



Spark Good Round Up

November 2024

AGENDA

1. Walmart Spark Good & Deed Partnership

2. 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 Round Up

- Program Guidelines
- How to Sign Up for Round Up (If you have ACH set up in NFG)
- How to Sign up for Round Up (If you don't have ACH set up in NFG)
- Ways for Customer to Discover & Select your Organization
- How to track Customer Donations

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



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 6th** and can be accessed from your Spark Good account on Walmart.com/nonprofits.

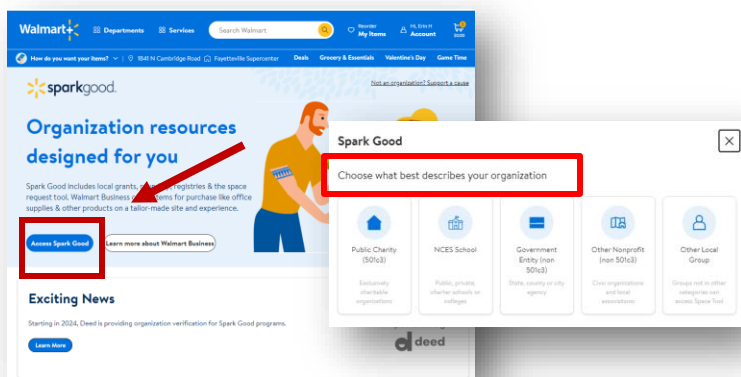
The background is a solid blue color with a pattern of white geometric shapes. These shapes include elongated rounded rectangles and star-like patterns composed of several short, radiating lines. The shapes are scattered across the entire background.

Onboarding

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

3 steps to get started with Spark Good

Step 1



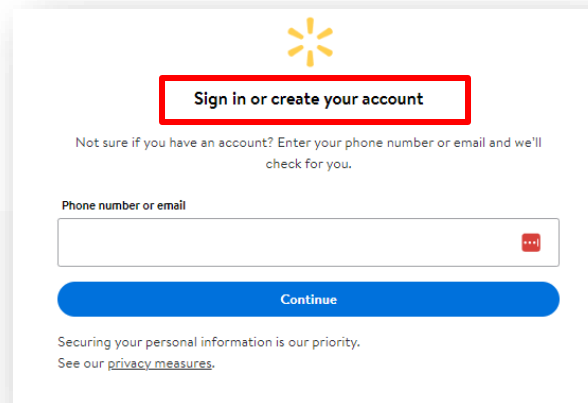
Create a **Spark Good** account at Walmart.com/nonprofits

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.

