Spark Good Onboarding

November 2024



AGENDA

- 1. Walmart Spark Good & Deed Partnership
- 2. Onboarding: How to get started with Spark Good?
 - 3 Steps to get started on Walmart.com
 - 6 Steps to complete Deed verification & onboarding
- 3. What's new in your Spark Good & Deed accounts?
- 4. Troubleshooting
- 5. 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

Diversity, Equity & Inclusion



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



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 <u>no longer</u> leverages FrontDoor for organization verification and for associate giving and volunteerism.

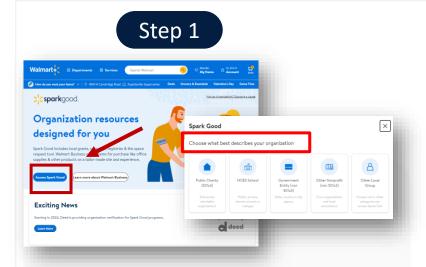
Spark Good local grants re-opened August 6th and can be accessed from your Spark Good account on Walmart.com/nonprofits.

Onboarding





3 steps to get started with Spark Good

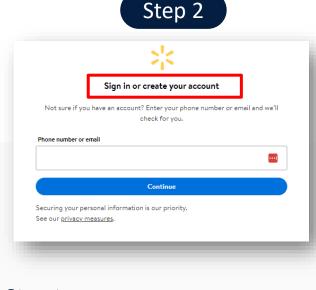


Create a **Spark Good account** at Walmart.com/nonprofits

Click "Access Spark Good"

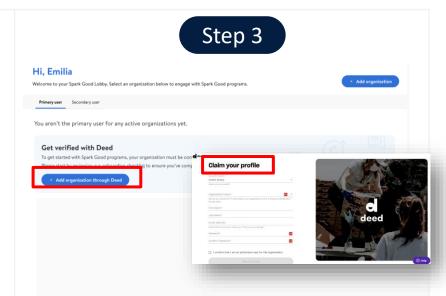
Select your entity type.

- 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.



Sign in or create your Walmart.com account.

*Make sure you log in using your organizational email address.



Click "Add Organization"

It will take you to Deed to claim your organization.

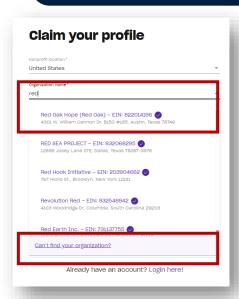
Claim your profile.

The person claiming your organization's account should have access to your PayPal Business Account/PayPal Charity Fund credentials.



Claim your Deed account

Claim your profile



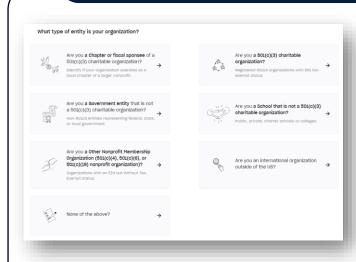
Type your organization name, EIN or NCES ID in "Organization name" field

Click on the name & location and create your account

If your organization does not show up in the search results, click "Can't find your organization"

If you are a chapter, please contact your headquarters

Can't find your organization?



Only use this flow if you cannot find your organization in the search results

Select your entity type and provide requested information to create your account

Document requirements by entity type

PUBLIC CHARITIES

- 1. PayPal Giving Fund credentials
- 2. Official IRS documentation such as a determination letter or government letter
- 3. Organization information

NCES SCHOOLS

- PayPal Business credentials (Optional)
- 2. Role within school
- 3. Cancelled bank check or bank letter dated within the last 2 years

GOVERNMENT ENTITIES

- 1. 4076c or document that your department is recognized by your local government
- 2. Role within organization
- 3. Cancelled bank check or bank letter dated within the last 2 years

