Spark Good Registry

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
 - Please review the Spark Good Onboarding Deck for detailed steps.

3. Spark Good Registry & Tax Donation Receipt

- Program Guidelines
- How to create & maintain a Spark Good registry
- Ways to share your registry
- How to track your purchase
- How to opt in and create a donation receipt

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**





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 **Facility Engagement** Associate Engagement Connect customers with Raise awareness & provide Empower associates to support causes that are charitable donations to opportunities to support local causes meaningful to them local organizations Round Up Registry

Storefront

Request

Local

Community

Grants

Associate Giving

Associate Volunteerism



Partnership with Deed

Walmart Spark Good is excited to partner with Deed for organization verification and associate giving and volunteerism!

Organization and User Verification Provider

Deed verifies organizations participating in Walmart Spark Good programs. sparkgood... powered by

Associate Giving & Volunteerism Platform

2

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

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

><sparkgood.

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 account
Not sure if	you have an account? Enter your phone number or email and we'll check for you.
hone number (r email
	Continue

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

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

	Step 3	
Hi, Emilia Welcome to your Spark Good Lobby. Select an organization below to engage wit	h Spark Good programs.	+ Add organization
You aren't the primary user for any active organizations yet. Get verified with Deed To get started with Spark Good programs, your organization must be con el Beaus started with Spark Good programs, your organization must be con el Beaus started with Spark Good programs, your organization must be con el Beaus started with Spark Good programs, your organization must be con el Beaus started with Spark Good programs, your organization must be con el Beaus started with Spark Good programs, your organization must be con el Beaus started with Spark Good programs, your organization must be con el Beaus started with Spark Good programs, your organization must be con el Beaus started with Spark Good programs, your organization must be con el Beaus started with Spark Good programs, your organization must be con el Beaus started with Spark Good programs, your organization must be con el Beaus started with Spark Good programs, your organization must be con el Beaus started with Spark Good programs, your organization must be con el Beaus started with Spark Good programs, your organization must be con el Beaus started with Spark Good programs, your organization must be con el Beaus started with Spark Good programs, your organization must be con el Beaus started with Spark Good programs, your organization must be con el Beaus started with Spark Good programs, your organization must be con el Beaus started with Spark Good programs, your organization must be con el Beaus started with Spark Good programs, your organization must be con el Beaus started with Spark Good programs, your organization must be con el Beaus started with Spark Good programs, your organization must be con el Beaus started with Spark Good programs, your organization must be con el Beaus started with Spark Good programs, your organization must be con el Beaus started with Spark Good programs, your organization must be con el Beaus started with Spark Good programs, your organization must be con el Beaus started with spark Good prog	Claim your profile	
Add organization through Deed	La de la companya de	c deed
	Confirm Nameshil ¹	

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. Snark Good Lobby



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 <u>wait 24 hours</u> for your data to sync.

li, test10		
ank you for your commitment to your community. e recently changed our verification provider. If you do not see all the organizations y ck add organization to link your organization to your Spark Good account.	ou are associated with, please	+ Add organization
mary user Secondary user		
Organization Type \vee Location \vee Round Up \vee Registry \vee Dazus an about program and status datalis <u>harra</u>		
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C Round up enrolled 👚 0 Registries 🕒 Grant 📼 Space	(E Grant) Space	
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Click your organization name.

Spark Good Dashboard

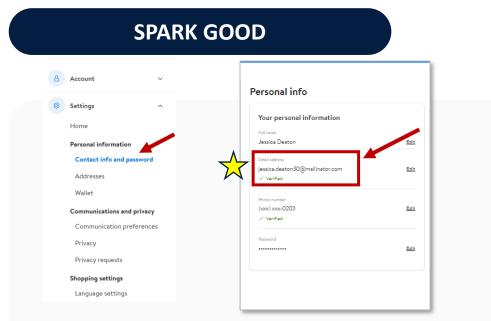
	۲	œ		Set up your payment for To sign up for Round Up or to e continue receiving disbursement	nsure you are eligible to
Space Request Relie examines for plur ceces	Associate Giving Associates can support through giving and volunteerism.	Spark Good Grants Apply for grants from a local facility.	and weak and	Payment settings with Network received any prior disbursemen from any company, please email to add your bank information to Validation could take up to two	k for Good. If you have not its from Network for Gooi II nonprofits@joindeed.co o Network for Good. weeks.
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- · · ·		E Lead Manage	Your role: Lead	Rise - Do No Precious Your role: Lead	
ff	Manage Bhi		Your role: Lead	Precious Your role: Lead	t Delete - My

