

Walmart org

sparkgood™

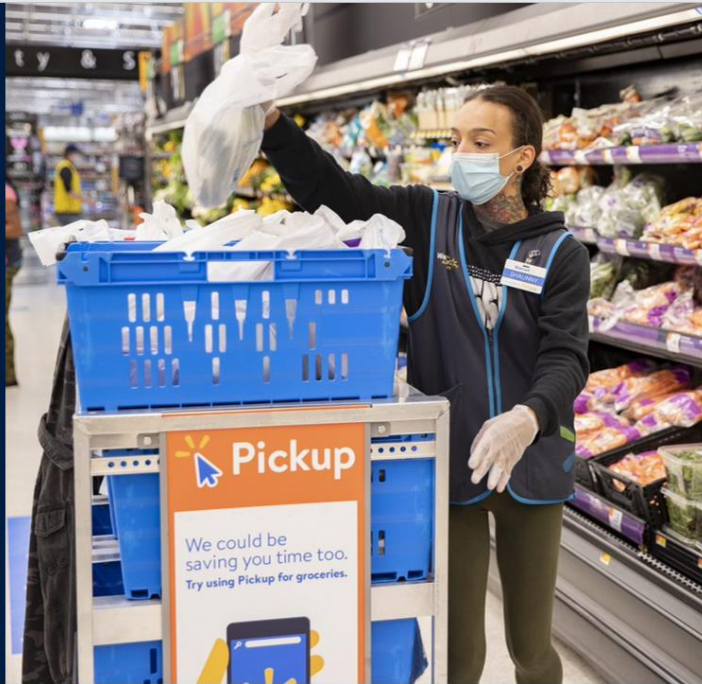
Spark Good: A new way of giving designed to **spark collective action** and big impact in support of local communities.

WALMART'S CULTURE OF IMPACT

We save people money and help them live a better life

“Our folks have always been supportive and willing to lend a helping hand to those who are in need.”

— Sam Walton



Hurricane Katrina inspired us to use our strengths to help others

Walmart 



Shared Value

Creating Value for Business and Society



TRANSFORM
the system



Lead through the
BUSINESS



Complement with
PHILANTHROPY



COLLABORATE with
others

Our Work



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

Diversity, Equity & Inclusion

Walmart Spark Good is here for nonprofits and customers to **spark collective action** and have **big impact** in support of local communities