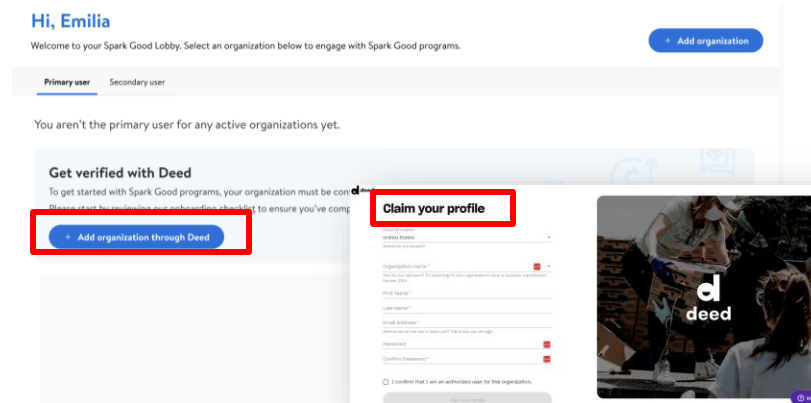
Step 2



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

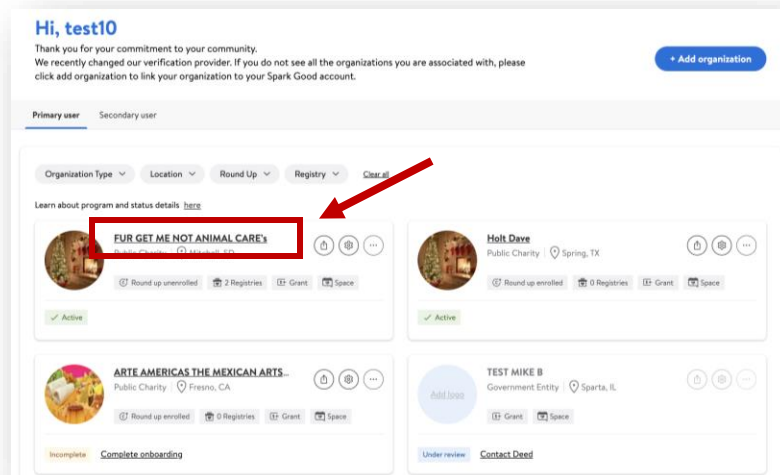
Claim your profile.

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

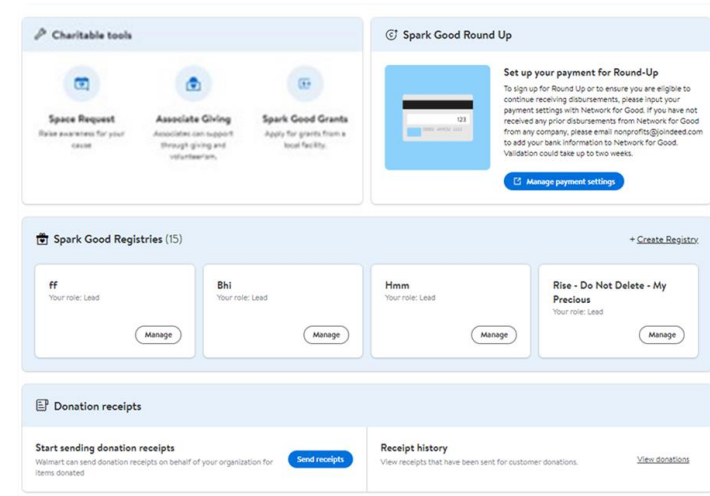
Once verification and onboarding is complete in Deed, log into your Spark Good account on Walmart.com/nonprofits. Please wait 24 hours for your data to sync.

Spark Good Lobby



Click your organization name.

Spark Good Dashboard



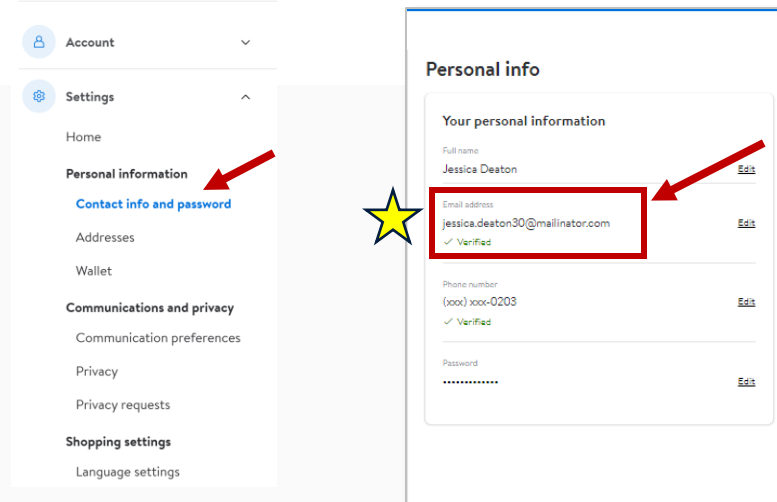
Access and engage with all the Spark Good programs your organization is eligible for.

