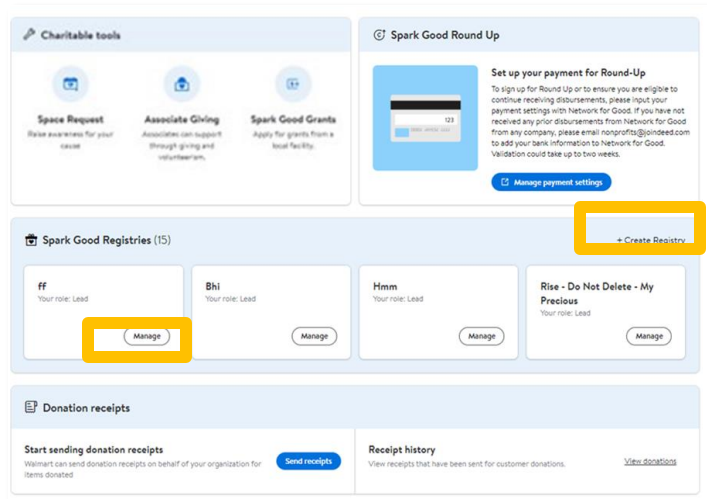
User role: Lead can edit a registry after it's created. Lead can be the primary or secondary user.



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

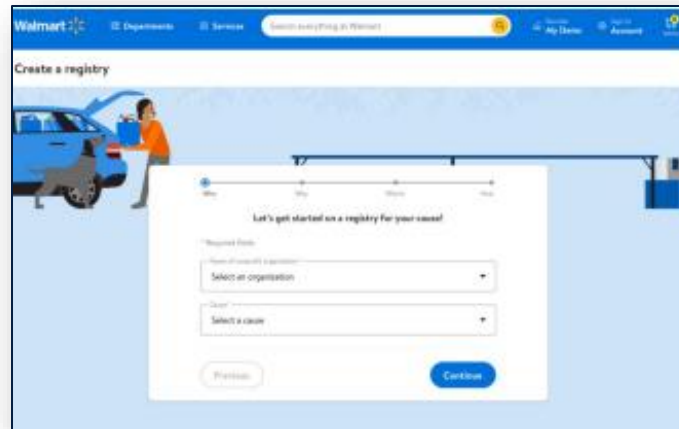
# 3 steps to create a Spark Good registry

## Step 1: Create a registry



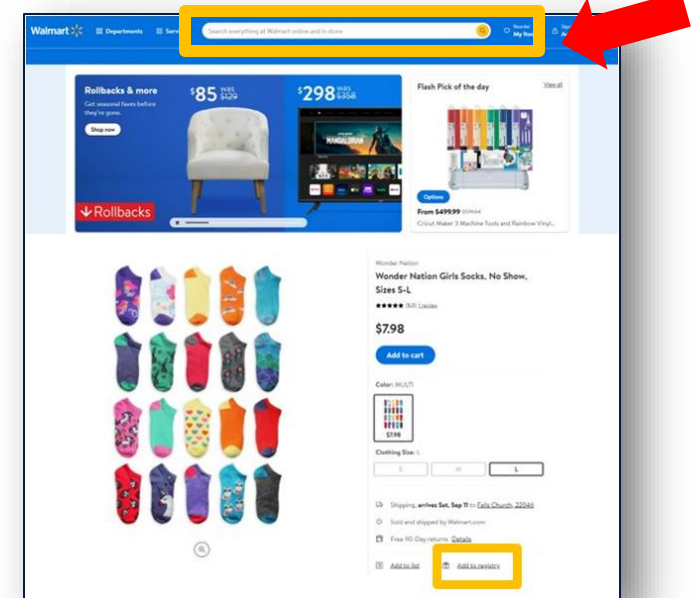
- Start at your Spark Good dashboard
- Select “+ Create Registry”
- To edit existing registries where your role is: Lead, select “Manage”
- You can create up to 20 registries.

