



Spark Good Round up

April 2025

AGENDA

- 1. Walmart Spark Good & Deed Partnership**
- 2. Onboarding: How to get started with Spark Good?**
- 3. Spark Good Round Up**
 - Program Guidelines
 - How to register
 - Ways customer can discover and select your organization
 - How to track donations
- 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

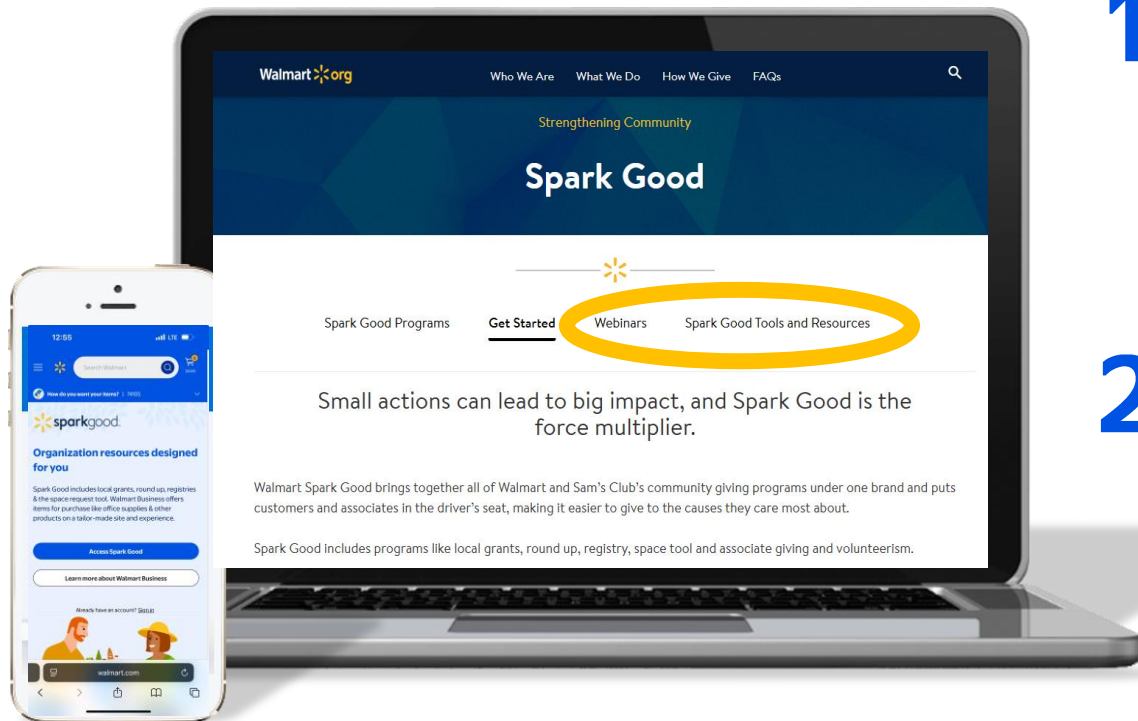
Associate Giving & Volunteerism Platform