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

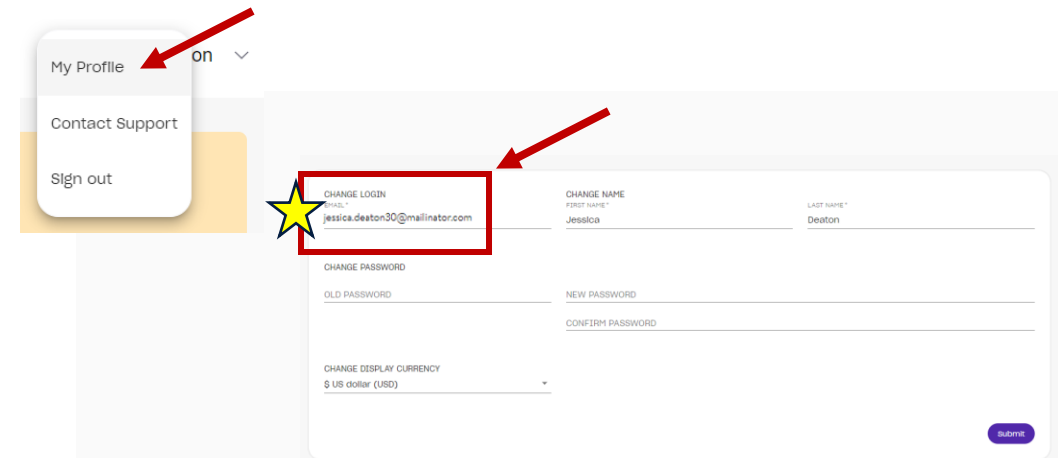
SPARK GOOD



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

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 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 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





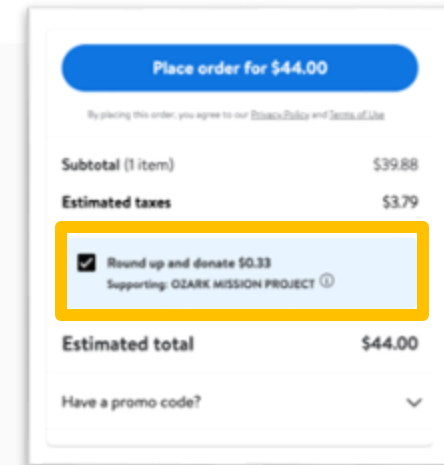
Round Up Overview

Round Up is a year-round program available on Walmart.com and in the app.

Important: Organizations have to register in Round Up before customers can discover your organization.

Round Up is a program that launched September 2022 which creates an opportunity for customers to select a charity of their choice to donate change at checkout on Walmart.com and the app. **It is not available in stores.**

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



Key Takeaways



Only primary user can register for Round Up.



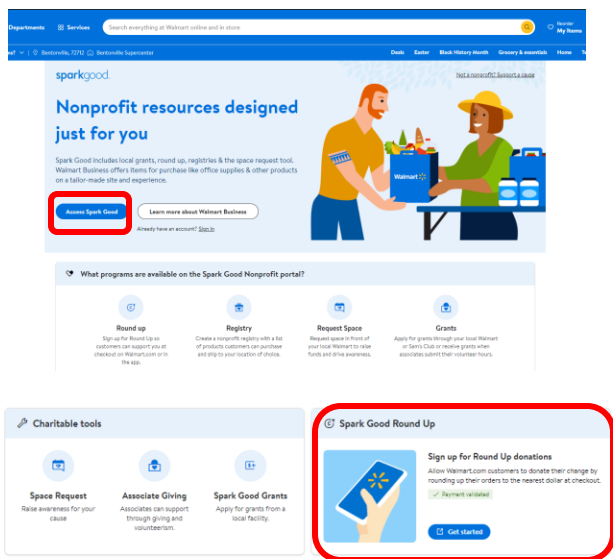
Make sure your electronic bank details is entered in Network for Good