## 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

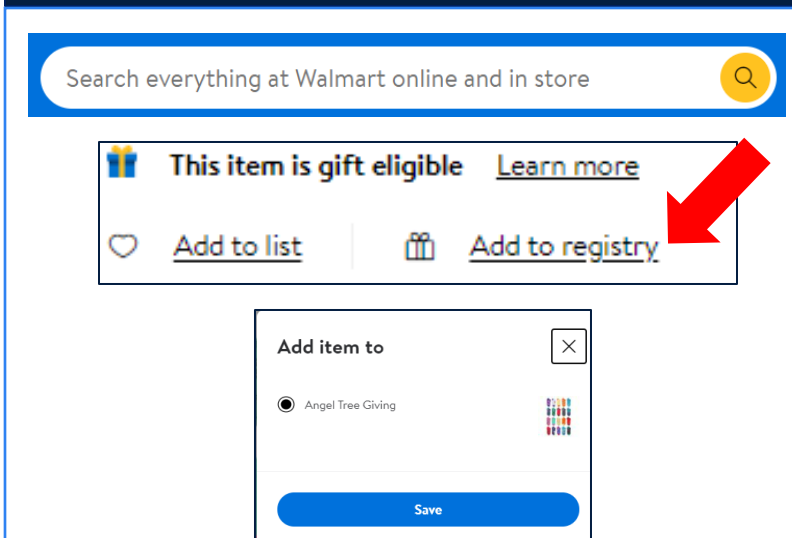
Maintain the  
registry

Share the registry

Track Purchases

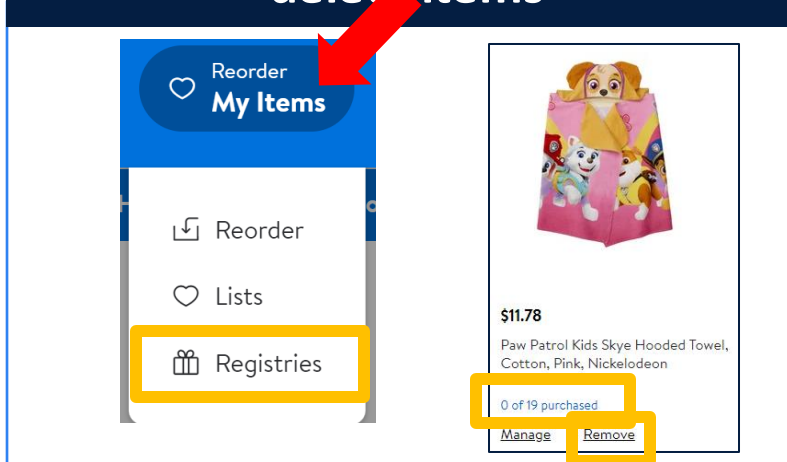
Send donation  
receipts

## (1) Add items



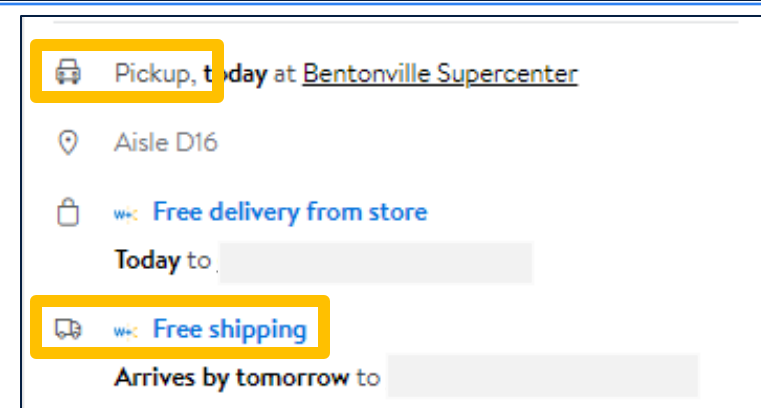
- Use the **search bar** on Walmart.com to add items to your registry
- Select "**add to registry**" and choose the registry you want to add it to
- You can add up to 200 items with up to 200 qtys for each item for your registry.