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

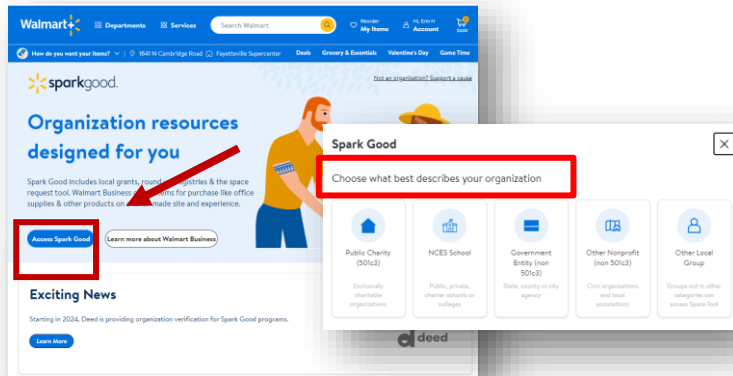
3

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



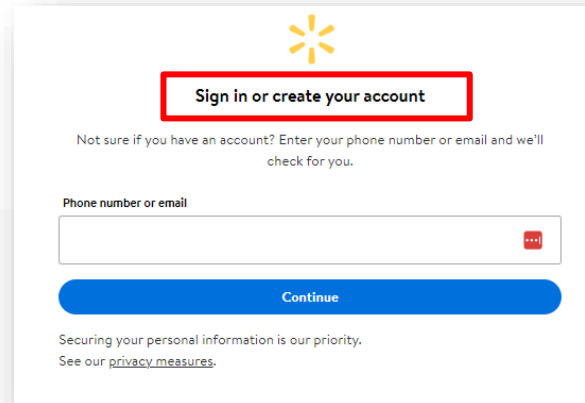
Create a **Spark Good account** at Walmart.com/nonprofits

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.

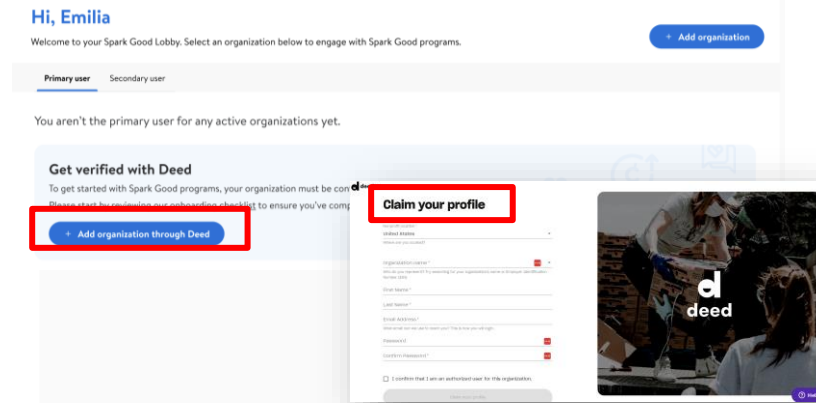
Step 2



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.

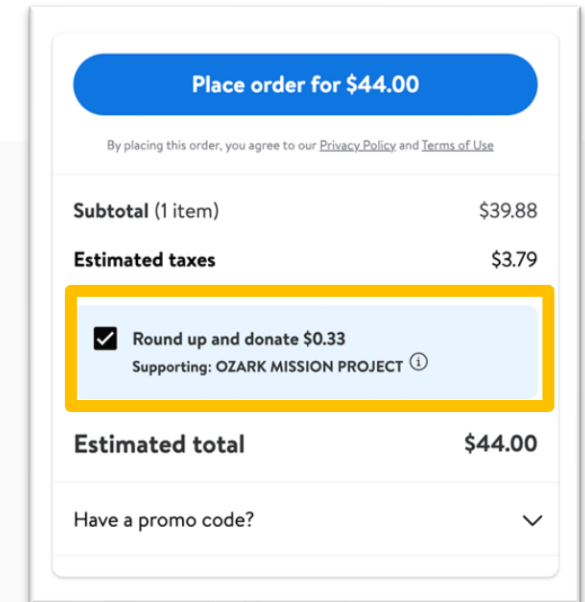
Round Up Overview

Round Up is a year-round program available on Walmart.com

Important: Organizations must register for the program before customers can discover your organization.

Round Up provides customers shopping on **Walmart.com or in the app** the opportunity to select a charity of their choice to support at checkout on Walmart.com and the app. **The programs is NOT available in stores.**

Organizations must be 501(c)(3) public charities or NCES school and Deed verified to apply for the Round Up program.



The screenshot shows a Walmart checkout interface. At the top, there is a blue button that says "Place order for \$44.00". Below this, a small line of text reads "By placing this order, you agree to our [Privacy Policy](#) and [Terms of Use](#)". The main content area displays the following items:

Subtotal (1 item)	\$39.88
Estimated taxes	\$3.79
<input checked="" type="checkbox"/> Round up and donate \$0.33 Supporting: OZARK MISSION PROJECT ⓘ	
Estimated total	\$44.00

At the bottom, there is a section titled "Have a promo code?" with a downward arrow icon.