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

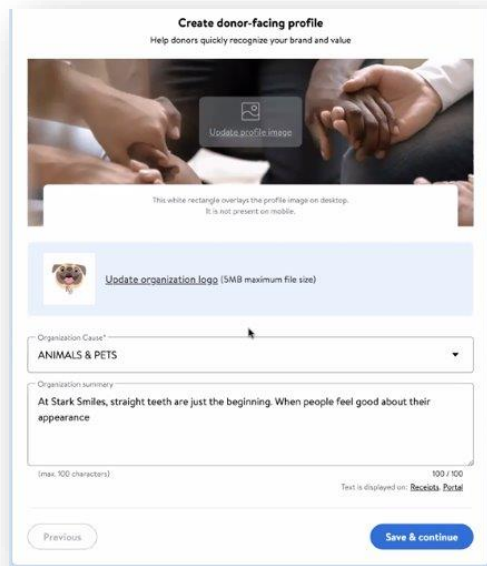
How to register for Spark Good Round Up

Step 1: Register in Round Up



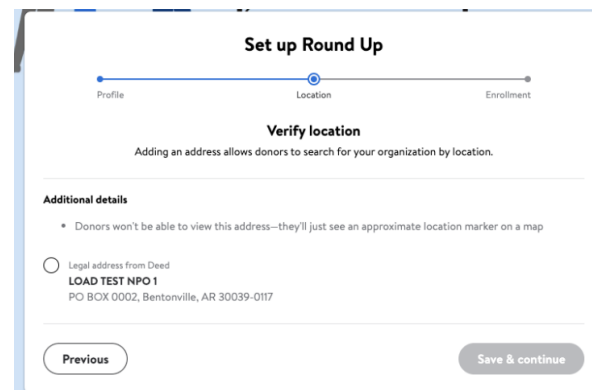
Start your registration for Round Up. Click “Get Started”.

Step 2: Create public profile



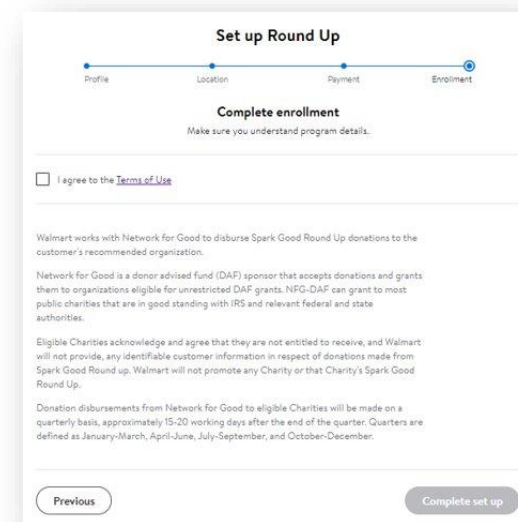
Create your donor-facing profile page

Step 3: Confirm address



Confirm your organization address. This is populated from Deed.

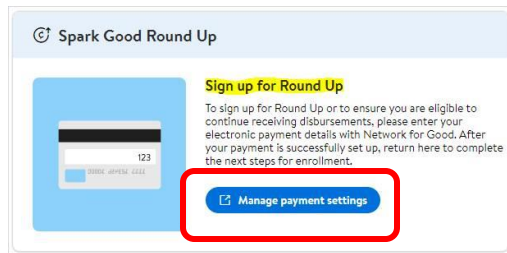
Step 4: Enroll and confirm payment



Agree to terms of use to complete registration

How to register for Spark Good Round Up

Step 1: Sign up for Round Up



Spark Good Round Up

Sign up for Round Up

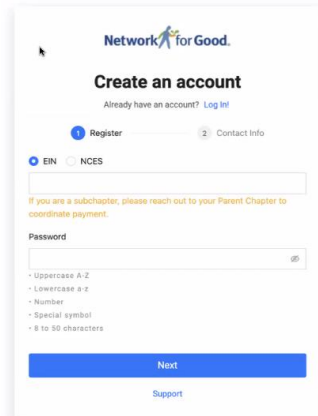
To sign up for Round Up or to ensure you are eligible to continue receiving disbursements, please enter your electronic payment details with Network for Good. After your payment is successfully set up, return here to complete the next steps for enrollment.

[Manage payment settings](#)

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: Set up electronic payment



Network for Good.

Create an account

Already have an account? [Log In!](#)

1 Register 2 Contact info

☒ EIN ☐ NCES

If you are a subchapter, please reach out to your Parent Chapter to coordinate payment.