## (2) 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.

## (3) Delivery method



- 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

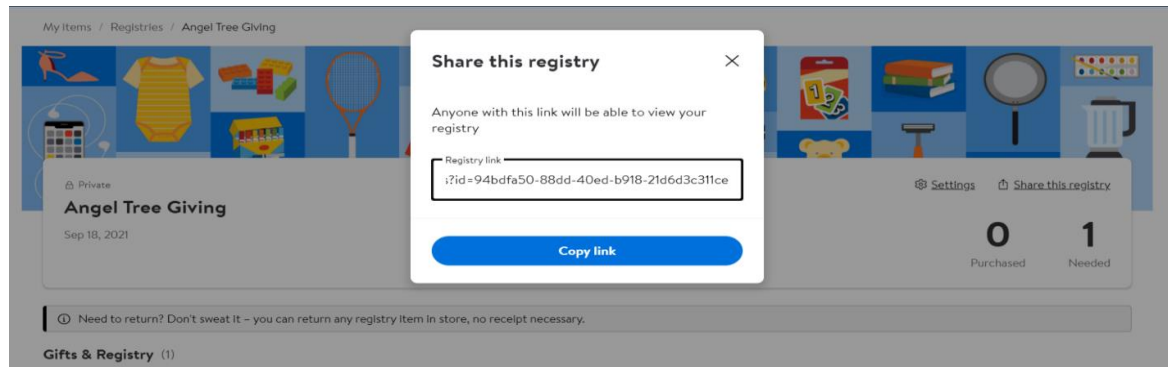
Send donation  
receipts



## 2 ways to share your registry with supporters

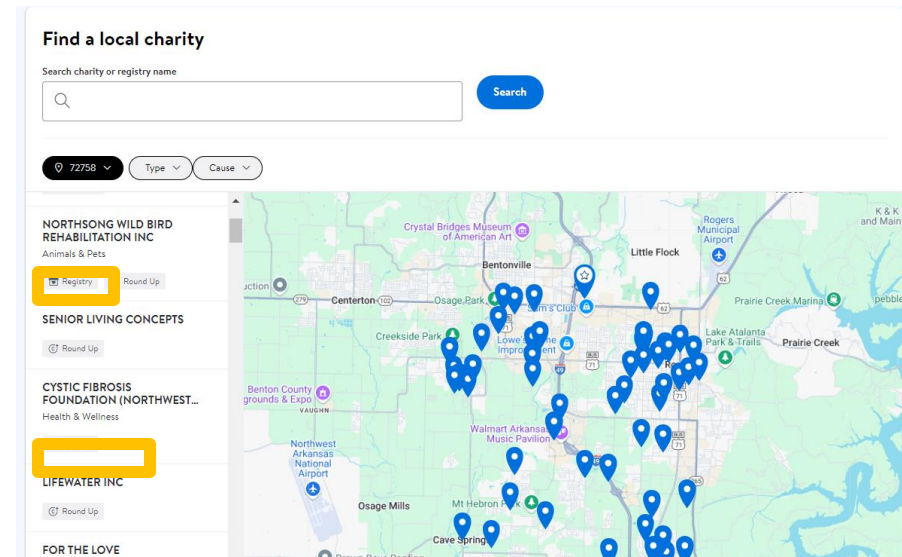
### Direct Link - Share registry

 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](https://walmart.com/sparkgood)



- Spark Good registries are searchable by customers on [walmart.com/sparkgood](https://walmart.com/sparkgood). **Only registries marked public will show up here.**

Create a registry

Maintain the  
registry

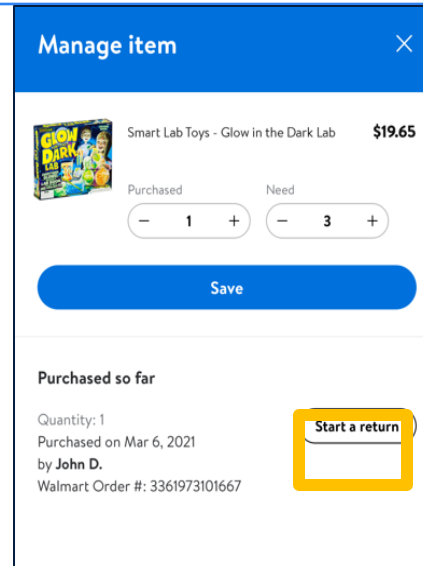
Share the registry

Track Purchases

Send donation  
receipts

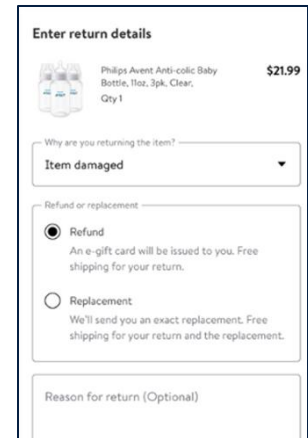
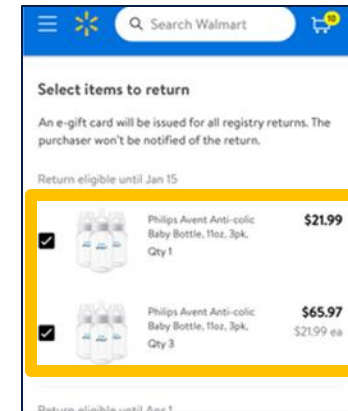