OTHER NONPROFITS

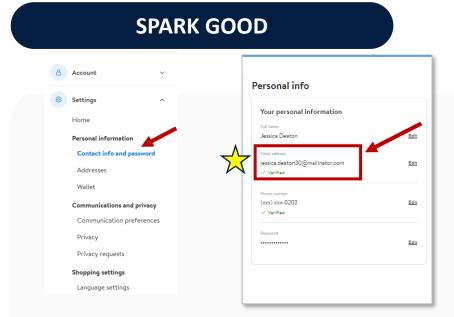
- 1. PayPal business credentials
- 2. IRS determination letter



Your email is what connects your Spark Good and Deed accounts

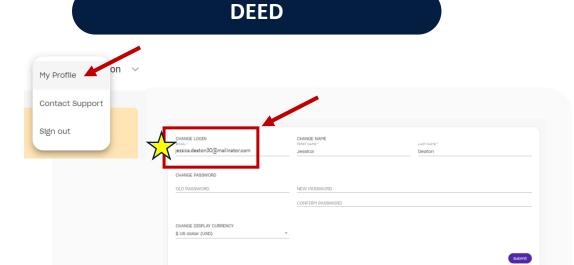
If your Spark Good lobby does not look like you anticipated:

- 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



How to check your Walmart.com email

Account > Settings > Personal Information>
Contact info and Password



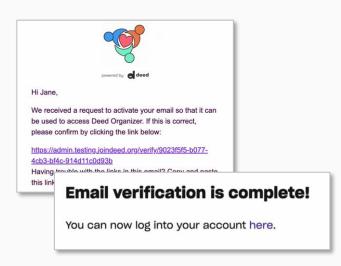
How to check your Deed email

Click on your name in the upper right hand corner > My Profile



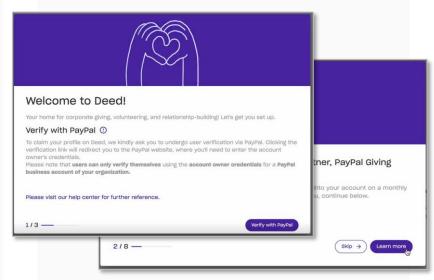
Primary contact must complete Deed Onboarding

Step 1: Email verification



All users will need to **complete email verification** using a link that is emailed directly to the user that was added

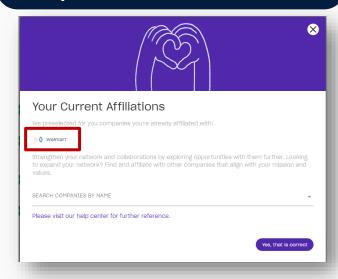
Step 2: User & org verification



Reference onboarding checklist for requirements

Walmart.org/sparkgood >
Spark Good Tools & Resources
> Checklists

Step 3: Affiliation to Walmart



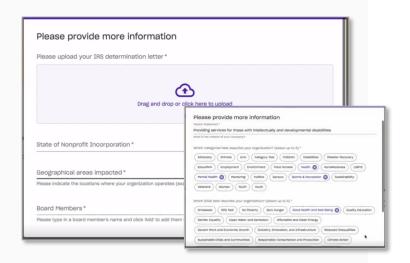
Being **affiliated with Walmart** syncs your Deed and Spark Good profiles.

Walmart is pre-selected.



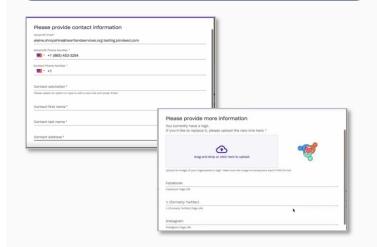
Primary contact must complete Deed Onboarding

Step 4: Organization Information



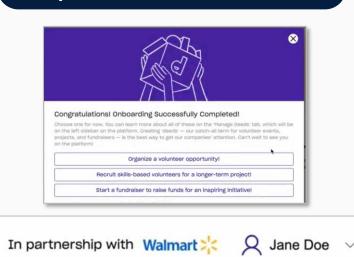
- When prompted, upload required documentation.
- Enter or update your mission statement
- Select categories that best describe your organization

Step 5: Contact Information



Provide organization contact information, logo and social media handles that will show up across Spark Good

Step 6: CONGRATULATIONS!!!