Customer Engagement

Connect customers with opportunities to support local causes



Round Up



Registry

Store Engagement

Raise awareness & provide charitable donations to local organizations



Request Event
Space



Local Community
Grants

Associate Engagement

Empower associates to support causes that are meaningful to them

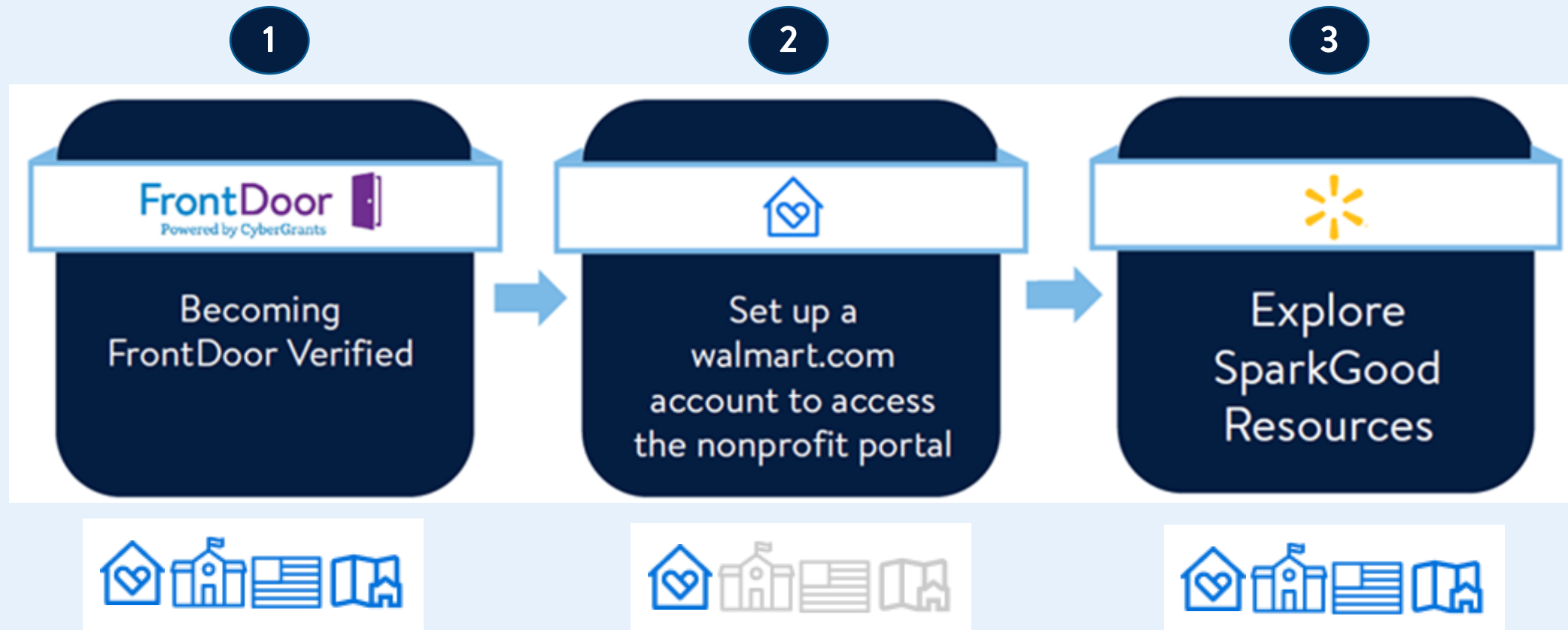


Associate Giving
Programs



Volunteerism
Always Pays

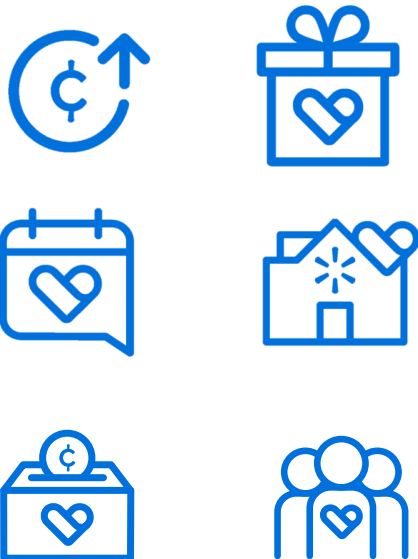
How does your organization get started to engage with Spark Good Programs



Today we will focus on tips & tricks to support you in sharing Spark Good programs with your donors.

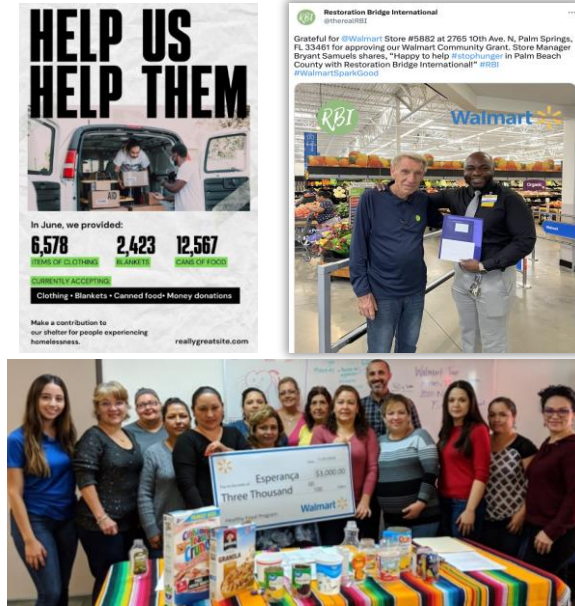
Walmart wants to help you...

Benefit from Spark Good Programs



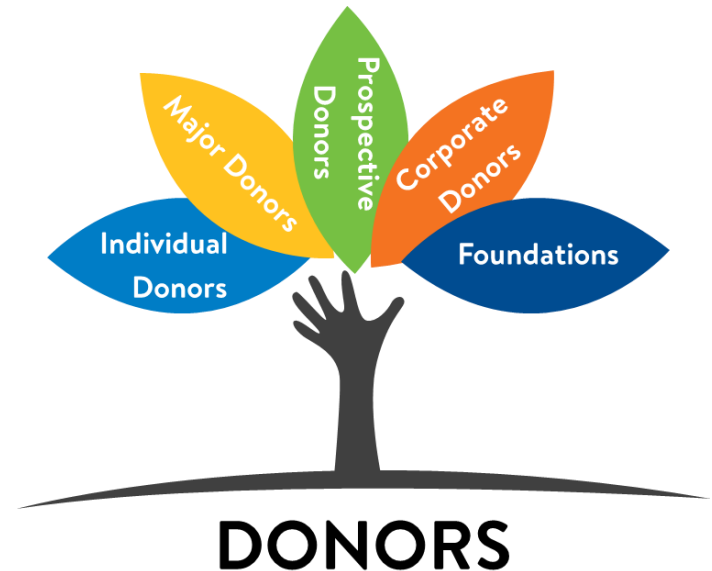
+

Celebrate your impact with the community



=

Reach new donors



A great place to start is sharing with your current donors.

WHO?

- Who are your current donors?
- Who are donors you want to target?
- Who are you missing and want to engage?

WHAT?

- What do you want to tell them?
- What do you need from them? Call to action
- What do donors need from you?

WHERE?