Key Takeaways



Only primary user can register for Round Up.



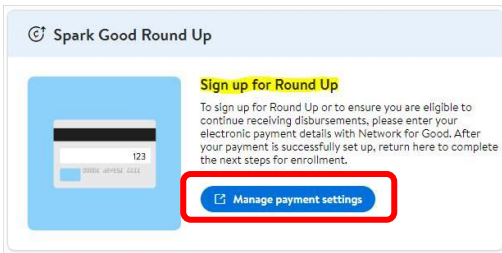
Make sure your electronic bank details is entered in Network for Good



Your organization is only discoverable to customers after you have signed up.

How to register for Spark Good Round Up

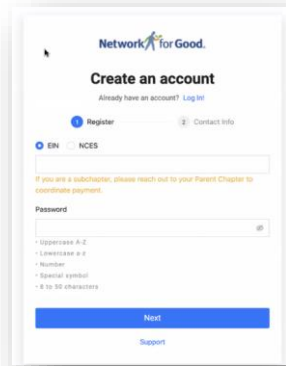
Step 1: Register in Round Up



To start your registration, you will be required to set up your electronic bank information with Network for Good.

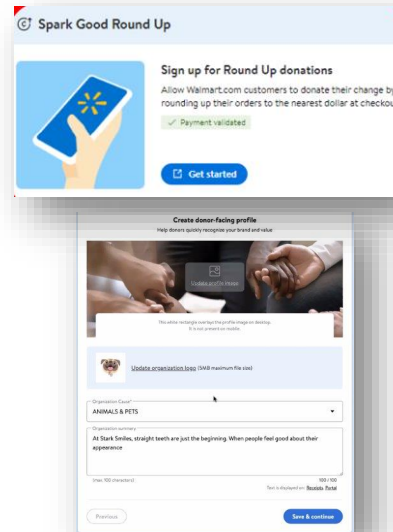
Click **“Manage Payment Settings”**

Step 2: Approval from NFG



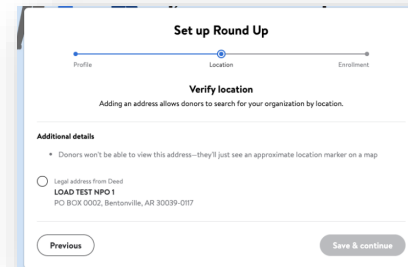
It can take several weeks to set up your payment. Email eftsupport@networkforgood.org if you have issues setting up payment. After your payment is successfully set up, please wait 24 hours for your data to sync from Network for Good to Walmart.

Step 3: Create public profile



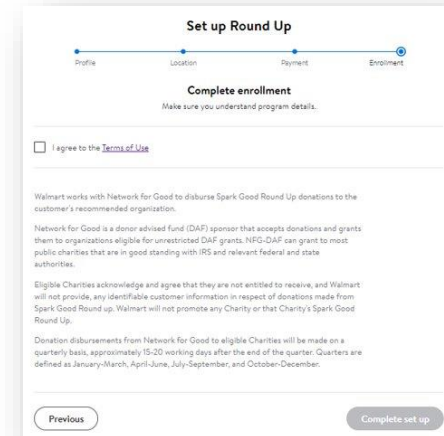
After receiving confirmation from Network of Good, return to your Spark Good account. Click “Get Started”. Create your donor-facing profile page

Step 4: Confirm address



Confirm your organization address. This is populated from Deed.