You are verified and your profile is complete!! You can now review your profile under Settings and add/edit users. Use the Walmart logo to go back to your Spark Good Account!

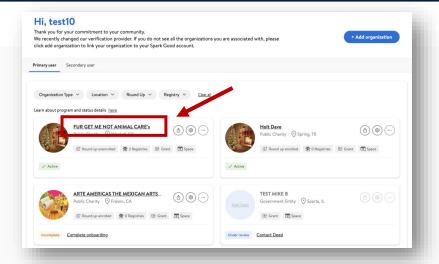
Please wait 24 hours for data to sync with Walmart.com.nonprofits



Engage with Spark Good programs

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

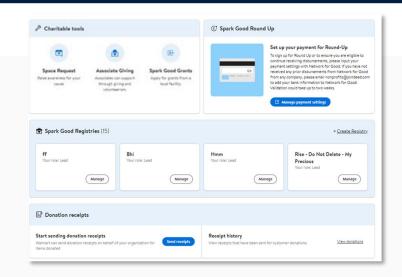
Spark Good Account: Organization Lobby



The lobby displays all the organizations your email is connected to in Deed.

To access Spark Good programs, click the name of the organization you are engaging with.

Spark Good Account: Program Dashboard



You can access all the Spark Good programs your organization is eligible for.

Spark Good & Deed accounts

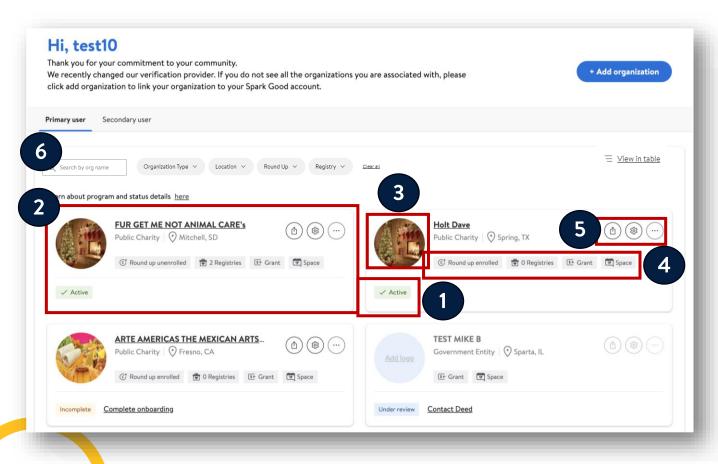




New look in your Spark Good account



On August 6, we added updates to clearly display your organization verification status and program eligibility.

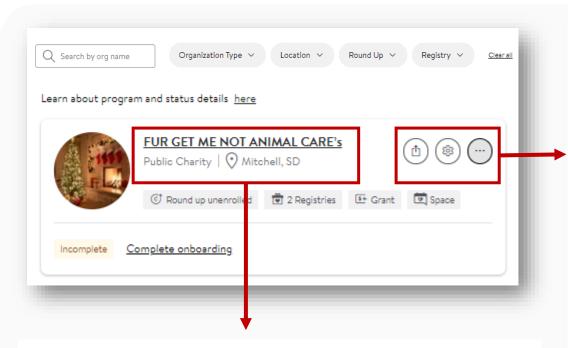


Features of your Spark Good account

- 1. Status: Active, Incomplete, Under Review, Inactive
- **2. Grid or table view**: choose view of organizations that your email is connected to which includes the organization type and location
- 3. Logo: upload a logo
- **4. Program eligibility:** visibility to the programs your org is eligible to participate with
- 5. Quick links: access settings and share your profile
- **6. Search:** filter organizations



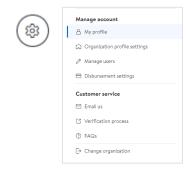
Quick links on Spark Good lobby



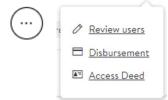
Click the organization name to get to the Spark Good dashboard

If you have more than 1 organization or chapter, you can easily see the organization type and location.