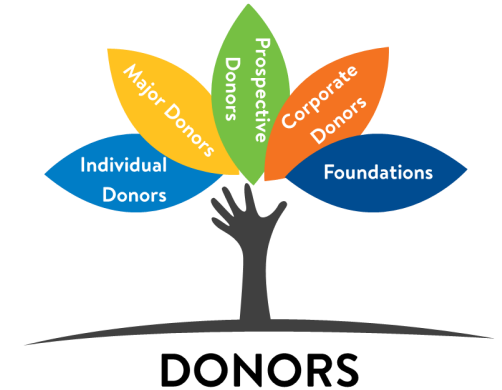
- Where are you currently communicating to them?
- Where can you meet them and tell your story?
- Where are resources you can leverage to spread your message?

WHEN?

- When do you need them to engage?
- When do you have events?
- When is the best time to connect and how often?

WHY?

- Why do you want them to support your organization?
- Why would a donor or volunteer connect with your organization?
- Why should they donate to your cause?



What are existing channels you are using today to reach donors? How might you incorporate Spark Good programs into these channels?





Many organizations leverage a newsletter to keep donors and volunteers up to date.

Consider a consistent cadence so donors know when to expect communication from your organization and when you want to highlight opportunities to support your organization through Spark Good in the newsletter.

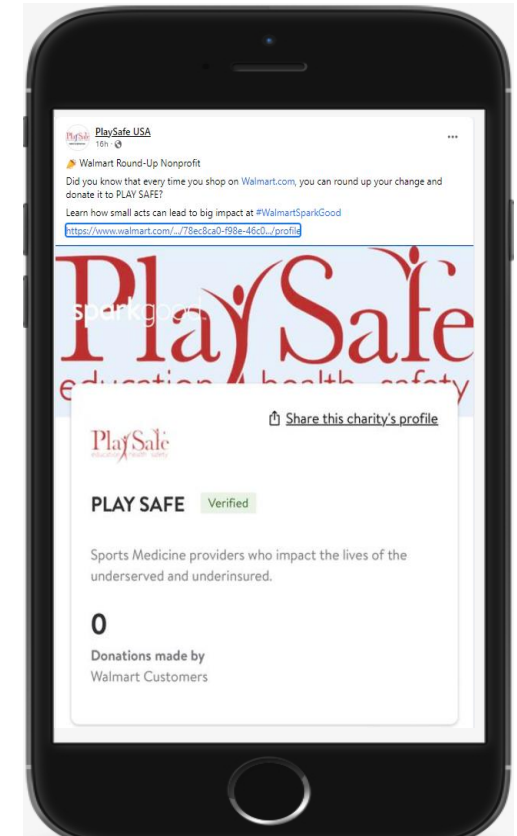
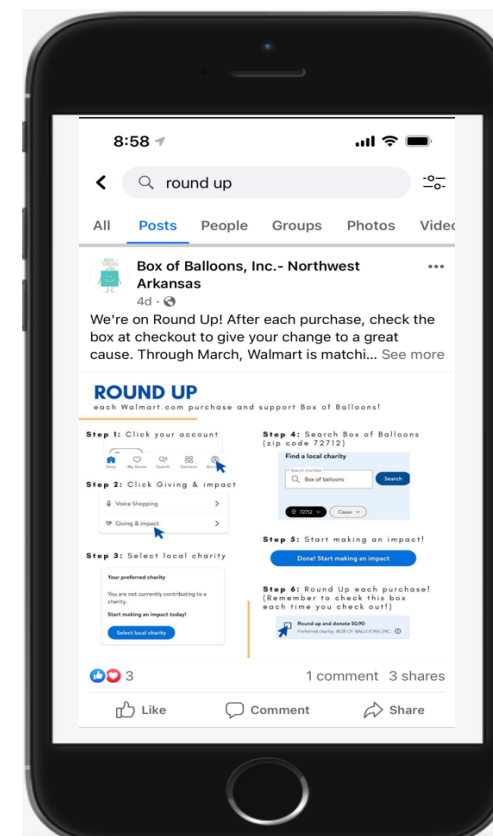
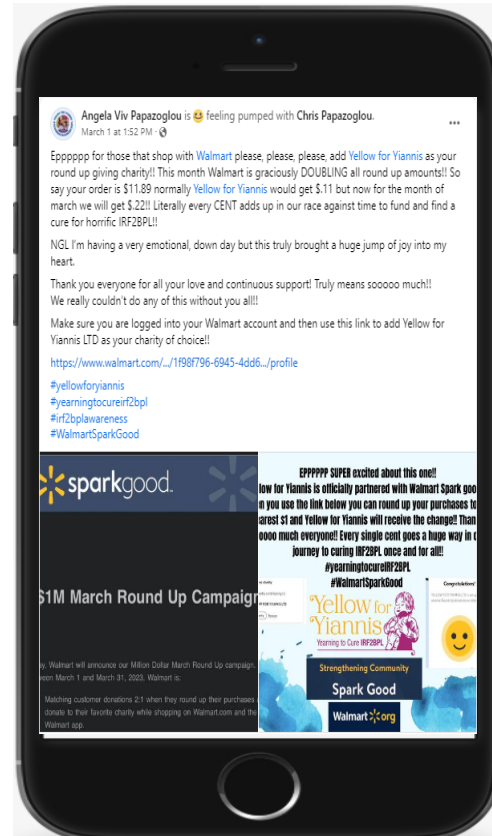
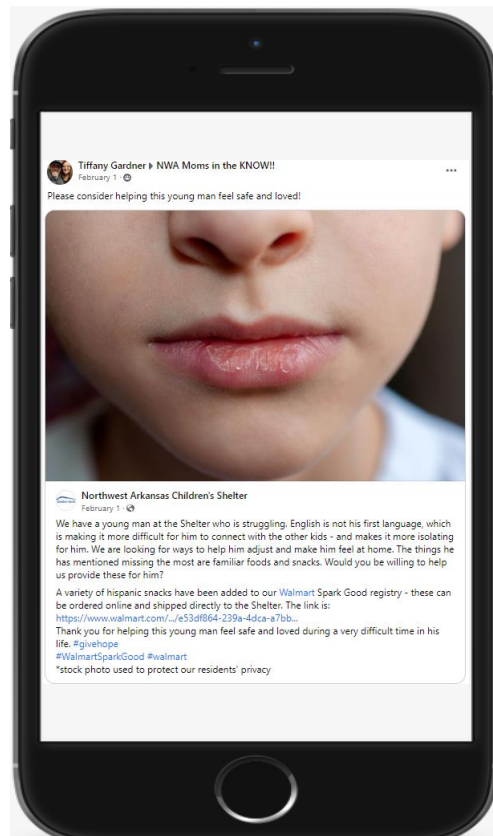


