Associate Giving & Volunteerism
Improving your Experience

What’s New in FY25?

• **One entry point:** Access all Spark Good programs at one starting point on Walmart.com/Nonprofits

• **New ways to engage with associates:** A new Spark Good associate portal, powered by Deed, empowers you to post volunteer opportunities for associates to sign up! (Feb. 1st)

• **Improved Spark Good Local Grant Application:** Making it easier for you to apply to local facilities (March 1st)
Walmart’s Culture of Impact

We save people money and help them live a better life

“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
Today, we will discuss Spark Good programs that provide local community support. Learn more about other focus areas at [www.walmart.org](http://www.walmart.org).

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Spark Good Programs Strive to Spark Collective Action and Have a Big Impact in Support of Local Communities

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
- Request Event Space

Associate Engagement

Empower associates to support causes that are meaningful to them

- Associate Giving
- Volunteerism
A New Partnership with Deed

Walmart Spark Good is excited to announce a new collaboration with Deed!

**New Organization Verification Provider**

Deed will verify organizations participating in Walmart Spark Good programs.

**New Associate Giving Programs Platform**

Walmart associate giving and volunteerism will run through Deed.

_Important:_ As of Feb 1, Walmart no longer leverages FrontDoor for organization verification and for associate giving platform. Spark Good Local Grants opened March 1st and can be accessed from your Spark Good account on Walmart.com/nonprofits.
Getting Started

4 Steps to Get Started

If you are completely new to Walmart Spark Good programs, please follow these 4 steps.

1. Visit Walmart.com/nonprofits to create your Spark Good account

2. Onboard with Deed: Click “Add Organization” to start the verification process in Deed

3. Return to your Walmart Spark Good Account by clicking the Walmart logo at the top of the page

4. Explore Spark Good Programs

If you have benefited from a Spark Good program in the past, steps 1 & 2 may be different

If you have engaged in 1 or more Spark Good programs, there are two ways to onboard with Deed.

1) Look for an email from Deed and follow instructions to create password to your Deed account

2) Visit Deed Login Page (admin.joindeed.org) and click “Forget Password”. We have pre-populated information for your organization and associated users previously registered in FrontDoor to simplify your onboarding. Do not click “Register Here” or “Claim your Profile” as your account is already claimed.
Deep Dive on Associate Giving & Volunteerism
Why Spark Good?

Walmart Spark Good strives to spark collective action and create a big impact in support of local communities.
Why Spark Good?

“If you love your work, you’ll be out there every day trying to do it the best you possibly can, and pretty soon everybody around will catch the passion from you -- like a fever.”

-Sam Walton

We owe it to our associates to make it as easy as possible for them to use their passions to support their community. This is how we Spark Good.
Associate Programs

Volunteerism

Through our Spark Good Associate Platform, organizations and associates can post volunteer opportunities for associates and the public to search, find and sign up.

Volunteer activities with verified organizations may be eligible for a $10/hour matching grant. Eligible associates can request matching grants for eligible activities up to 100 hours per fiscal year.

Giving

Associates can give to eligible organizations by credit card, debit card, PayPal, Venmo or payroll deduction through the Spark Good Associate Giving Platform.

Walmart offers periodic matching campaigns throughout the year.

To participate in Spark Good Associate Programs, your organization must have a Deed account which requires a PayPal Business Account for verification and payment purposes. Log in at walmart.com/nonprofits to get started!
Associate Giving & Volunteerism Programs

Organization Eligibility

Organizations must have a Spark Good account and be verified by Deed, Walmart’s third-party verification service provider.

Eligible organizations include:
- Current 501(c)(3) public charities listed in the IRS Business Master File that conduct charitable activities in the United States
- Faith-based organizations that appear in the IRS Business Master File with programming that benefits the community at large, such as food pantries, soup kitchens and clothing closets.
- Recognized U.S. government entities that appear in the IRS Business Master File
- A K-12 public or private school, charter school, community/junior college, state/private college, or university. Institutions must have an NCES (National Center for Education Statistics) number or 501(c)(3) tax status.

Organizations must agree to use grant funds solely for activities in the United States.

Note: Examples of tax statuses that are NOT eligible include: 501(c)(19), 501(c)(4), 501(c)(6), 509(a)(3) (Types I, II, and III), and U.S. government entities not found in the IRS business master file.
How to Share Volunteer Opportunities with Associates

Associate Programs: Our associates can engage through volunteering and donating to your organization.