## Purchase history



- 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 and process matches Walmart.com policy**

Create a registry

Maintain the  
registry

Share the registry

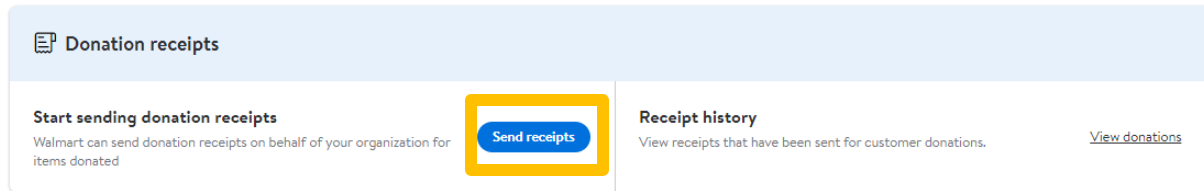
Track Purchases

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.

## (1) Start in your Spark Good dashboard



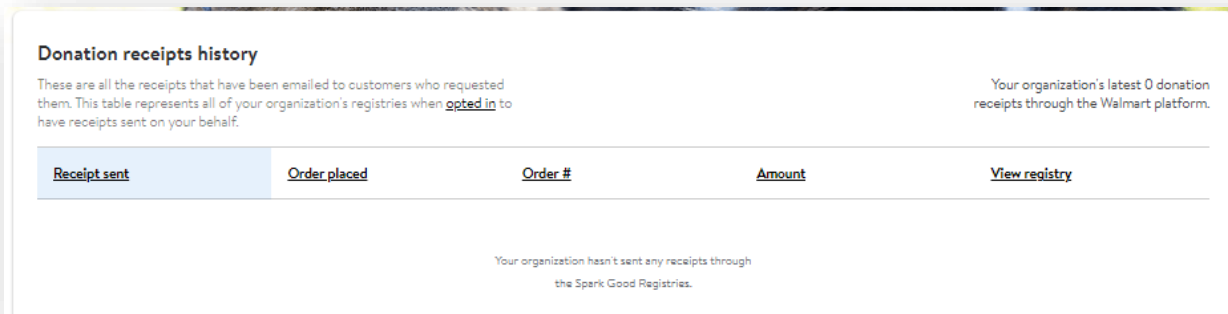
**Donation receipts**

**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](#)

## (3) View Receipt history



**Donation receipts history**

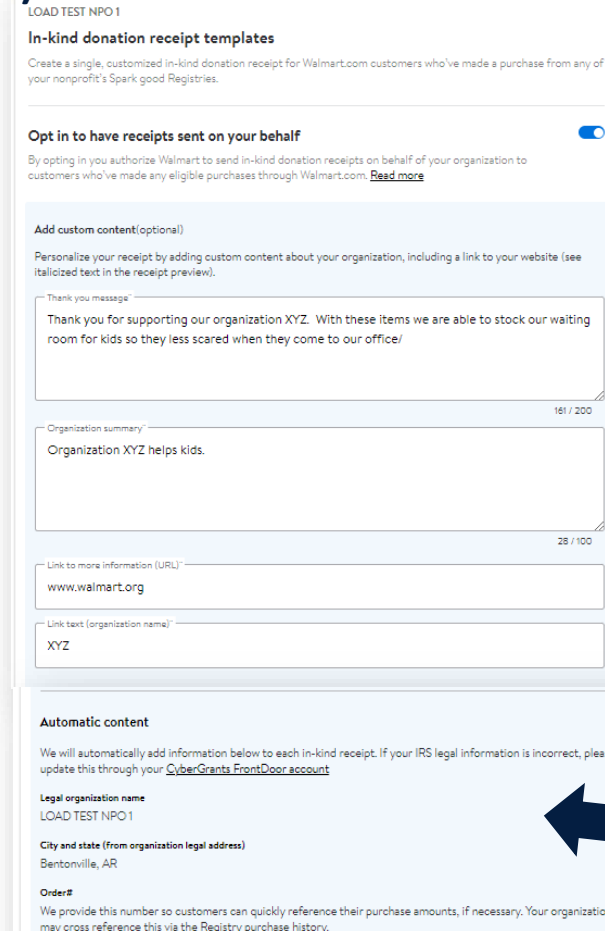
These are all the receipts that have been emailed to customers who requested them. This table represents all of your organization's registries when opted in to have receipts sent on your behalf.

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

Receipt sent	Order placed	Order #	Amount	View registry
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.