Social media is a way to share your impact and raise awareness with potential new donors.



Phones and tablets are useful tools for social media and email. Check the following:

- Are your posts accessible on mobile devices and tablets?
- Are you embedding links to your Round Up or Registry profile in your social posts?



Communication Tips



Give it heart

Tell a story. If supporting your case with data, use only the most compelling statistics. Readers can be overwhelmed by numbers.



Keep it upbeat

Set a positive tone. Focus on the solution rather than dwelling on the problem. Share successes.



Put a face to a name

Highlight individuals who'll be helped by the initiative. People are more likely to engage with content about identified individuals than faceless groups.



Be timely

Reach out during important happenings in your community or relevant national cultural moments that spark interest in your cause.



Make it punchy

Write the way you talk. Be brief. Pique curiosity with your headline. Readers only spend a few seconds on emails or posts, so the headline is your best hook.



Ground it locally

Tie your message to your target audience's community. People are more likely to engage when it feels local.



Resources

Did you know, Walmart Spark Good has tools and resources available to support you?



Nonprofit Communication Toolkit

Spark Good: Communication Toolkit

sparkgood.

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Communication Tips



Visit Walmart.org/sparkgood > Spark Good programs > Spark Good How-to Guides > [Nonprofit Communication Toolkit](#)

Customer Communication Toolkit

Spark Good Round Up

Want to share your participation in Round Up with others, but not sure what to say? Use the sample email and social post below for inspiration.

EMAIL SAMPLE

Subject: I just found an easy way to give back and it only cost me pennies.



Dear [NAME]
As I was checking out on Walmart.com, I opted-in to round up my change and donate it to [organization name], one of my favorite charities. I can do this every time I shop and, while it may not seem like a lot, these pennies will add up overtime. I know things are tough right now for everyone, but donating my change is one of the easiest ways I can support causes I care about. Check out Walmart Spark Good Round Up here. [link]



SOCIAL SAMPLE

As I was checking out on Walmart.com today, I opted-in to round up my change and donate it to [organization name], one of my favorite charities. Donating my change is one of the easiest ways I can support causes I care about. Check out #WalmartSparkGood Round Up here. [link]



Visit Walmart.org/sparkgood > Spark Good programs > Customer Engagement > [Customer Communication Toolkit](#)



Helpful hints

There are many online resources available. Here are a few you may want to consider.

Graphic Design Tools are available on Apps and Desktops

- Most have options for a free starter pack or Pro Options for a monthly fee
- Utilize templates to create assets



Creating a hyperlink is easy as 1..2..3..4..