- Affiliate to Walmart in Deed under “Companies”
- (NEW) Create a volunteer event today that shows up for Walmart associates!
- Donations disbursed through Paypal Giving Fund (501c3) or Network for Good (NCES school).

walmart.com/nonprofits
Spark Good Associate Portal

Where to send associates interested in supporting your organization through giving or volunteerism.

Direct associates to the OneWalmart Spark Good Associate Giving Page at wmlink/sparkgoodassociategiving

Associates can click the Giving or Volunteering Icons to get started!

Learn more

Associates can log in via desktop browser or download the deed app
How Associates Donate

Associates can give through credit card, debit card, PayPal, Venmo or payroll to any eligible organization.

Associate can search and select the organization.
Associates select donation amount, payment frequency, and more.
Associates select payment type and donate!
How Associates Find Volunteer Events

Associates can navigate to the Volunteer section at the top of the page and browse Volunteer Events and Projects.

When they see an Event that interests them, simply select that deed and click “I’m Ready To Volunteer.”

They’ll receive a confirmation email and a reminder email as the Event gets closer. The Event organizer might also reach out directly with pertinent information.

Associates can share the event URL link directly with fellow associates if they plan to volunteer together!
How To Create a Volunteer Event

Volunteer Events can be for **associates only** or they can be **public**

From your **Deed Portal** menu, click "Manage Deeds," and then click "Add Deeds"

Select "Volunteer Event" and fill out the event details for volunteers.
How To Create a Volunteer Event

1. **Event Location** *

   - This event will be hosted virtually

   WHERE IS YOUR EVENT LOCATED? *
   
   770 Eastern Parkway, Brooklyn, NY, USA

   Please enter a full address

   IF THIS EVENT SHOULD BE AVAILABLE ONLY TO USERS FROM A SPECIFIC LOCATION, SELECT THE LOCATION HERE:

   - Select locations

Enter a full location address for your event. **Virtual Events** can be offered but must follow activity eligibility guidelines to be eligible for a matching grant.

2. **Event Date And Time Information** *

   EVENT DATE, EVENT AND END TIME *

   - Date *
   - Start Time *
   - End Time *

   SELECT TIMEZONE
   (UTC-05:00) America/New York

   REGISTRATION DEADLINE

   - Deadline Date
   - Time

   After this date and time, registration to this event is disabled.

   **Shifts**

   WHICH SHIFTS ARE NEEDED FOR YOUR EVENT?

   - Add shift

Enter the Date and Time information for your volunteer event. Add shifts if applicable. **Note that multi-day events cannot be posted at this time. If you have a multi-day event, you must create a separate event for each date.**
How To Create a Volunteer Event

1. Available Spots *

   HOW MANY PEOPLE WILL BE NEEDED? *
   - Overestimated: It’s good to enter about 20% more than what you need.
   - Disable waitlist

2. Event Name *

   WHAT WOULD YOU LIKE TO NAME YOUR EVENT? *
   - Choose an exciting name for your event (40 characters max)

Indicate how many volunteer spots are available for your event, and if you would like to enable a waitlist in case all spots are filled prior to the event. Then give your event a name!

3. Event Description

   HOW WOULD YOU DESCRIBE YOUR EVENT?
   - Give a description for your event (5000 characters max)

Add a brief description for your event. This is a great place to include a bit of information about your organization’s mission and how this event is helping serve your community!
How To Create a Volunteer Event

Enter an **event point of contact** that volunteers can contact if they have questions about the event. Additionally, select up to three **cause areas** that help associates passionate about these areas find your event!

Add a **picture** to your event. Many organizations choose to upload their logo here. **Kindly do not include the Walmart Spark or Sams Logo in your image upload as these images are trademarked.**
Enter **volunteer information** for your event. Include a list of duties volunteers will be performing and make sure to include any must knows (for example, “wear closed toe shoes” or “we are working outside – dress appropriately for the weather”). If a **volunteer donation** is required, indicate that here.

Note that you may see decreased participation in your event if you require a donation as associates like to

If you plan to keep this event **private**, select “Link only” and send the link directly to volunteers. Additionally, indicate if a **background check** is required and add the link. If you want to collect additional information from volunteers, you can create and add a **form** to the event.
How To Create a Volunteer Event

You can collect **additional volunteer information** if required for the event. If not required, simply leave this section blank.

