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

sparkgood

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	Advancing Sustainability	Strengthening Community	Center for Racial Equity
Economic Opportunity in Retail	Climate	Local Community Support	Finance
	Nature	**Spark Good**	Health
	Waste	Caring & Connected Communities	Education
	People in Supply Chains	Healthier Food for All	Criminal Justice
		Disaster Preparedness & Response	

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...

sparkgood™

Where should organizations start?
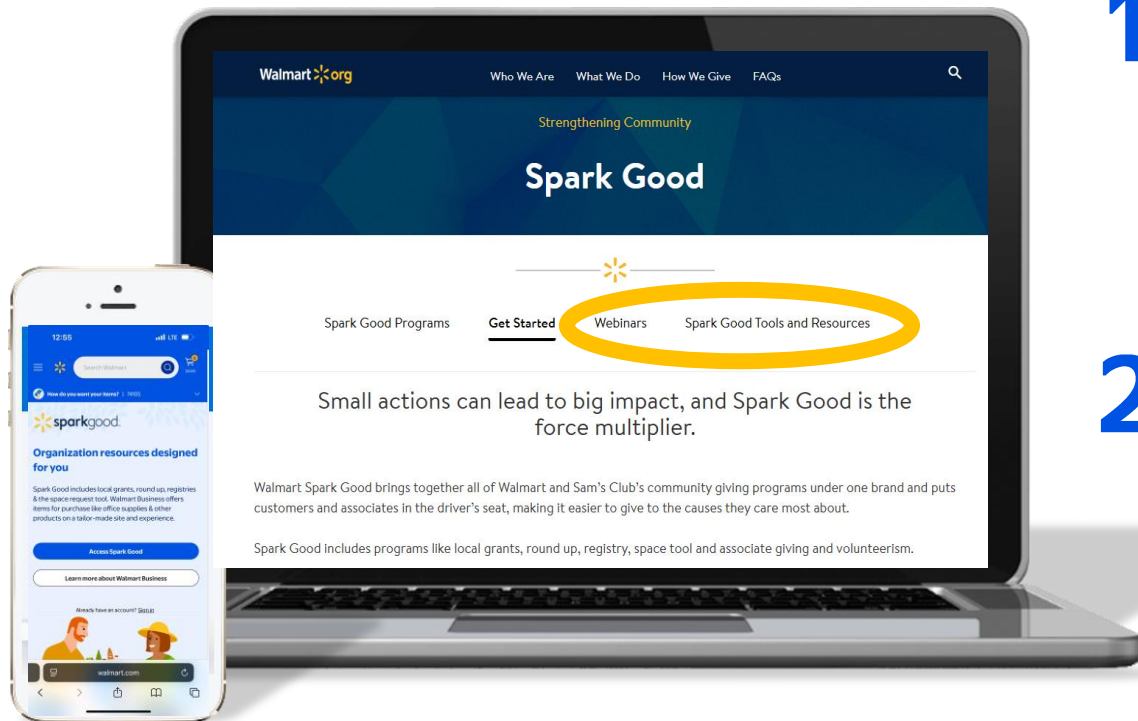
1

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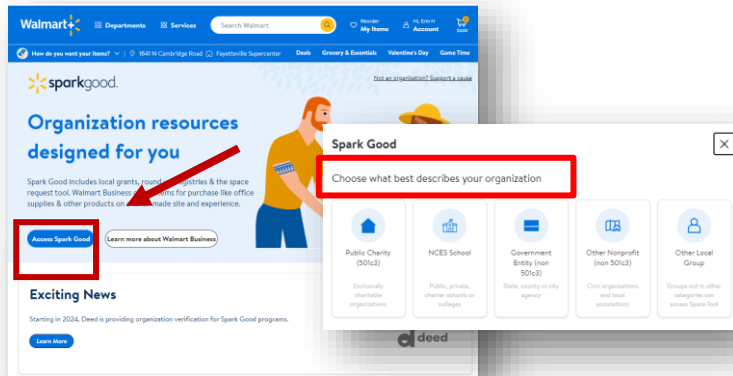
Create a **Spark Good account** at Walmart.com/nonprofits

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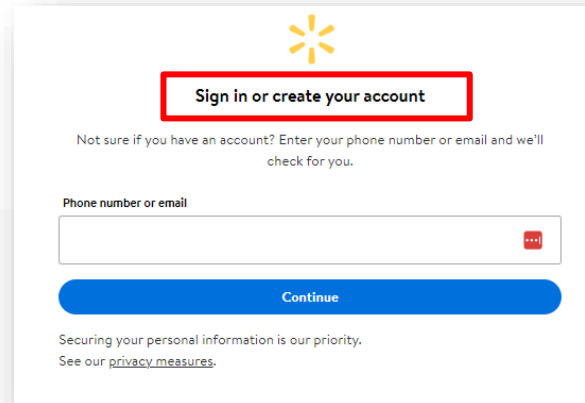
Sign in or create your **Walmart.com account.**

Make sure you log in using your organizational email address.