1. Click on picture or add a line with your organization name

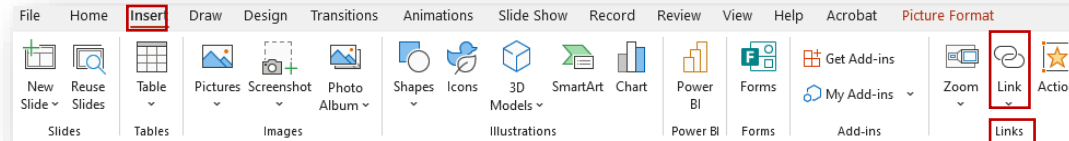


Spark Good Matching Campaign

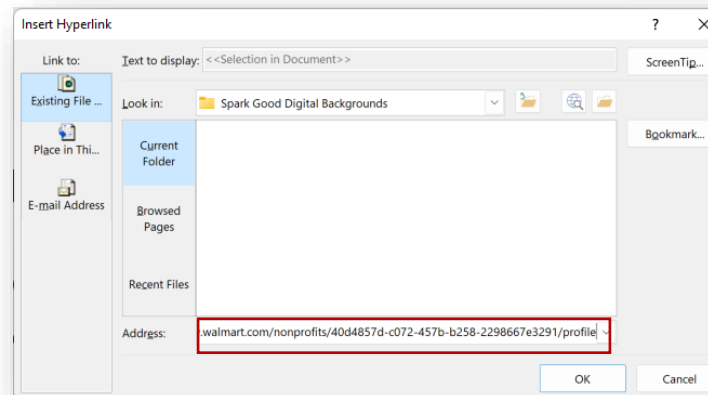
Between March 1 and 31, 2023, Walmart is matching all Round Up Donations 2:1. Give back by rounding up your change and donating the remainder to [Add your org] when you shop on [Walmart.com](https://www.walmart.com) or the Walmart app.

Go to walmart.com/SparkGood and choose [Add your org] as your charity to round up to today!

2. On the toolbar, go to Insert > Links > click the Link icon



3. Highlight Existing File and add your hyperlink to the address bar on the bottom of the pop-up box.



4. Click OK

**example shown for Microsoft, but other programs have a similar feature.*

BEFORE:

<https://www.walmart.com/nonprofits/5fa234e3-28d2-4e07-b124-504219c01d84/profile>

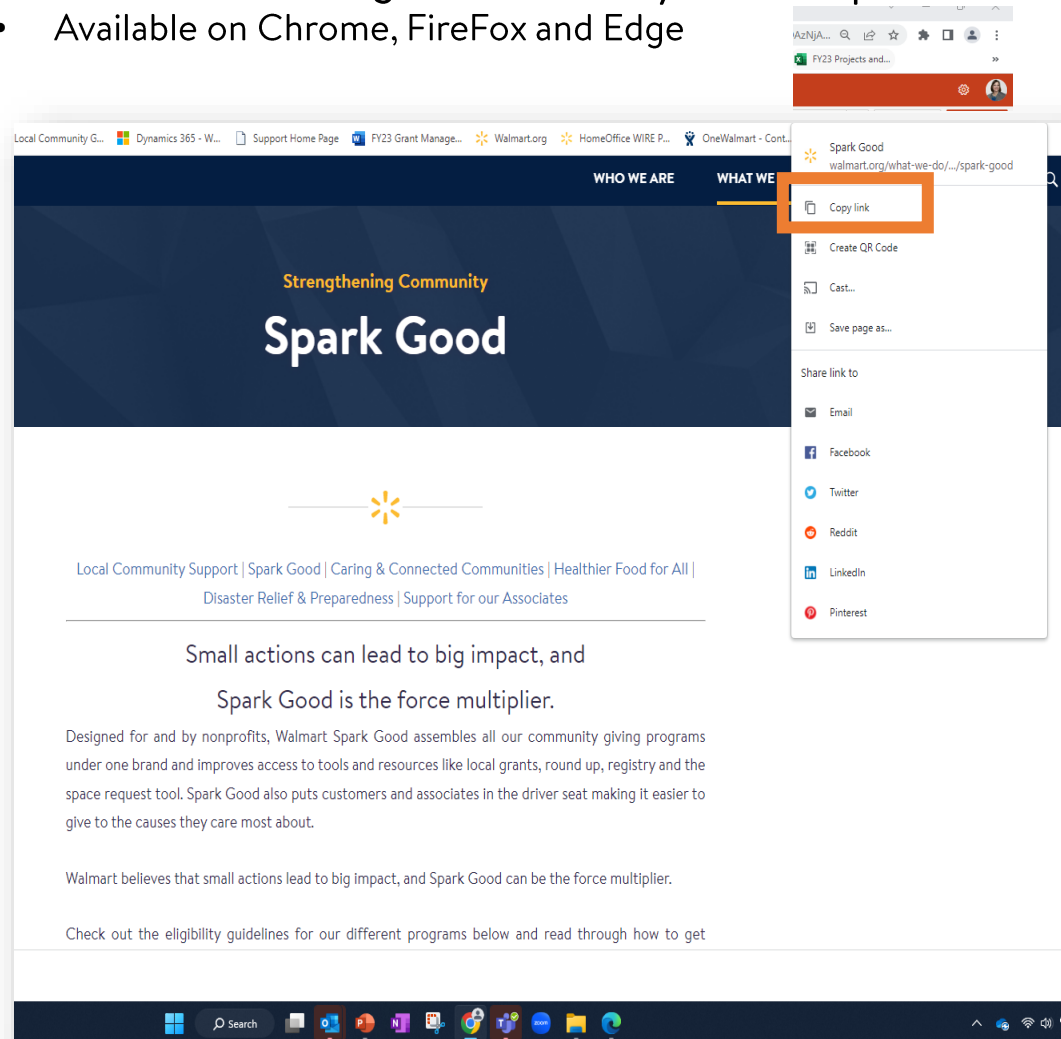
AFTER: [Our Organization](#)

QR codes are an easy way for donors to give. All they need to do is scan the QR code with their phone camera.