Under **Deed Visibility**, indicate whether you would like this event to be visible to **Walmart Associates Only** or the **Public**.

**Review** your event and then select a **Publishing Status**.
Draft will save this event as a work in progress and will not be visible to associates or the public. Pending will submit the event to an organization admin for approval. Published will publish the event so that it is visible in the Volunteer tab search and the url can be shared.
How To Create a Volunteer Event

Your published event will show up on the Volunteer tab, and the event link will be directly searchable by website URL.
Volunteer hours must be approved before the associate can submit them for a matching grant if desired. You can approve volunteer hours by going to the Volunteers tab on your menu and clicking Approve Volunteer Hours in the top right corner.
How to Approve Volunteer Hours

Once in the hour approval screen, you can select all submissions you would like to approve. Then click Approve Submissions.
Get started at Walmart.com/nonprofits

Direct questions about Deed to nonprofits@joindeed.com
Reminders/Next Steps

1. Create your Walmart Spark Good Account
2. Onboard with Deed
3. Explore our Spark Good programs

View our Spark Good program guidelines, helpful organizational guides and promotional assets.
Join Us for an Upcoming Spark Good Webinar or Virtual Help Desk

Interested to learn more? Find the schedule here: www.walmart.org/sparkgood

**Webinars**
- Mar 7, 2024, 12:00 PM CT
- Mar 28, 2024, 12:00PM CT

**Help Desks**
- Mar 5, 2024, 12:00 PM CT
- Mar 12, 2024, 12:00PM CT

Register here: [Webinar Series](#)  
Register here: [Virtual Help Desk](#)
Questions?
Frequently asked questions

How are Associate Giving & Volunteerism Programs communicated to associates?
• Associates learn about giving and volunteerism opportunities through a variety of ways! Our associate-facing website, wmlink/sparkgoodassociategiving, serves as a hub for program details. Additionally, we host matching campaigns biannually, encouraging associates to explore and utilize the giving platform for match benefits. Furthermore, associates can request a matching grant for up to 100 volunteer hours annually, fostering community engagement and dedication to meaningful causes.

Will I get an email when an associate requests their volunteer hours with my organization be confirmed?
• You will not receive email notifications. Regularly log into your Spark Good Account, click on Associate Programs icon and review pending hours confirmation requests.

When associates volunteer with my organization, will we automatically receive the matching grant?
• Matching grants are not automatically applied to all volunteer hours. Once associate hours are confirmed, associates may submit a matching grant request. If the volunteer activity and your organization meet the eligibility criteria, the matching grant for their hours will be processed. Grants are disbursed monthly through either Paypal Giving Fund (501c3) or Network for Good (NCES schools).

Are associates paid to volunteer?
• No, associates are not required nor paid to volunteer. Instead, associates can request a matching grant in the amount of $10 per volunteer hour for the time they invest in the community.
Frequently asked questions

Do associate donations have to be confirmed as well?
• Associate donations do not have to be confirmed. However, you must meet organization eligibility guidelines for associate giving at the time of donation disbursement to receive payment.

Can associates record volunteer hours even if there isn’t a specific volunteer event created on Deed?
• Yes! Associates can log volunteer hours that they completed outside of an event shared in Deed. Log into your Spark Good account, click the Associate Programs icon to review the hours.

I don’t see the “Publish” option for my event. How do I publish it?
• You likely do not see the “Publish” option because you are not listed as an Admin for your organization. If you are not an Admin, you will not see Settings under your menu bar in Deed.

Where do I send associates who want to log their volunteer hours and request the matching grant?
• Send associates to wmlink/sparkgoodassociategiving where they can find all the information they need on donating and logging volunteer hours.
Spark Good: Useful Resources

Spark Good Program Guidelines
walmart.org/sparkgood

Spark Good Customer Discovery
walmart.com/sparkgood

Organization Type Guides
* 501c3 Program Eligibility Guide
 Jail NCES School Program Eligibility Guide
 Jail Government Entity Program Eligibility Guide
 Jail Other Nonprofits Program Eligibility Guide

Other Resources
* Frequently Asked Questions
 Jail Promotional Tools
Need Support?
nonprofits@joindeed.com
walmart.com/nonprofits
walmart.com/sparkgood

Social Tags
X: @Walmartorg
Facebook: @Walmart
LinkedIn: @Walmart