Password

• Uppercase A-Z
• Lowercase a-z
• Number
• Special symbol
• 8 to 50 characters

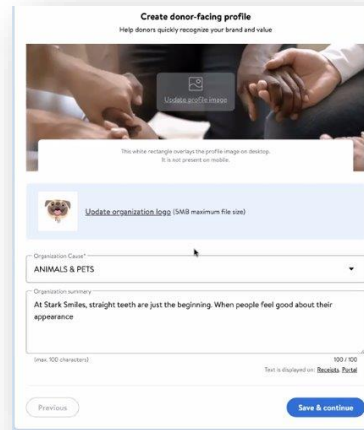
[Next](#)

[Support](#)

Set up your Network for Good Account to enter your banking information.

It takes 4-6 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 2-3 weeks for your data to sync from Network for Good to Walmart.

Step 3: Create public profile



Create donor-facing profile

Help donors quickly recognize your brand and value.

Update profile image

This white rectangle overlays the profile image on desktop. It is not present on mobile.

Update organization logo (5MB maximum file size)

Organization name

ANIMALS & PETS

Organization summary

At Stark Smiles, straight teeth are just the beginning. When people feel good about their appearance

100 / 100

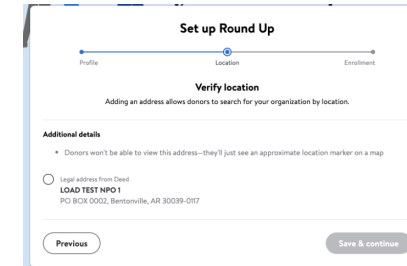
Test is displayed on Business Portal

[Previous](#)

[Save & continue](#)

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



Set up Round Up

Profile Location Payment Enrollment

Verify location

Adding an address allows donors to search for your organization by location.

Additional details

• Donors won't be able to view this address—they'll just see an approximate location marker on a map.

☐ Legal address from Deed

LOAD TEST NPO 1

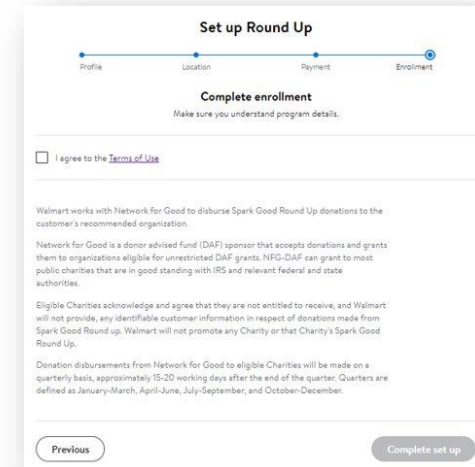
PO BOX 0002, Bentonville, AR 70039-0002

[Previous](#)

[Save & continue](#)

Confirm your organization address. This is populated from Deed. Agree to terms of use to complete registration

Step 5: Review and agree to Terms of Use



Set up Round Up

Profile Location Payment Enrollment

Complete enrollment

Make sure you understand program details.

☐ I agree to the [Terms of Use](#)

Walmart works with Network for Good to disburse Spark Good Round Up donations to the customer's recommended organization.

Network for Good is a donor advised fund (DAF) sponsor that accepts donations and grants them to organizations eligible for unrestricted DAF grants. NFG-DAF can grant to most public charities that are in good standing with IRS and relevant federal and state authorities.

Eligible Charities acknowledge and agree that they are not entitled to receive, and Walmart will not provide, any identifiable customer information in respect of donations made from Spark Good Round up. Walmart will not promote any Charity or that Charity's Spark Good Round Up.