Use the QR Code generator on your computer

- Available on Chrome, FireFox and Edge



Use a free QR Code generator website

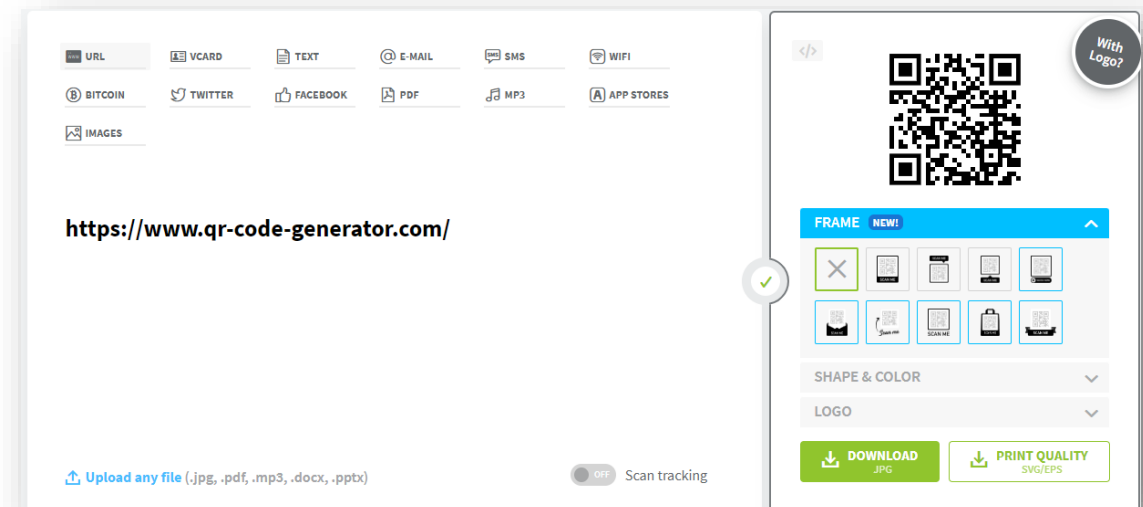
- Copy & paste a website address
- Generate a QR Code

Example Websites

<https://www.qr-code-generator.com/>

<https://www.canva.com/qr-code-generator/>

<https://www.beaconstac.com/qr-code-generator>



A few reminders when posting on Facebook and Instagram...



- ❑ **Make sure to update FB post to include a direct link.** Donors might not find you on Instagram to reference your bio.



- ❑ If you have a **QR code**, make sure to also include a **link or website**. Donors who are viewing on a phone won't be able to scan the QR code.





To help you brainstorm, here are a few ideas and examples we have seen.

A few ideas for upcoming event and booth activations.



Add table tent cards with QR codes to donate directly to your cause page and link to your public profile for Spark Good Round Up and Registry.



Share your registry – Create QR codes or provide a link to your registry so donors can find your list of needed items



Create a bingo game with activities to get guests up and moving. Activities can include a QR code to your public profile page so they can select your charity for Round Up or a registry.



When setting up booth at a local community event or in front of a Walmart store – flyers or a QR code can be useful in sharing your public profile



Inform volunteers about opportunities. Make sure to include time, date, locations and efforts needed.



Create an easy way for volunteers to signup that coordinate with their schedules.

*Consider asking if the volunteer works for a company with a matching program and if so, which company.

Tips/Tricks when working with Walmart & Sam's Club Associate Volunteers



Have a volunteer station with resources for volunteers that are also Walmart associates.