Share your public profile if you are enrolled in Round up



Access your Spark Good account settings

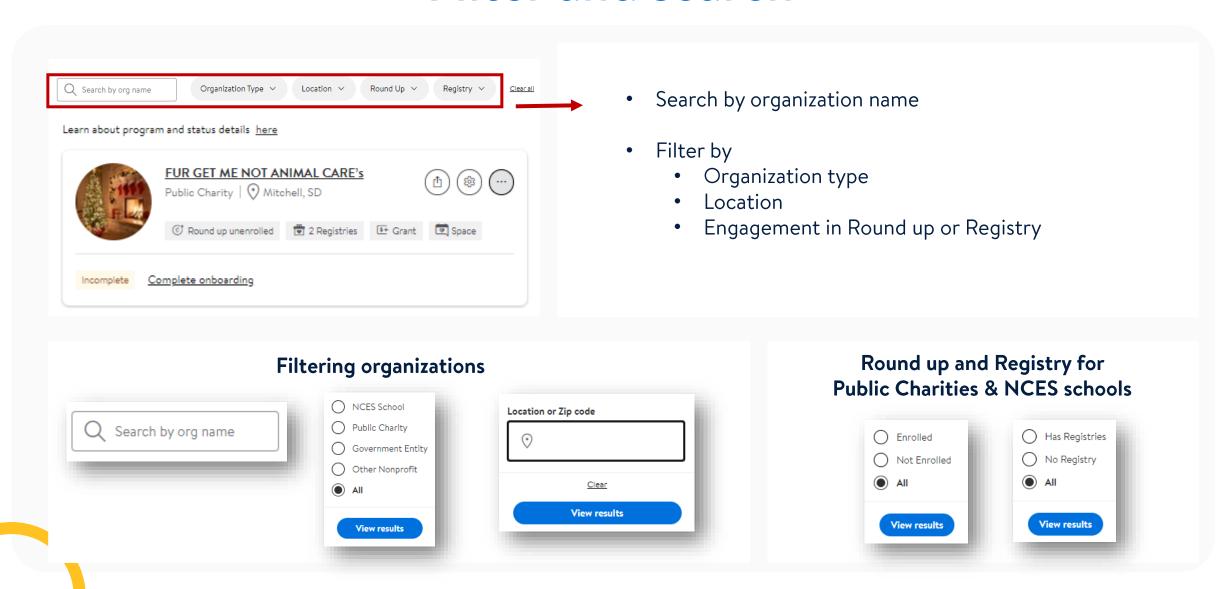


Quick links

- Review current users that have access to your Spark Good account
- **Disbursement** status for Grants, Associate Giving and Round up
- Go to **Deed** to access settings