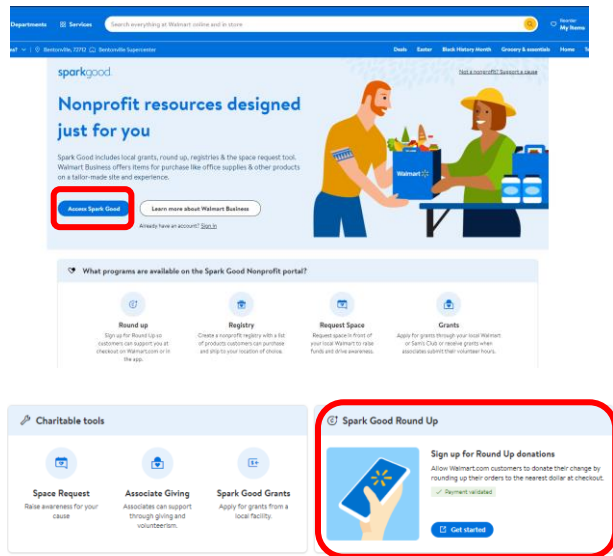
Step 5: Complete Enrollment



Agree to terms of use to complete registration

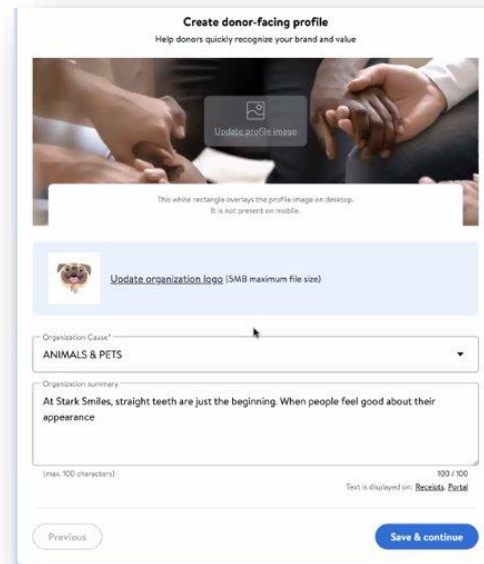
How to register for Spark Good Round Up

Step 1: Register in Round Up



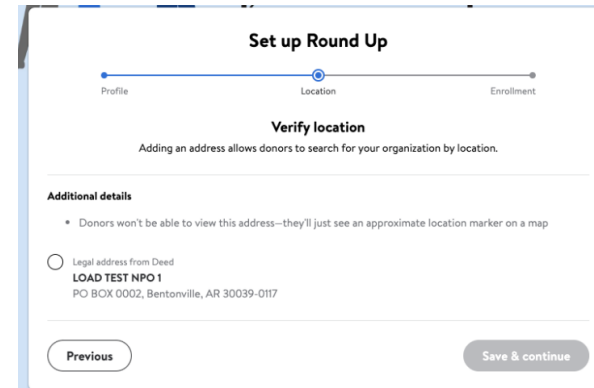
Start your registration for Round Up. Click “Get Started”.

Step 2: Create public profile



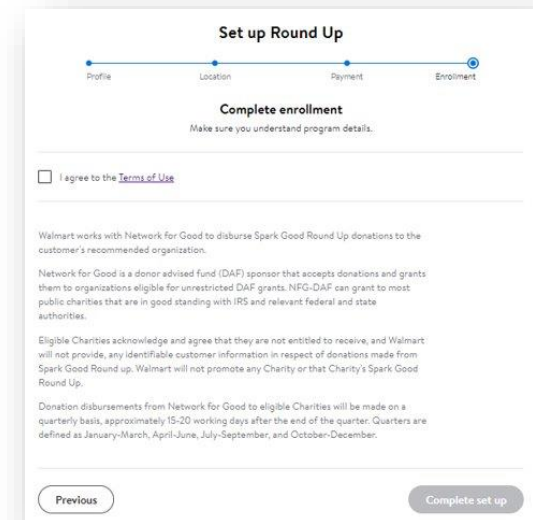
Create your donor-facing profile page

Step 3: Confirm address



Confirm your organization address. This is populated from Deed.