## (2) 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

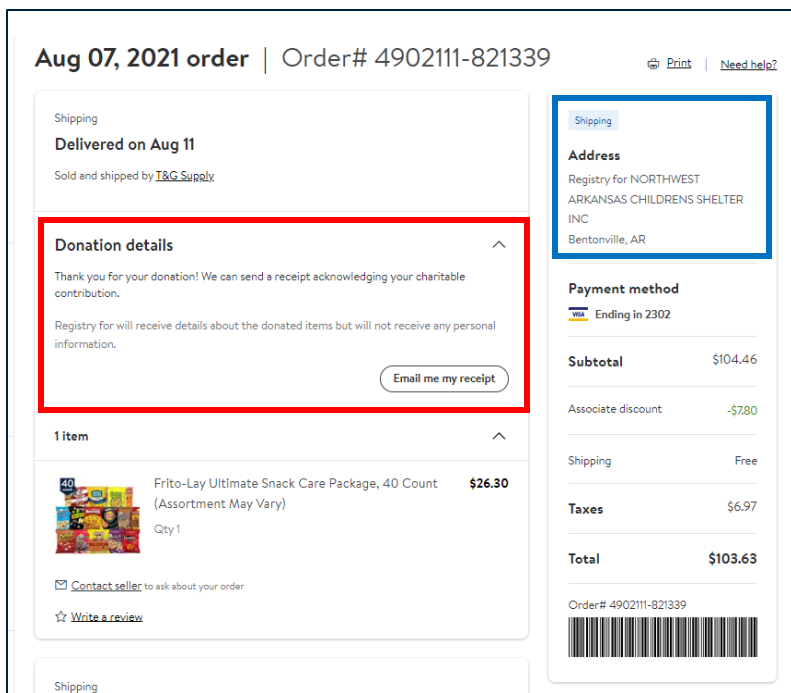
Track Purchases

Send donation  
receipts

# Customer: How to request your donation receipt

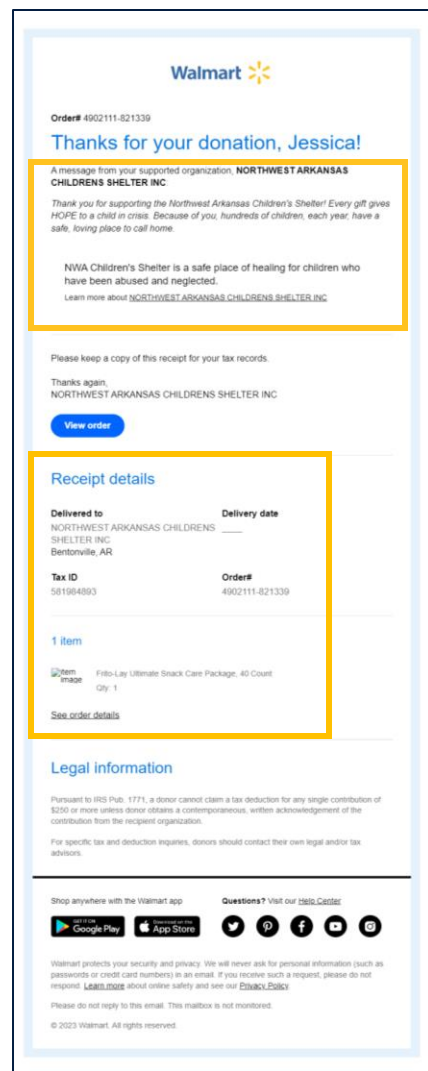
## How can customers find their donation receipt?

- 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.

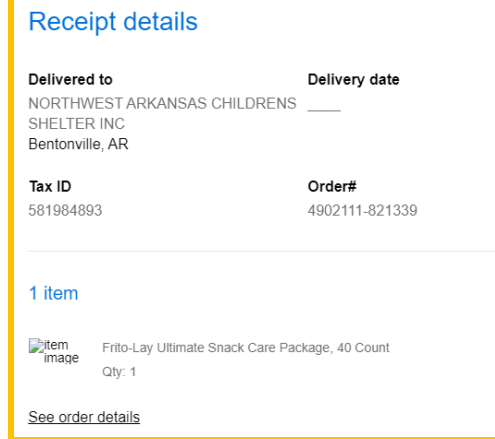
A message from your supported organization, **NORTHWEST ARKANSAS CHILDRENS SHELTER INC**:

*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.





Questions?