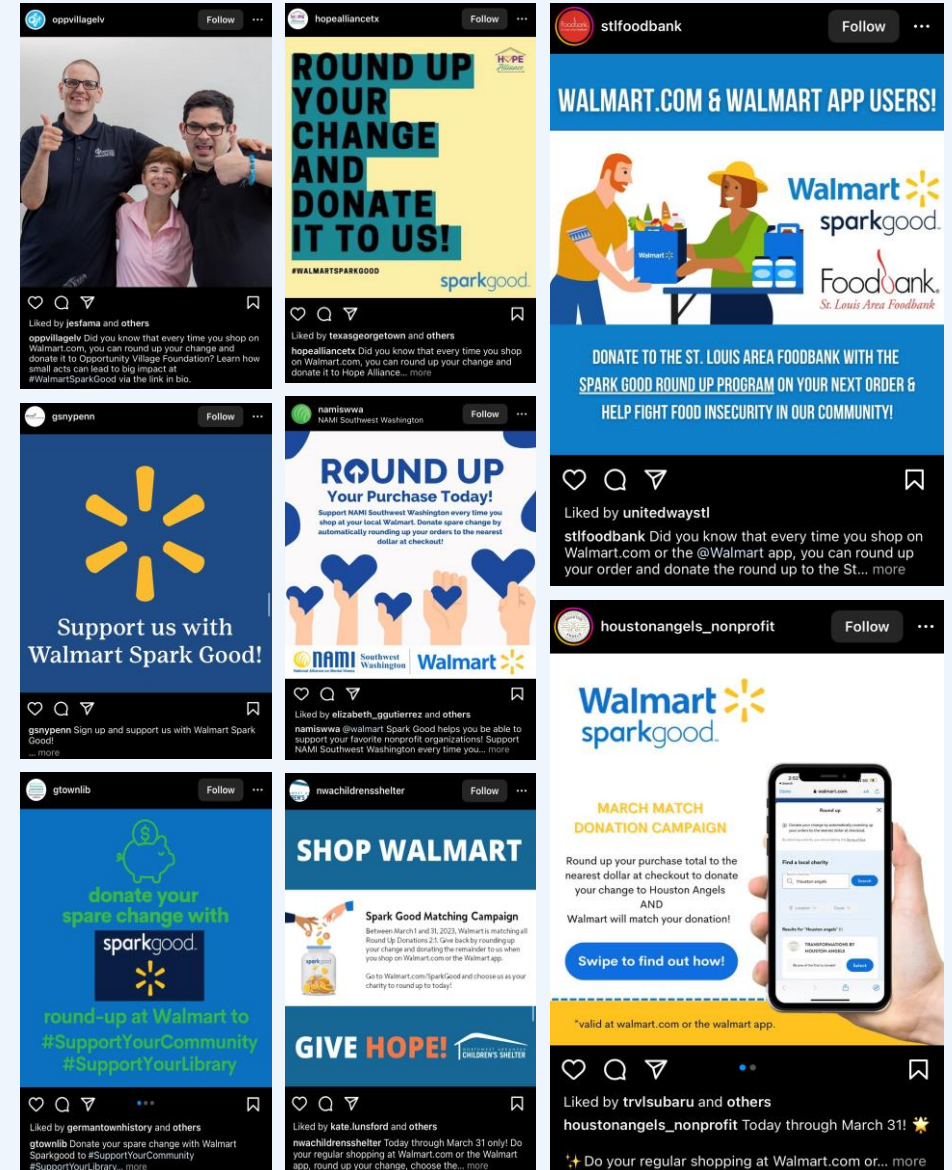


If working with Walmart or Sam's Club associates, tag the local store that supported your event and thank them for participating.

- Use hashtags
- Store 5260 would be #wm5260
 - #walmartsparkgood

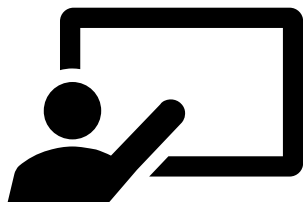
Key Take Aways & Resources

- ❑ Visit the Nonprofit & Customer Communications Toolkit for messaging templates (See [How-To Guides](#))
- ❑ Download the [Sparkgood logo](#) (Under “Getting Started Guides”)
- ❑ Use our hashtag #walmartsparkgood to spread the word
- ❑ Start creating social media posts
- ❑ Get excited – we have new communications assets to share soon!





Spark Good Webinars and Live Help Desks

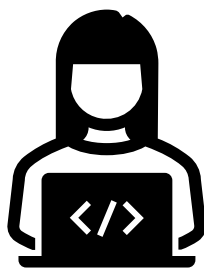


Webinars

Interested to learn more? Join us for our upcoming webinars on various topics!
Find the schedule here: [Walmart.org/sparkgood](https://walmart.org/sparkgood) (section 5)
Past webinar decks will be posted on [Walmart.org/sparkgood](https://walmart.org/sparkgood) > How-To Guides



Register here:
https://walmart.zoom.us/webinar/register/8416770024254/WN_AdrmPCncRx6oxUqDkC0ArA



Help Desks

Have questions or issues? Chat with our team member on a virtual help desk!
Find the schedule here: [Walmart.org/sparkgood](https://walmart.org/sparkgood) (section 5)

Register here:
<https://walmart.zoom.us/meeting/register/tJEvcuCpqTkjHNKZm6PrnMWGWstDsA>



Get FrontDoor verified

 [FrontDoor Verification Guide](#)

How-to Guides

 [Spark Good Round Up](#)

 [Spark Good Registry](#)

 [Spark Good Space Request Tool](#)

 [Spark Good Community Grants](#)

 [Spark Good Associate Engagement](#)

Other Resources

 [Frequently Asked Questions](#)

 [Nonprofit Promotional Toolkit](#)

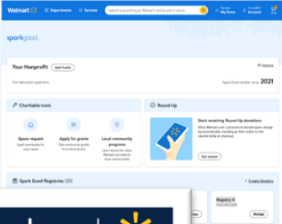
Spark Good: Set up and Manage a Registry for Good

sparkgood.