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

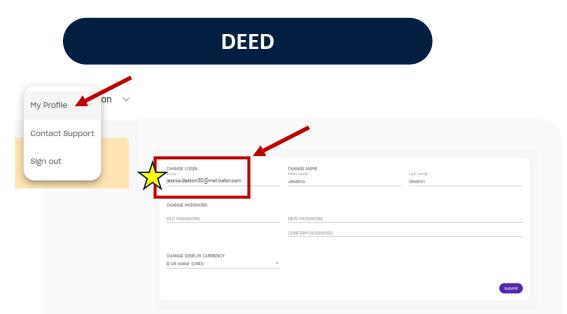
If your Spark Good lobby does not look like you anticipated:

- 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



How to check your Walmart.com email

Account > Settings > Personal Information> Contact info and Password



> < sparkgood

How to check your Deed email

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

FAKE EMAIL ADDRESS – DO NOT EMAIL



View these onboarding checklists under Spark Good Tools & Resources

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

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 ve	rifi	cation process, the Ow	ner Primary User will need	Ŀ	
5	01c3 Public Charity		NCES School	Government Entity		Other Nonprofits
•	PayPal Giving Fund account	•	PayPal Business account Network for Good account	 PayPal Business account 	•	PayPal Business account
•	Official IRS documen	tati	on such as IRS determi	nation letter and governme	nt l	etters
•	Organizational inform	natio	on (mission statement,	board members, contact in	form	mation and website)
Ho	w do I know if I've con	nple	ted all the steps?			
0	Click through every	De	ed pop-up and provide	all the information needed	in e	ach pop-up.
0	Under "Settings," ch	nec	the "Payments" tab an	d make sure that PayPal/N	etw	ork for Good is setup.
0	Under "Companies"	, ch	eck that your organizat	ion is affiliated with Walma	rt.	
	Review users in De	ed I	under Settings > Users	to make sure that they have	e ap	propriate 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 enc

Public Charity Checklist

Entity



NCES School Checklist



Government Checklist



Other Nonprofit Checklist



Spark Good Registry



Spark Good Registry allows <u>verified public charities and</u> <u>schools</u> to create lists of necessary products that can be shipped directly to your nonprofit.

Both primary and secondary users can create registry.

Ideas can include creating registries based on needs or events. You can opt in for Walmart to send tax deductible donation receipts on your behalf to donors when they request for it.

The Salvation Army Fou			Share this registry	
		0		
Verter	ntain Square Summer Day Cam	P		
local kids ages 6-12 years old Mon	suntain Square hosts an 8 week Summer Day Camp fo day-Friday, During Summer Day Camp there are a var iments, crafts, games, nutrition, cultural classes and s	ety.		Donate products
Cranted for SACIATION ARMY, INDIANAPOLIS Indianapolis, PI	(FOUNTAIN SQUARE), IN - CORPS COMMUNITY CENTER			
(i) Price v Gift status v			Sort by 1 Most recent $ \sim $	
Still needed (79)				
				Wish List
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Charitable \$10 Walmart Gift Card (Alcohol/Tobacco/Lottery/Firearms	Equate 140pc All Purpose First Ald Kit	ti.68 Be Smart Get Prepared Outdoor First	+ Add + Add Now \$6.88 IPA#F 5172/ar DFFI FamilyCare Insect Repositors 1, smooth 8.07 Magata Bug Spay	Our vision is to have no waiting children in foster ca in Arkansas. Our mission is to educate, equip, and encourage the Christian community to provide a