Step 3
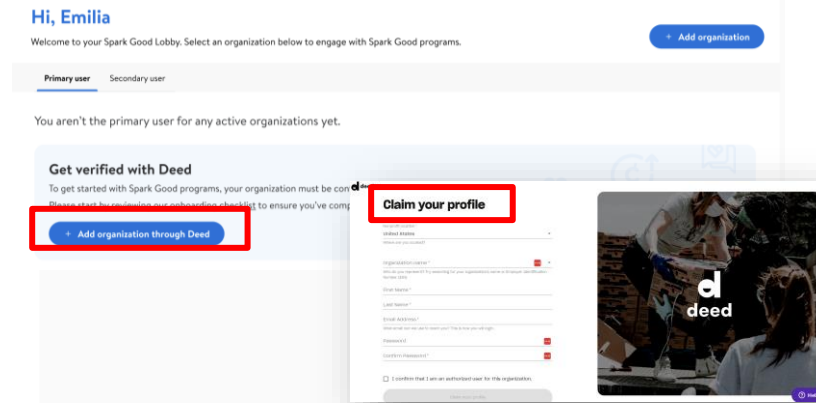
Click **"Add Organization"**

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.
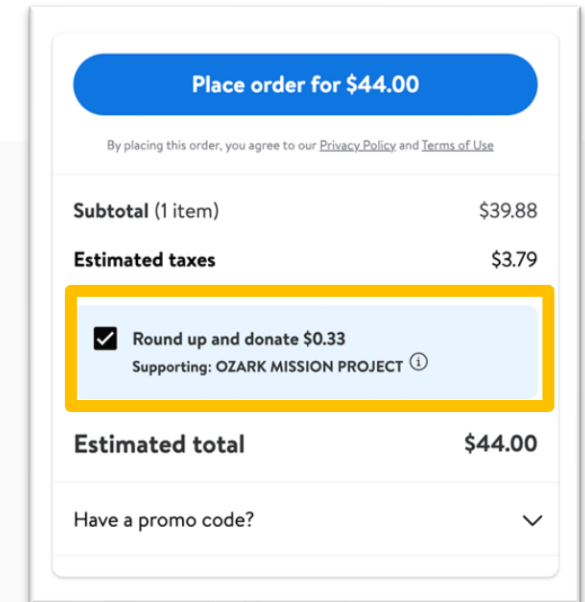
Round Up Overview

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 <u>NOT available</u> in stores.**

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

Place order for $44.00	
By placing this order, you agree to our <u>Privacy Policy</u> and <u>Terms of Use</u>	
Subtotal (1 item)	$39.88
Estimated taxes	$3.79
☑ Round up and donate $0.33 Supporting: OZARK MISSION PROJECT ⓘ	
Estimated total	$44.00
Have a promo code?	⌄

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.

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How to register for Spark Good Round Up

Step 1: Register in Round Up	Step 2: Approval from NFG	Step 3: Create public profile	Step 4: Confirm address	Step 5: Complete Enrollment
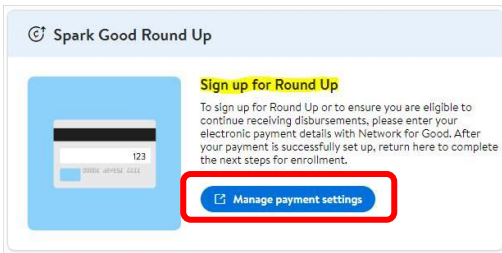
To start your registration, you will be required to set up your electronic bank information with Network for Good.
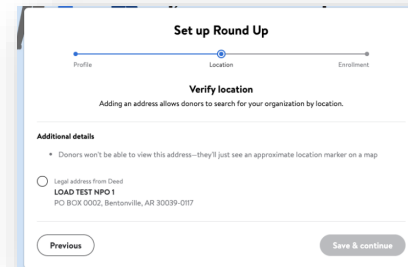
Click **"Manage Payment Settings"**