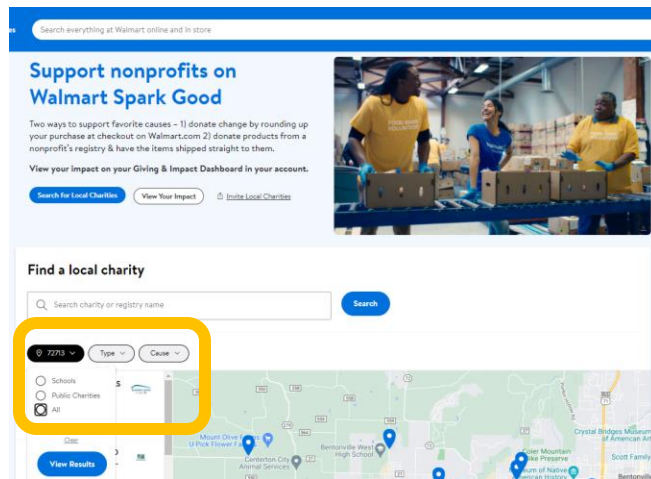
Donation disbursements from Network for Good to eligible Charities will be made on a quarterly basis, approximately 15-20 working days after the end of the quarter. Quarters are defined as January-March, April-June, July-September, and October-December.

[Previous](#)

[Complete set up](#)

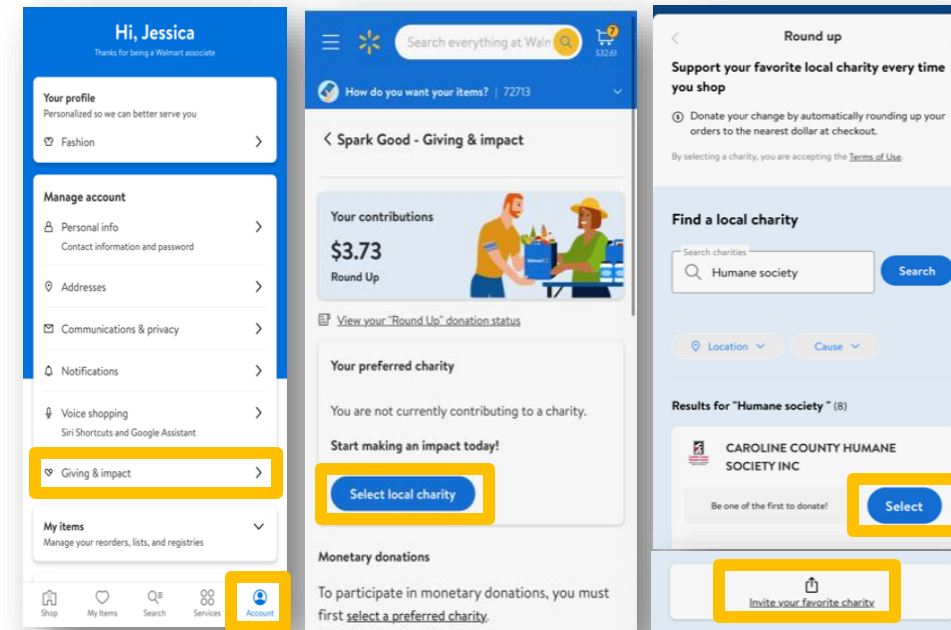
Ways for customer to select your organization

1. Visit Walmart.com/sparkgood



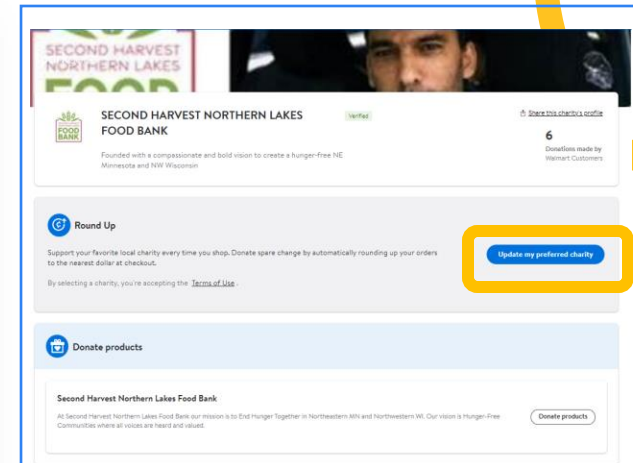
- Type in your organization name
- Input or clear the zip code to search
- Option: Filter by type
- You can see if a charity has registry or Round up by the labels.
- You will see the charity appear in a pop up on the right.