Donate	products	now
--------	----------	-----





3 steps to create a Spark Good registry

Step 1: Create a registry

Charitable tools			© Spark Good Round U	р	
Space Request trian austration for your cause	Associate Giving Associate can separt Brough giving and inturtiserian.	Spark Cood Grants Agely for grants from a local facility.	223 Inter January Case	Set up your payment for Rou to sign up for Round Up or to ensure continue receiving disourcements, pr ayment settings with Network for O exceived any prior disourcements for rom any company, jease email non a add your bank information to Net Additation could take up to thow week C Munage payment settings	you are eligible to ease input your iood. If you have not m Network for Good profits@joindeed.com vork for Good.
ff Your role: Leed	stries (15) Hei Vour role	Leed	Hmm Yourrole: Lead Manage	Rise - Do Not De Precious Your role: Lead	+ Create Registry
Donation receipt:	5				
tart sending donation	receipts celots on behalf of your organiza	Send receipts	Receipt history View receipts that have been sent for	nistamer datations	View donations

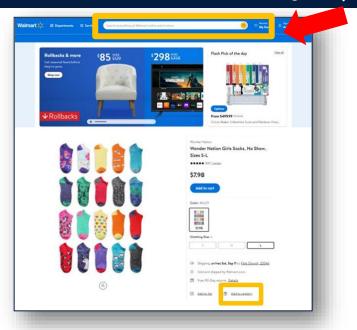
- Start at your Spark Good dashboard
- Select "+ Create Registry"
- To edit existing registries where your role is: Lead, select "**Manage**"
- You can create up to 20 registries.

Step 2: Provide registry details

Create a registry			
	7		N II
		-	
	Let's get started on a register	y Fer your smead	
	The A was in a property		
	Select an organization	1 () () () () () () () () () (
	- Tauri - Select a cause		
	and a case		
	(
	Tration.	Certine	

- Select your **cause**, enter a registry **title** and **description**
- Confirm **address** for where products will be delivered
- Select *public or private* for your registry settings. Click **Create Registry!**

Search items & add to registry



- Search for items or gift cards available for <u>shipping or pick up</u>
- Add to Registry

Create a registry

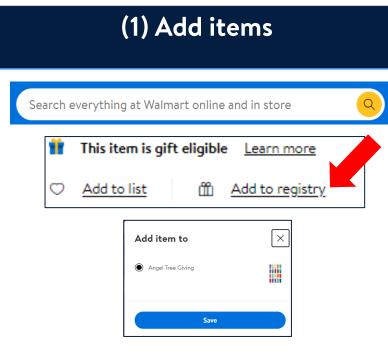
Maintain the registry

Share the registry

Track Purchases

Send donation receipts Part 2: Maintaining your registry is important to display what your organization currently needs.

\$ sparkgood.



- Use the search bar on Walmart.com to add items to your registry
- Select "add to registry" and choose the registry you want to add it to
- You can add up to 200 items with up to 200 qtys for each item for your registry.

(2) Update quantities or deletaitems

C Reorder My Items	
ビ Reorder ♡ Lists	
🛱 Registries	\$11.78 Paw Patrol Kids Skye Hooded To Cotton, Pink, Nickelodeon 0 of 19 purchased <u>Manage Remove</u>

- Use **manage** to update quantities needed or purchased.
- Use **remove** to delete an item from registries
- Note: Items that have a purchased quantity cannot be deleted. Reduce quantity to 0.
- Registries with purchased items cannot be deleted. Make as private.

(3) Delivery method

₽	Pickup, today at <u>Bentonville Supercenter</u>
0	Aisle D16
Ô	we Free delivery from store
G	👾 Free shipping
	Arrives by tomorrow to

- Delivery method varies by item, ensure that items are available for shipping or pick up
- **Pick Up** requires a customer/donor to pick the product up at the selected store and drop off at your organization
- **Shipping** will arrive by mail to the address selected