.
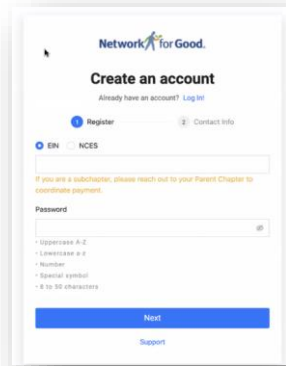
It can take several weeks to set up your payment. Email eftsupport@networkforgood.org if you have issues setting up payment. After your payment is successfully set up, please wait 24 hours for your data to sync from Network for Good to Walmart.
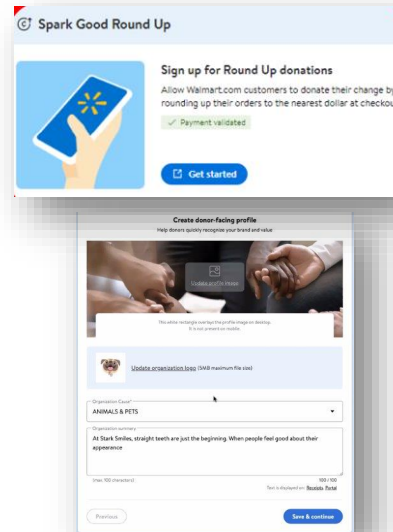
After receiving confirmation from Network of Good, return to your Spark Good account. Click ""Get Started". Create your donor-facing profile page

Confirm your organization address. This is populated from Deed.

Agree to terms of use to complete registration

![Spark Good logo]

How to register for Spark Good Round Up

Step 1:
Register in Round Up

Start your registration for Round Up. Click "Get Started".
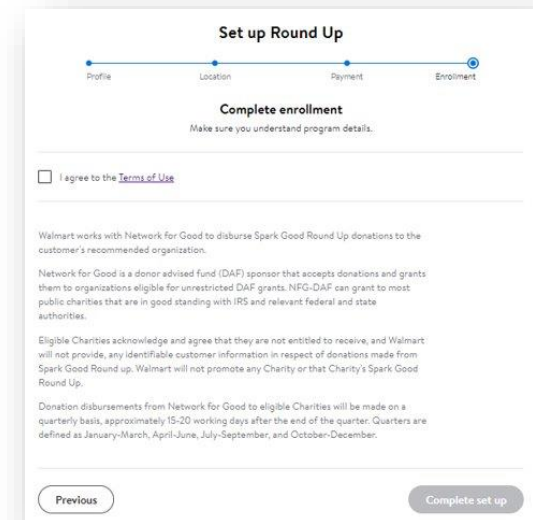
Step 2:
Create public profile
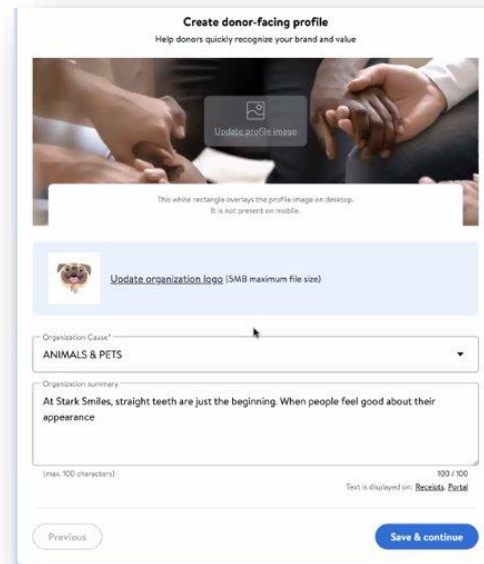
Create your donor-facing profile page