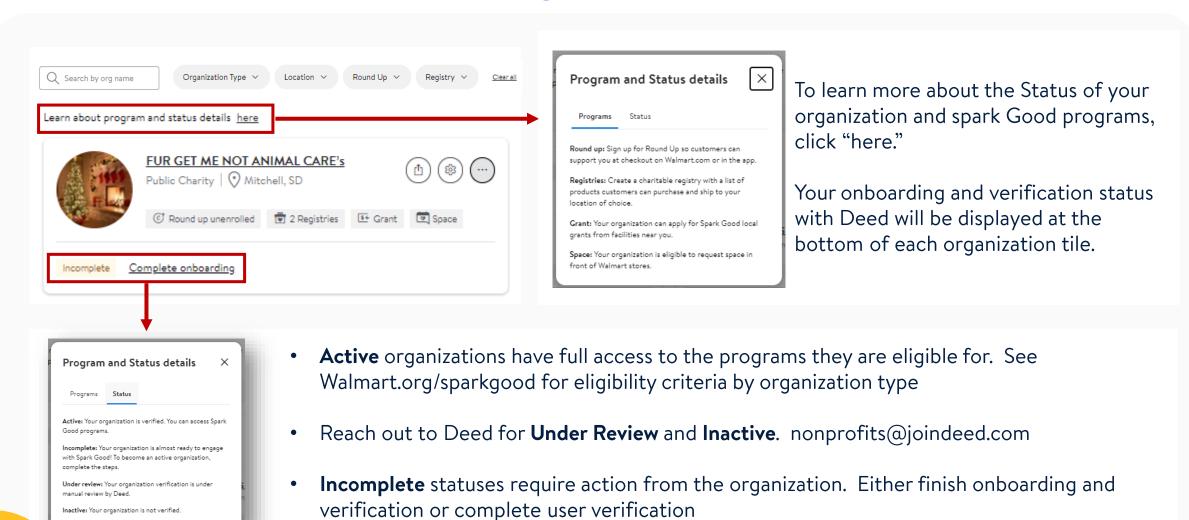


Filter and search





Status and program details





Deed's Onboarding Progress Tracker



Primary Admin View Organization Onboarding Completed Onganization Pour organization has successfully completed the onboarding process. Four Fibrary day equipped or maximize the benefits of our plantorm. Welcome to the community! It his organization has a Verified Owner Securing Your Organization with Verified Ownership You're all set! We disburse donations to you through our partner, PayPal Giving Fund. Since you're enrolled with PPGF, you will receive donations directly into your account on a monthly basis. To learn more about PPGF and how money is disbursed to you, continue below. Company Affiliation Unlock Opportunities with Company Partnerships View Vi

<u>Primary users</u> can see the status of the verification process for their organization

Make sure each step has a green checkmark. Any missing checkmark needs to be completed.

Fully verified: "Organization Onboarding Complete" **Not fully verified:** "Organization Onboarding in Progress"

Organization Onboarding in Progress Complete Onboarding to Maximize Your Nanprofits Profile and Access by Opportunities from Company Partnerships!

<u>Secondary users</u> can see the status of the verification process for their organization (view only)

Any missing step needs to be completed by the admin.

If you are missing an admin, you can update a user from this page under step #1 or on the verification tab.

Common Issues

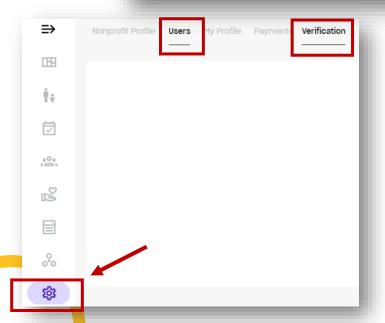


Organizations need at least one Owner Admin

If one of the scenarios below apply to your organization, follow the steps to add an Owner Admin.

- Missing verified owner: follow instructions on banner in Deed
- Missing Admin: follow instructions on banner in Deed to promote a user
- Admin has left the organization: promote an existing user to admin

Your organization is missing a verified owner. Owner verification is the process of having an admin enter the organization's PayPal credentials in Deed. To complete owner verification, click 'Verify with PayPal'. Failure to complete owner verification will result in all current users becoming blocked. This will affect your organization's access to Spark Good programs until owner verification is complete.



How does an Admin become verified?

- Public charities & Other nonprofits:
 - Admins enter PayPal credentials on verification tab
- NCES schools & Government Entitles:
 - Upload requested documentation from onboarding tracker (Role & Cancelled check/ Bank Letter)

If your admin has left the company, existing users can promote their role (from an Organizer to Admin). In Deed, click the verification tab under Settings and follow instructions.