2. From their Walmart.com Account Settings



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

3. Share your Org Profile Page directly



- 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.

NOTE: The round up option only appears in a customer’s review order cart after they have selected an organization & added a default payment method of credit/debit.



Questions?

Frequently asked questions

What is the disbursement schedule for Round Up donations and who is Network for Good?

- Walmart partners with Network for Good, a donor-advised fund, to ensure there is a well-defined manner to disburse Round Up funds to the organization the customer has recommended.
- Donation disbursements from Network for Good to eligible Charities or NCES schools will be made on a quarterly basis, approximately 15-20 working days after the end of the quarter. Quarters are defined as January-March, April- June, July-September, and October-December.

How do we access or find the link to our public profile page?

- To access your public profile page, you can visit www.walmart.com/sparkgood and search for your organization name. Input or clear the zip code. When you click on your organization, a right-sided pop up will appear. Click on your organization name in that pop up. It will bring you to your public profile page.

Who do I contact if I have an issue setting up my electronic banking payment with Network for Good?

- For any electronic banking information support needed on Network for Good, please email eftsupport@networkforgood.org



Resources

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](#)

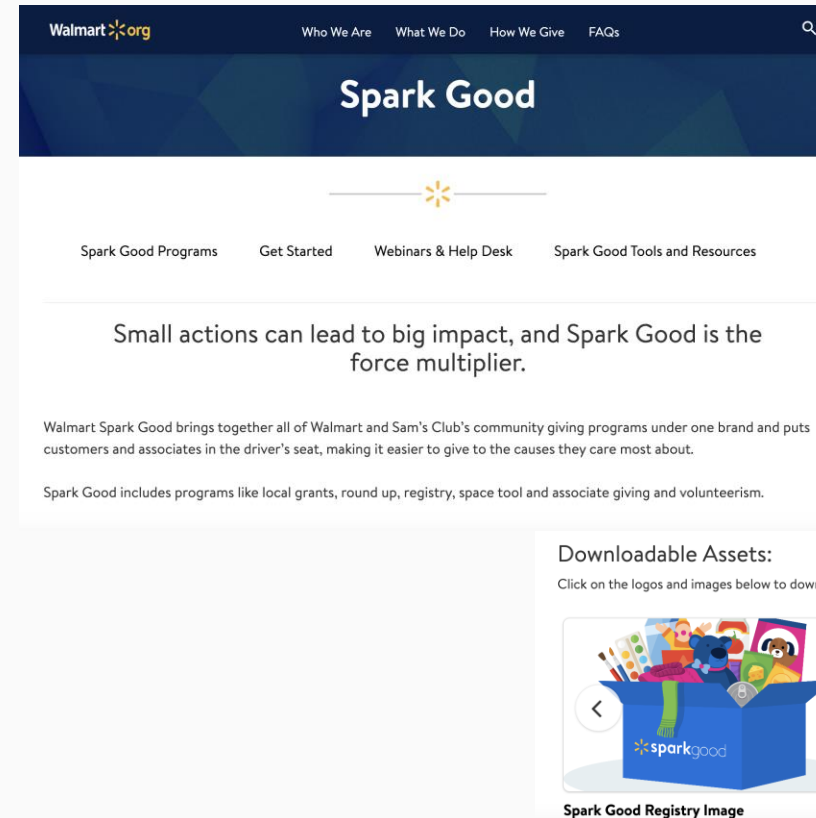
📅 [Government Entity Program Eligibility Guide](#)

🏠 [Other Nonprofits Program Eligibility Guide](#)

Other Resources

✓ [Frequently Asked Questions](#)

📣 [Promotional Tools](#)



Spark Good: 3 Steps to Get Started

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



Need Support?

eftsupport@networkforgood.org
sparkgoodsupport@walmart.com

walmart.com/nonprofits
walmart.com/sparkgood

Social Tags

X: @Walmartorg

Facebook: @Walmart

LinkedIn: @Walmart