Creating a registry:

Step 1

When you log in to the nonprofit portal, click “+Create Registry”




Spark Good: Communication Toolkit

sparkgood.

Spark Good Community Grants

Our local facilities love awarding local grants and many will do check presentations in your community. Connect with your local facility manager for details. For other ideas on sharing the news of your grant, see the examples below.

EMAIL SAMPLE



Subject: [Nonprofit name] receives a \$XXXX grant from Walmart
We're excited to share that we recently received a \$XXXX grant from our local [Walmart/Sam's Club] on [street name] to help with [name program/thing] in our community.

Walmart has so many great ways customers can support their favorite nonprofits. Check out Walmart.com/SparkGood to learn more.

Club] on [street name]

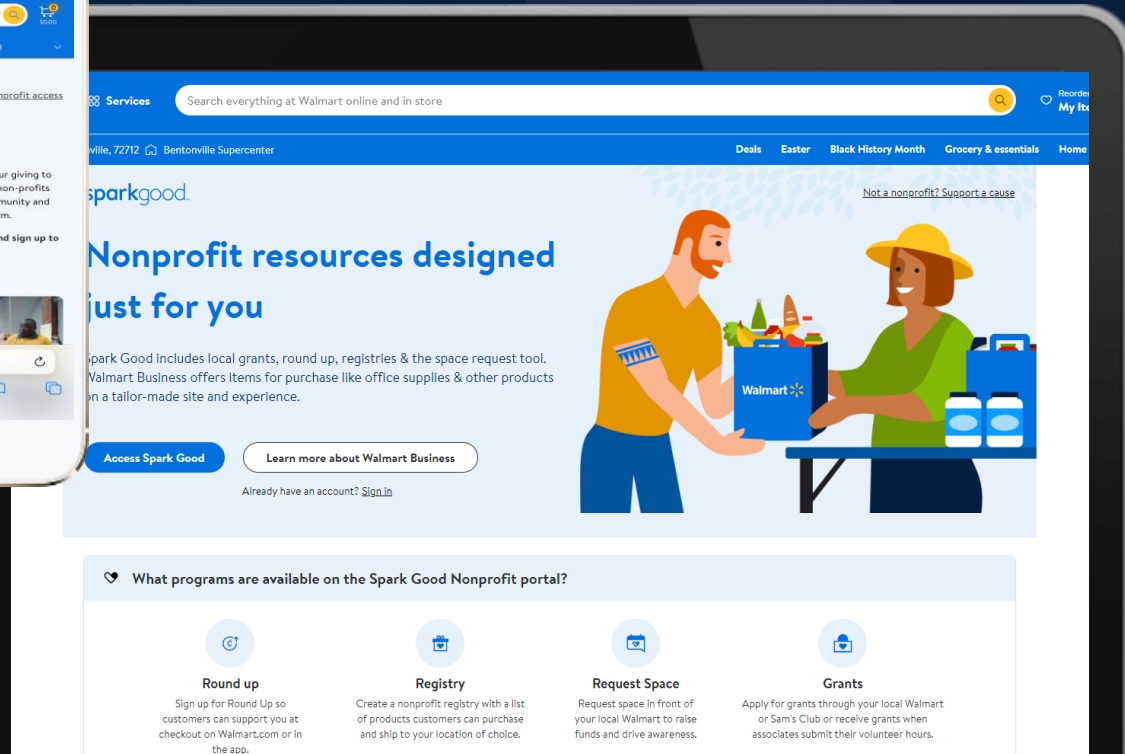
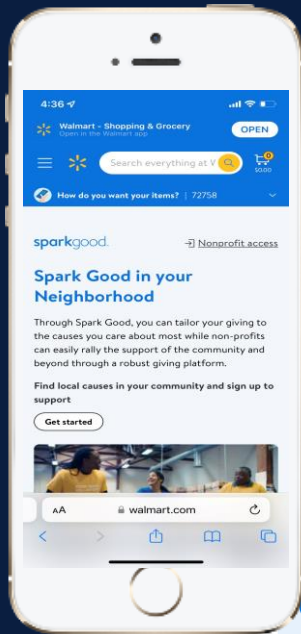
Spark Good FAQs

Q.1: What is Walmart Spark Good?	+
Q.2: What is FrontDoor?	+
Q.3: How do I start the FrontDoor verification process?	+
Q.4: Who are authorized users?	+
Q.5: What do I do if an organization's authorized user is no longer with the organization and we need to delete the user?	+
Q.6: Who do I contact if I have questions or issues with the FrontDoor verification process?	+
Q.7: What is the Spark Good Nonprofit Portal?	+

Note: Scroll down to the bottom of the program page for the FAQs



Walmart.com/nonprofits
Walmart.com/SparkGood



Need support?
sparkgoodsupport@walmart.com

Social Tags

Twitter: @Walmartorg
Facebook: @Walmart
Instagram: @Walmart
LinkedIn: @Walmart