If the current users listed cannot complete verification and you need to add a user, email nonprofits@joindeed.com to have an admin added to your account including your Org name, EIN and primary contact information

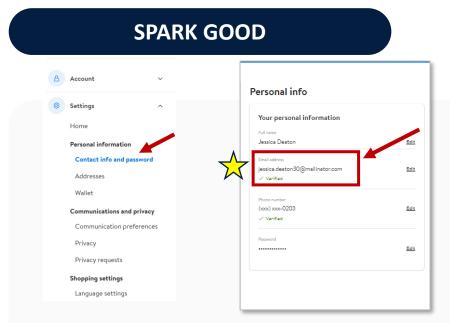


If your Spark Good lobby does not look like you anticipated:

- Accounts need to sync: wait 24 hours after completing onboarding in Deed for accounts to sync
- Emails are not matching: check the email you are logged into for Walmart and Deed

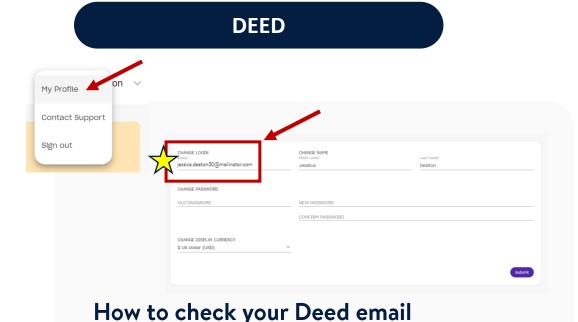
Important: Your email is what connects your Spark Good and Deed accounts. Make sure you are logged in with the right email address.

FAKE EMAIL ADDRESS – DO NOT EMAIL



How to check your Walmart.com email

Account > Settings > Personal Information>
Contact info and Password



Click on your name in the upper right

hand corner > My Profile

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 <u>here</u> 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	
•	 PayPal Giving Fund 	•	PayPal Business	•	PayPal Business	•	PayPal Business	
	account		account		account		account	
		•	Network for Good					
			account					
•	 Official IRS documen 	tati	on such as IRS determi	uch 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?

- o 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

Public Charity Checklist



NCES School Checklist



Government
Entity
Checklist



Other Nonprofit Checklist



Spark Good: Useful Resources



Spark Good program guidelines

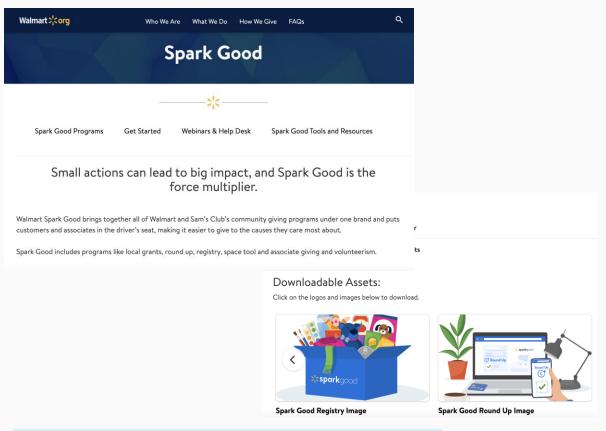
Spark Good customer discovery

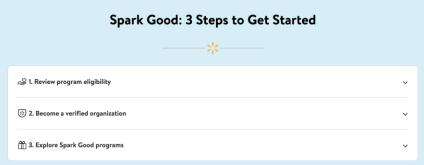
Organization Type Guides

- © 501c3 Program Eligibility Guide
- **NCES School Program Eligibility Guide**
- **Government Entity Program Eligibility Guide**
- (A) Other Nonprofits Program Eligibility Guide

Other Resources

- **Frequently Asked Questions**







Need Support?

