

Spark Good Registry April 2025



AGENDA

- 1. Walmart Spark Good & Deed Partnership
- 2. Onboarding: How to get started with Spark Good?
- 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

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**

> < sparkgood

Our Work





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





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!



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?



Learn about Spark Good Programs

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

Create a Spark Good Account on Walmart.com

Get Started by visiting Walmart.com/nonprofits

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



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.

	米
	Sign in or create your account
Not sure if y	ou have an account? Enter your phone number or email and we'll check for you.
Phone number of	email

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

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

	Step 3	
Hi, Emilia Velcome to your Spark Good Lobby. Select an organization below to engage with	Spark Good programs.	+ Add organization
Primary user Secondary user		
Get verified with Deed To get started with Spark Good program, your organization must be con deal Disease starts by recipient our scale by organization through Deed	Claim your profile	
	Ingenerationsees"	d deed
	Control Alemands ¹	

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.

Registry Overview



Spark Good Registry allows <u>verified public charities</u> 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.

The Salvation Army Found	tain Square Summer Day Cam	-		
	can square summer buy can	P		
Verted				
The Selvation Army Indianapolis Four local kids ages 6-12 years old Monday of activities including STEM experim much mare!	ntain Square hosts an 8 week Summer Day Camp fo 3-Fridey, During Summer Day Camp there are a vari ents, crafts, games, nutrition, cultural classes and si	ety e		Donate products
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Donate products now





3 steps to create a Spark Good registry

Step 1: Create a registry

Charitable tools			© Spark Good Rou	nd Up	
Space Request	Associate Giving Associate Giving Associate can separt through giving and volunteerise.	Spark Good Grants Addy for grants from a boot facility.	ato sente ato:	Set up your payment for To sign up for Round Up or to en continue receiving discursement payment stelling with Network received any prior discursement from any company, please earling to add your bank information to Wildiston could take up to two w	Round-Up sure you are eligible to s, please input your for Good, if you have not if from Network for Good nonprofits@pindeed.com Network for Good. veeks.
Spark Good Regi	Stries (15) Bhi Your role	e Lead Manage	Hmm Your role: Lead	Rise - Do Not Precious Your role: Lead	+ <u>Create Registry</u> Delete - My <u>Manage</u>

- 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

Create a registry			
			Y .
	Let's peti started on a registry fe		
	* Regional Frank		
	Select at organization	•	
	Salest a cause	•	
	(Netter)	Center	

- 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 <u>shipping or pick up</u>

Send donation

receipts

• Add to Registry

Create a registry

Maintain the registry

Share the registry

Spark Good: Maintain your registry to display what your organization currently needs.





- 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.

delete items				
C Reorder My Items				
⊡ Reorder ♡ Lists	\$11.78			
🛱 Registries	Paw Patrol Kids Skye Hooded Towel, Cotton, Pink, Nickelodeon 0 of 19 purchased <u>Manage Remove</u>			

- 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.

- 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

Send donation

receipts

Create a registry

Maintain the registry

Share the registry



Send donation

receipts

2 ways to share your registry with supporters

Direct Link - Share registry

Search on customer discovery page – Walmart.com/sparkgood



• 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.



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



Maintain the registry

Share the registry



Purchase history

	Manage item X
CICK CONCERNMENT	Smart Lab Toys - Glow in the Dark Lab 19.65 Purchased Need - 1 + - 3 + Save
\$19.65 Smart Lab Toys - Glow in the Dark Lab 1 of 3 purchased <u>Manage</u> <u>Remove</u>	Purchased so far Quantity: 1 Purchased on Mar 6, 2021 by John D. Walmart Order #: 3361973101667

- 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

Send donation

receipts

• Return method matches Walmart.com policy

Create a registry

Maintain the registry

Share the registry____

automatically pulled from

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. ٠
- Please note: Customers can only request for the receipt if you have opted in. ٠

Start in your Spark Good dashboard	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.
E Donation receipts	Opt in to have receipts sent on your behalf Sy opting in you subhorize Walmest to send in-kind donation receipts on behalf of your organization to customers who're made surveighted nurcheast through Walmest com Bed more
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	Add custom contentioptional) Personalize your receipt by adding custom content about your organization, including a link to your website (see italicated text in the receipt preview). Thank you masage Thank you mor 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/
View Receipt history	Organization summary Organization XYZ helps kids.
Donation receipts history hese are all the receipts that have been emailed to customers who requested Your organization's latest 0 donation nem. This table represents all of your organization's registries when opted in to ave receipts sent on your behalf.	Link to more information (URL)
Acceipt sent Order placed Order # Amount View registry	Unk text (organization name) The blue
Your organization hasn't sent any receipts through the Spark Good Registries.	Automatic content We will automatically add information below to each in-kind receipt. If your IRS legal information is incorrect, please IRS will automatically add information below to each in-kind receipt. If your IRS legal information is incorrect, please IRS will be add find
eep track of the receipts sent and the order number for the	Legal organization name LOAD TEST NPO1 City and state (from organization legal address) Restranille AP