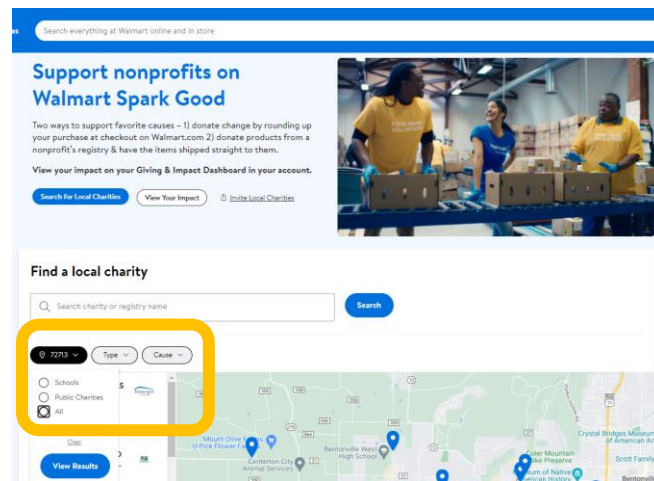
Step 4: Complete Enrollment



Agree to terms of use to complete registration

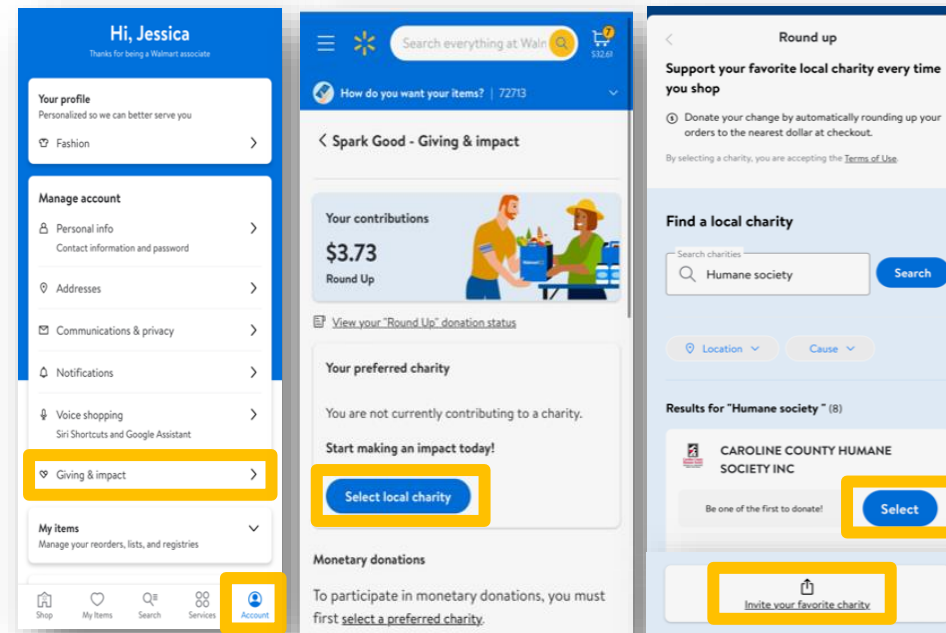
Ways customer can select your organization

Option 1: Visit Walmart.com/sparkgood



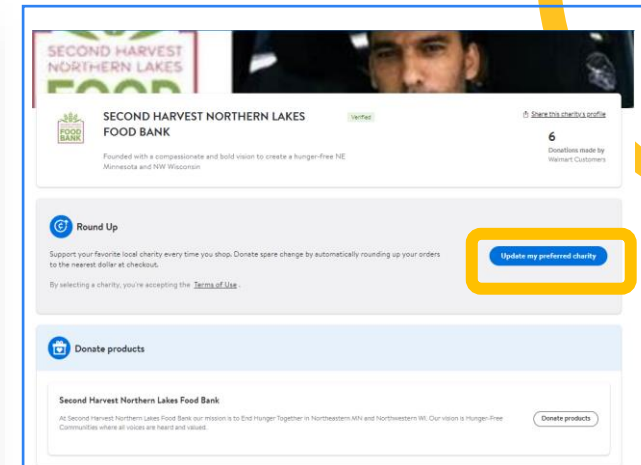
- Type in your organization name
- Input or clear the zip code to search
- Option: Filter by type
- You can see if a charity has registry or Round up by the labels.
- You will see the charity appear in a pop up on the right.