nonprofits@joindeed.com

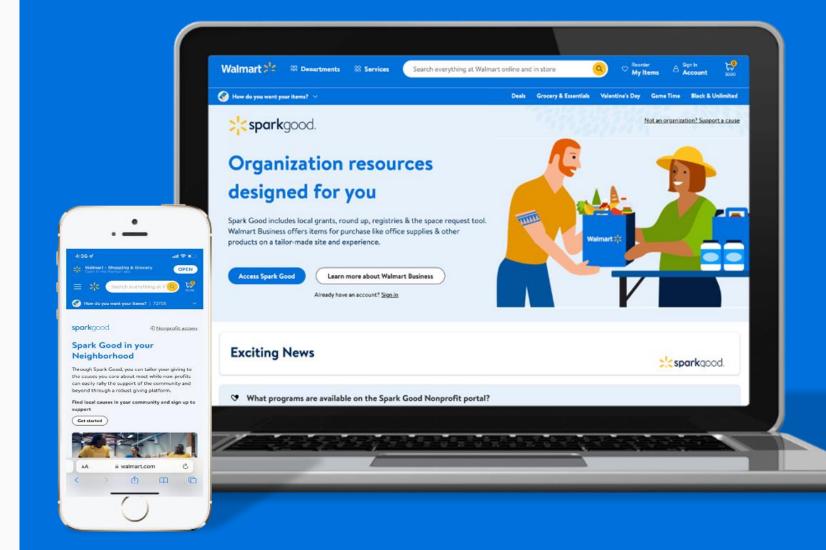
walmart.com/nonprofits walmart.com/sparkgood

Social Tags

X: @Walmartorg

Facebook: @Walmart

LinkedIn: @Walmart

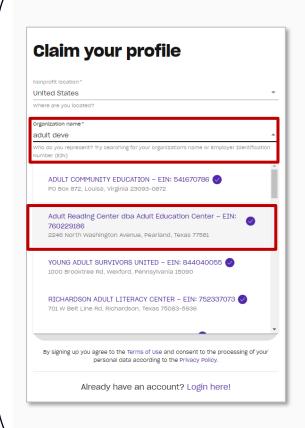


Deed Account Resources



Claim your Deed profile — Public Charities & Other Nonprofits

For Public Charities and Other Nonprofits



Claim your profile.

In the field "**Organization name**" start typing your organization legal name or EIN.

Select the organization you want to claim. Start the onboarding and verification process.

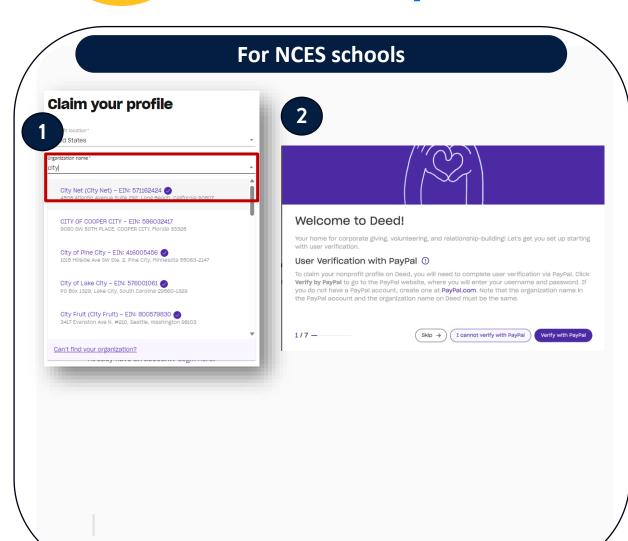
First Name *
Last Name *
Emall Address*
What email can we use to reach you? This is how you will login.
Password
Confirm Password *
☐ I confirm that I am an authorized user for this organization.
Claim your profile
By signing up you agree to the Terms of Use and consent to the processing of your personal data according to the Privacy Policy.