Step 3:
Confirm address
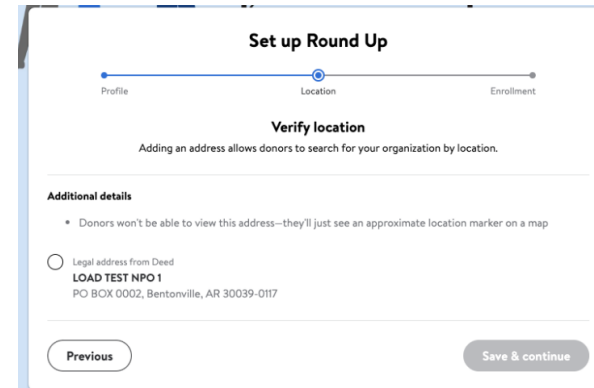
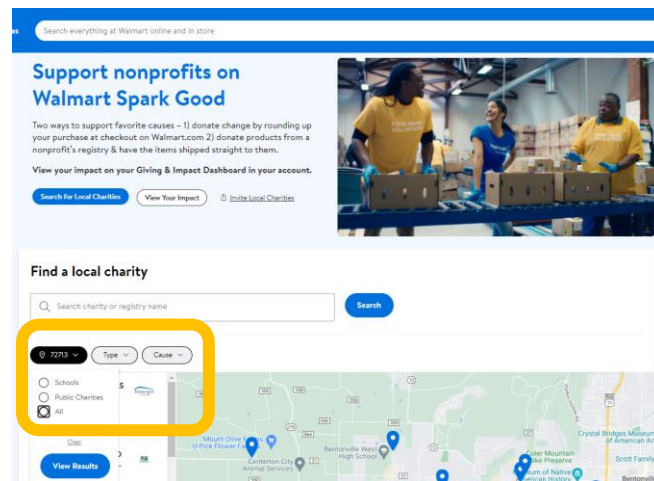Confirm your organization address. This is populated from Deed.

Step 4:
Complete Enrollment


Agree to terms of use to complete registration
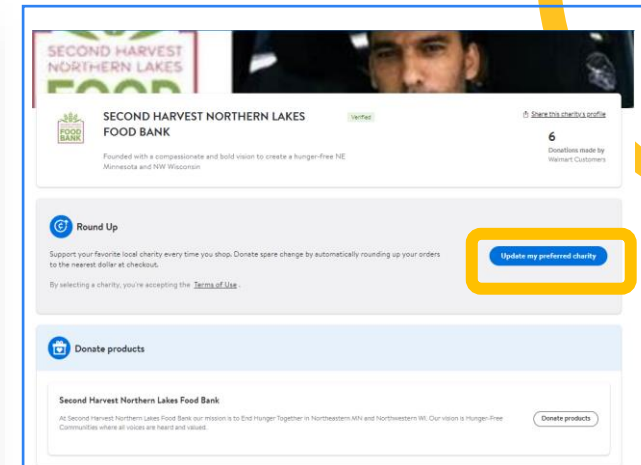
Ways customer can select your organization

Option 1: Visit Walmart.com/sparkgood	Option 2: From their Walmart.com Account Settings	Option 3: Share your Org Profile Page

Option 1:
- 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.
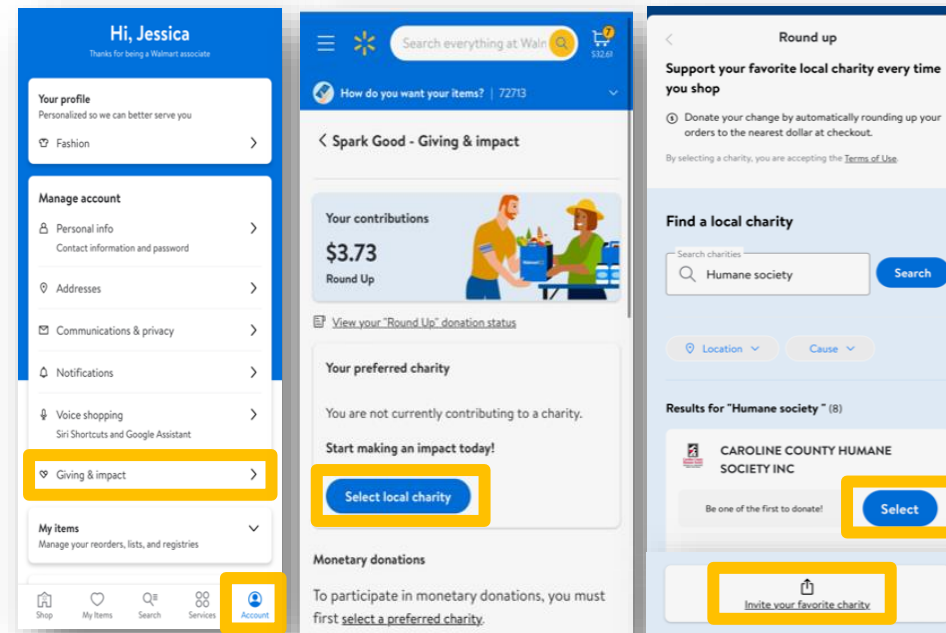
Option 2:
- Go to "Account"
- Click on "Giving & Impact".
- Search and select a charity.