Option 2: From their Walmart.com Account Settings



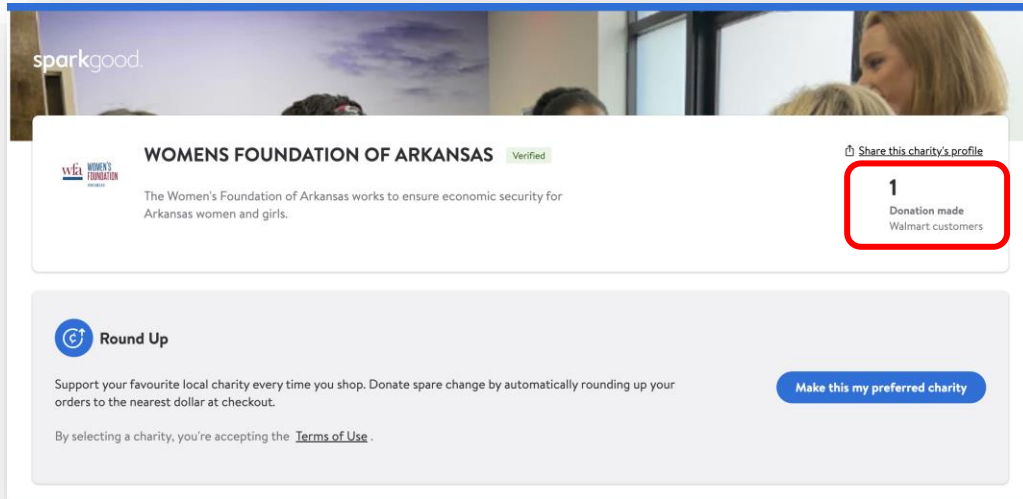
- Go to "Account"
- Click on "Giving & Impact".
- Search and select a charity.

Option 3: Share your Org Profile Page



- An organization can share a direct link to their public profile page.
- A customer can visit that page and click "Select this charity" or "Update my preferred charity" if they already have a previous selection.

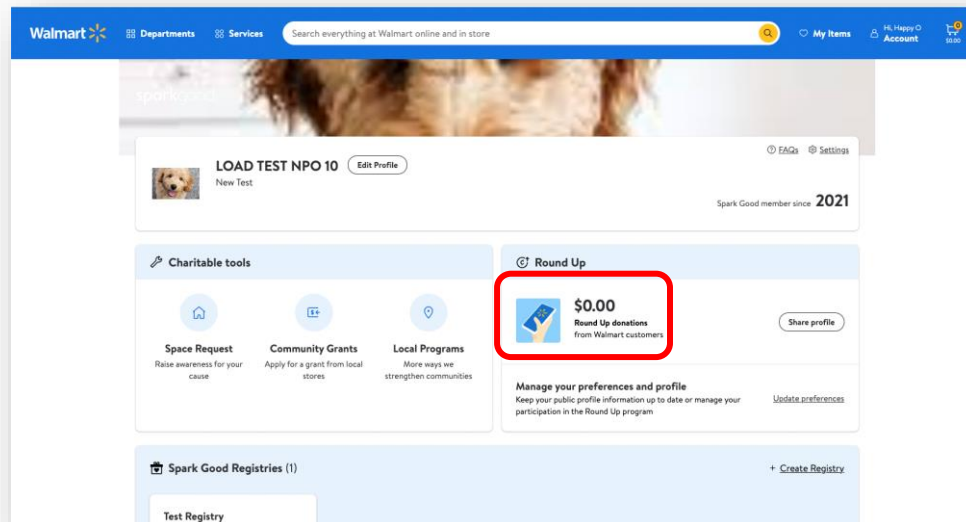
How to track customer donations



Option 1

Organization profile page: Walmart.com shows the count of unique customers donations and is updated when a customer is charged for their donation.

Option 2



Nonprofit dashboard: Walmart.com/nonprofits displays the dollar amount donated by customers and is updated quarterly after payment is disbursed by Network for Good.

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 enroll!

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

Social Tags

X: @Walmartorg

Facebook: @Walmart

LinkedIn: @Walmart

Tag us with #SparkGood