Documentation/information needed for onboarding:

- Organization and user verification
 - PayPal credentials
 - Public Charity: PayPal Giving Fund
 - Other Nonprofit: PayPal Business Account
 - Official IRS documentation
- Organization information
 - Mission statement
 - Board members
 - Contact Information
 - Websites



Claim your Deed profile - NCES School



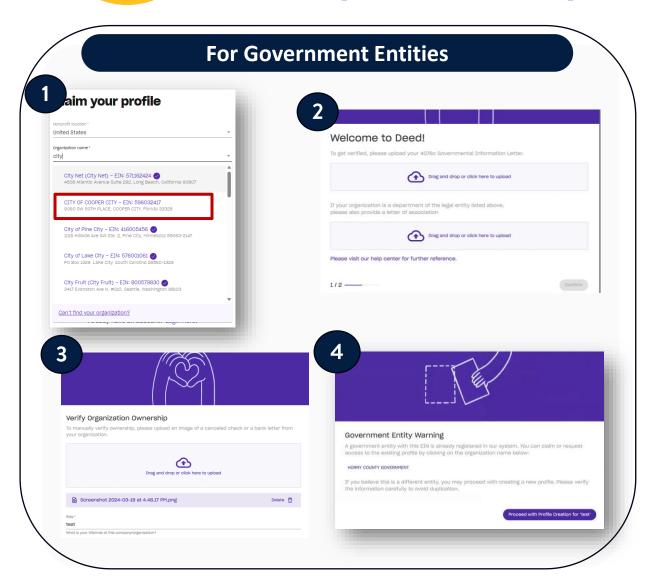
- 1. Search for your school
 - If you are registered with the NCES, your school should be listed.
- 2. Complete user verification Verify your user relationship to the school
- 3. Add organization information

Once you select your school, upload requested Documentation & information:

- Organization verification
 - NCES ID
 - Organization Legal Name
- User verification (Two options)
 - Name, email & role of primary contact
 - PayPal Business credentials OR cancelled check or bank letter
- Organization information
 - Mission statement, Contact Information, websites



Claim your Deed profile - Government Entities



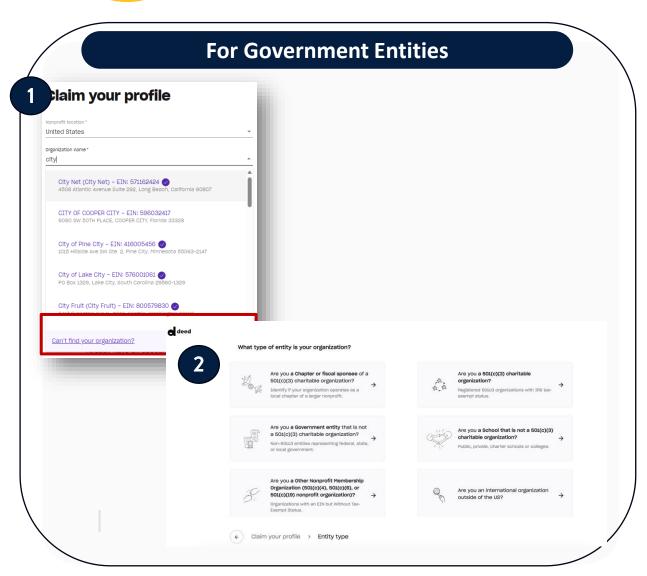
- . Search for organization.
- 2. Upload your 4076C Government Information letter
- 3. Verify your user relationship to the organization
- 4. If another department has created an account with Deed, it will notify you if you are trying to set up the same account or for a different department.
 - Departments within the city can have separate accounts

Upload requested Documentation & information:

- Organization verification
 - EIN /Tax ID
 - Organization Legal Name
 - 4076c Government letter
 - State of Local Government letter of association for depts.
- User verification
 - Name, email & role of primary contact
 - Cancelled check or bank letter
- Organization information
 - Mission statement, Board members, Contact Information, websites



Claim your Deed profile — If you can't find your organization in search



- 1. Organizations that can't find themselves in search can now click "Can't find your organization?"
- 2. Select your entity type.
- 3. Depending on what you selected, you will be guided through the process to help you with onboarding.