Option 3:
- 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 <u>only appears</u> in a customer's review order cart after they have selected an organization & added a default payment method of credit/debit.

How to track customer donations
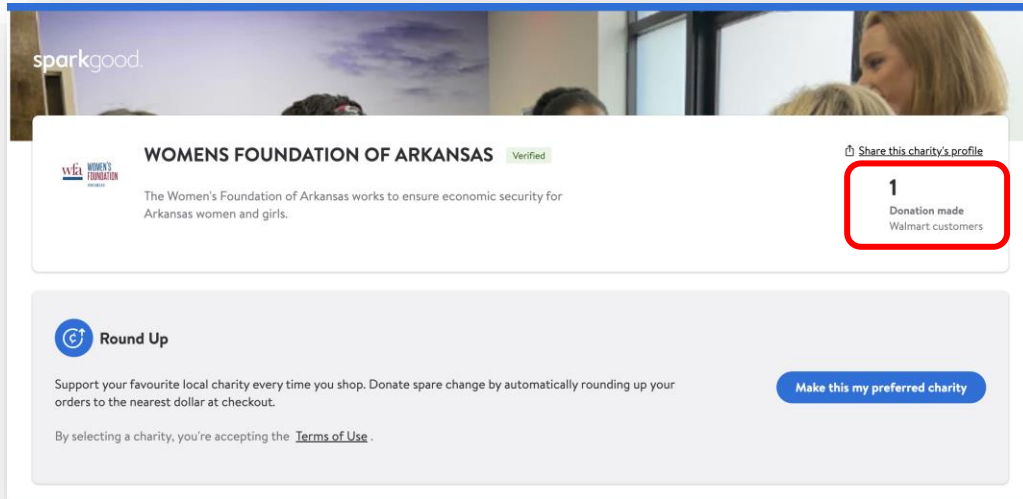
Option 1

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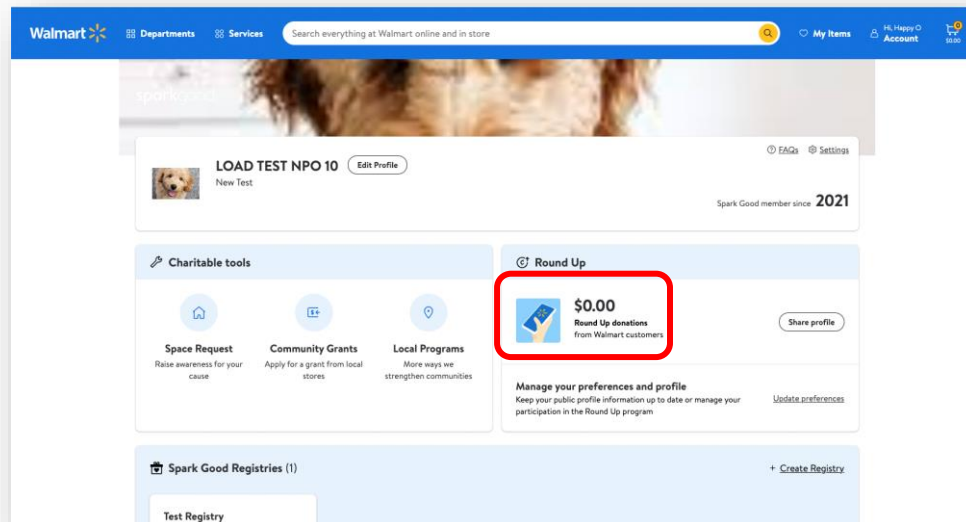
Nonprofit dashboard: Walmart.com/nonprofits displays the dollar amount donated by customers and is updated quarterly after payment is disbursed by Network for Good.

Resources

View these onboarding checklists under Spark Good Tools & Resources

Access helpful resources about Spark Good programs at www.walmart.org/sparkgood

Onboarding Checklist

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

Need Support?

nonprofits@joindeed.com
sparkgoodsupport@walmart.com

walmart.com/nonprofits
walmart.org/sparkgood

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Facebook: @Walmart
LinkedIn: @Walmart

Tag us with #SparkGood