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

Corder# 4902111-021330		Walmart 🔀	
Thanks for your depoted organization, NORTWEST ARKANSA CHILDRES SHELTEN NC Tank you for suppoted organization, NORTWEST ARKANSA Dark you for suppoted organization, NORTWEST ARKANSA Dark you for suppoted blothmest Arkansas Children's Shelter Every off greet darks, howe darke or a home: WIAC Children's Shelter is a safe place of healing for children when based and neglected. Jumm more stoot potentional Tablochidas Children's Shelter Every off greet darks Prese keep a copy of this receipt for your tax records. Torker with the Children's Shelter is a safe place of healing tor children when bothmer dottinetional Tablochidas Children's Shelter Is safe your tax records. Torker with the Children's Shelter Is based of bothmer shelt TER INC. Verwerder Destended and neglected. Destended and neglected. <th>Order# 4902111-821339</th> <th></th> <th></th>	Order# 4902111-821339		
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Children's affect LEN IR: Thank you for supporting the Morthwest Arkanasa Children's Sheller Every gift gives HCPE to achild norms. Because of you, hundreds of children, each year, have a sake, howay place to call home. NNIA Children's Sheller is a safe place of healing for children who have been abused and neglected. Learn more stort <u>District Arkanasa</u> Children's Sheller III. Please keep a copy of this receipt for your tax records. Taking and the same abused and the second to t	A message from your support	ed organization, NORTHWEST ARKA	ANSAS
NVA Children's Shelter is a safe place of healing for children who have been abused and neglected. Leven more show <u>holtTrivestal Abusehaal Children's Shelter Risc</u> Place keep a copy of fils receipt for your tax records. Takina gain: NORTHWEST ARKANSAS CHILDRENS SHELTER INC Wew order	Thank you for supporting the I HOPE to a child in crisis. Beci safe, loving place to call home	Northwest Arkansas Children's Shelte ause of you, hundreds of children, ea a	r! Every gift gives ch year, have a
Please keep a copy of this receipt for your tax records. Thanks again. MORTHWEST ARKARABAS CHILDRENS SHELTER INC Verw order	NWA Children's Shelter have been abused and Learn more about <u>NORTHWE</u>	is a safe place of healing for chill neglected. ST ARKANSAS CHILDRENS SHELTER IN	dren who
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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

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 <u>Walmart.com/nonprofits</u>. 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

<u>Note</u>: 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 <u>here</u> to learn more.

Step 3: Claim your profile and create a Deed account

To complete the view	erification process, the Own	ner Primary User will need	l:
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 documer 	ntation such as IRS determin	nation letter and governme	ent letters
Organizational inform	nation (mission statement, l	board members, contact in	formation and website)
How do I know if I've cor	mpleted all the steps?		
 Click through every 	Deed pop-up and provide	all the information needed	in each pop-up.
 Under "Settings," cl 	heck the "Payments" tab an	d make sure that PayPal/N	etwork for Good is setup.
o Under "Companies"	", check that your organizat	ion is affiliated with Walma	rt.
Review users in De	and under Settings > Users t	to make sure that they have	e appropriate access to

 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 deshippard to ennegate Public Charity Checklist

Government

Entity

Checklist



NCES School Checklist





Other Nonprofit Checklist





Spark Good program guidelines ⊘walmart.org/sparkgood

Spark Good customer discovery

⊘ <u>walmart.com/sparkgood</u>

Organization Type Guides

© 501c3 Program Eligibility Guide

窗 NCES School Program Eligibility Guide

₩ Government Entity Program Eligibility Guide

Cther Nonprofits Program Eligibility Guide

Other Resources ⊘ Frequently Asked Questions





Need Support?

nonprofits@joindeed.com sparkgoodsupport@walmart.com

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Social Tags

X: @Walmartorg Facebook: @Walmart LinkedIn: @Walmart

Tag us with #SparkGood