# Frequently asked questions

## How does a customer search for a Spark Good registry?

- For customers to search for a Spark Good Registry, they can visit [www.walmart.com/sparkgood](http://www.walmart.com/sparkgood) and search for your organization. Under your organization name, it will show the labels if you are registered in Round Up or have Spark Good registries.

## Why can't an organization delete old Spark Good registries?

- Once an item has been purchased in your registry, it retains the purchase history hence the registry cannot be deleted. We are working to improve this feature. However, you can create up to 20 registries per user in your organization. Please email us if you need a registry deleted .

## Can you change the name of a Spark Good registry?

- Yes, you can make these changes at any time. **Kindly note you have to be the creator of the registry ("Lead") to make any edits to your registry.** If you click on the registry settings, you can edit your registry name, organization cause, registry description and delivery address.

## Can you create a charitable donation receipt at any time?

- Yes, you can opt in to use this functionality in your Spark Good account. You can create the template at anytime, even before you create a Spark Good registry.

## How can an organization apply for tax exemption?

- To enroll in the tax exemption program, please submit your application on this website - <https://www.walmart.com/taxexempt/>.



# Resources

## Spark Good program guidelines

✓ [walmart.org/sparkgood](https://walmart.org/sparkgood)

## Spark Good customer discovery

✓ [walmart.com/sparkgood](https://walmart.com/sparkgood)

## Organization Type Guides

📈 [501c3 Program Eligibility Guide](#)

📦 [NCES School Program Eligibility Guide](#)

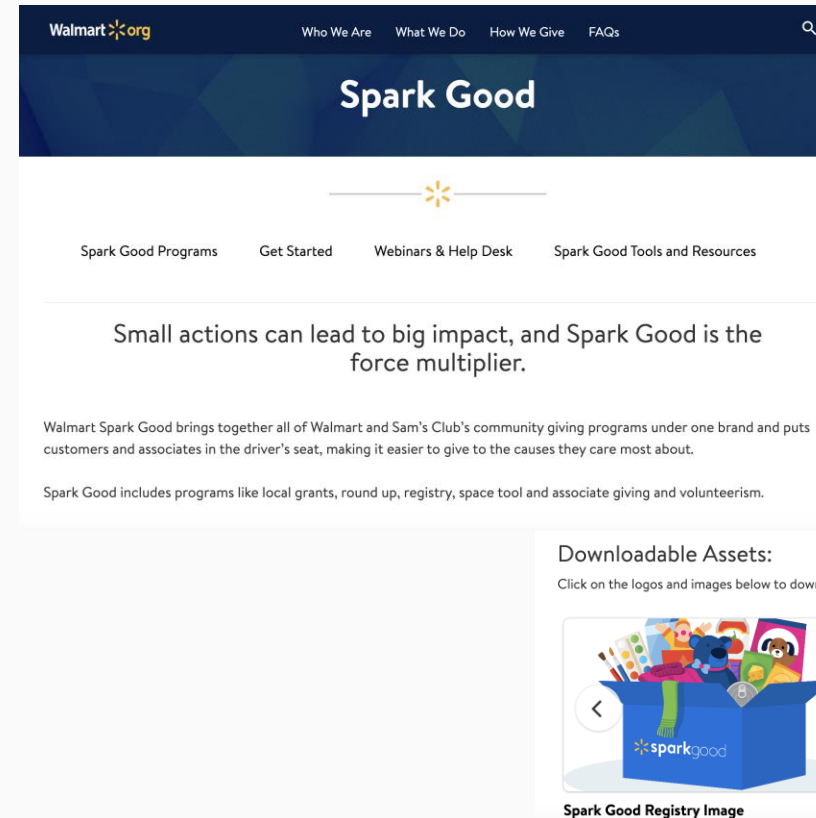
📅 [Government Entity Program Eligibility Guide](#)

🏠 [Other Nonprofits Program Eligibility Guide](#)

## Other Resources

✓ [Frequently Asked Questions](#)

📣 [Promotional Tools](#)



### Spark Good: 3 Steps to Get Started

1. Review program eligibility
2. Become a verified organization
3. Explore Spark Good programs



# Need Support?

[sparkgoodsupport@walmart.com](mailto:sparkgoodsupport@walmart.com)

[walmart.com/nonprofits](https://walmart.com/nonprofits)  
[walmart.com/sparkgood](https://walmart.com/sparkgood)

## Social Tags

X: @Walmartorg

Facebook: @Walmart

LinkedIn: @Walmart