Create a registry

Maintain the registry

Share the registry

Track Purchases

Send donation receipts

Part 3: How to share your registry



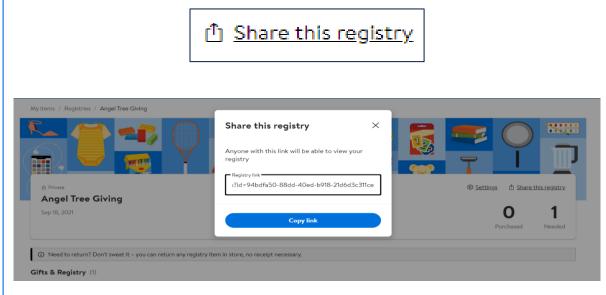
Send donation

receipts

2 ways to share your registry with supporters

Direct Link - Share registry

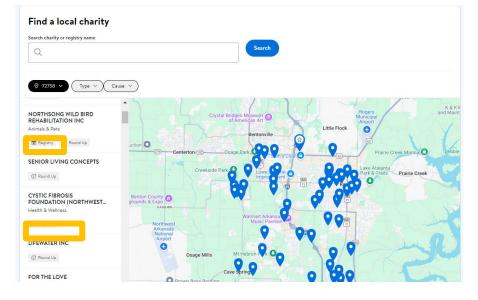
Search on customer discovery page – Walmart.com/sparkgood



 From the registry page, click on Share this registry for a link to share with your donors on social media, newsletters, etc. You can mark this registry as private or public.

Maintain the

registry



 Spark Good registries are searchable by customers on <u>walmart.com/sparkgood</u>. Only registries marked public will show up here.

Create a registry

Share the registry

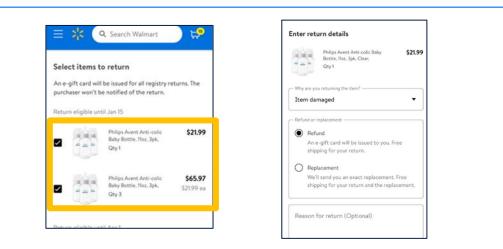
Track Purchases

Purchase history

	Manage item	×
	Smart Lab Toys - Glow in the D Purchased Need - 1 + - Save	ark Lab \$19.65
\$19.65 Smart Lab Toys - Glow in the Dark Lab 1 of 3 purchased Manage Remove	Purchased so far Quantity: 1 Purchased on Mar 6, 2021 by John D. Walmart Order #: 3361973101667	Start a return

- View purchase history and order number by clicking manage on each item
- Call 1-800-Walmart to track order status. Have order number ready

Return items



- Items that are eligible for return, can be selected by clicking **manage** and **start and return** on item
- Reason for return is required for an e-gift refund or item replacement
- Return method and process matches Walmart.com
 policy

Create a registry

Maintain the registry

Share the registry

Track Purchases

Send donation receipts



The blue section is

automatically

pulled from

your Deed

account.

Send donation

receipts

How to create your donation receipt From the Spark Good dashboard, you can opt in to customize a donation receipt for customer purchases on your registry.

- Please note: Customers can only request for the receipt if you have opted in.

	In-kind donation receipt templates
(1) Start in your Spark Good dashboard	Create a single, customized in-kind donation receipt for Walmart.com customers who've made a purchase from your nonprofit's Spark good Registries.
E Donation receipts	Opt in to have receipts sent on your behalf
	By opting in you authorize Walmart to send in-kind donation receipts on behalf of your organization to customers who've made any eligible purchases through Walmart.com. <u>Read more</u>
Start sending donation receipts Receipt history Walmart can send donation receipts on behalf of your organization for Send receipts	View donations Add custom content(optional)
items donated	Personalize your receipt by adding custom content about your organization, including a link to your website (italicized text in the receipt preview).
	Thank you message"
	Thank you for supporting our organization XYZ. With these items we are able to stock our wa room for kids so they less scared when they come to our office/
(3) View Receipt history	Crganization summary'
	Organization XYZ helps kids.
iem. This table represents all of your organization's registries when <u>opted in</u> to receipts through	tion's latest 0 donation the Walmart platform.
ave receipts sent on your behalf.	www.waimart.org
Receipt sent Order placed Order # Amount View registry	
	XYZ
Your organization hear't sent any receipts through	Automatic content
the Spark Good Registries.	We will automatically add information below to each in-kind receipt. If your IRS legal information is incorr update this through your <u>CyberGrants FrontDoor account</u>
	Legal organization name
eep track of the receipts sent and the order number for	the donation
cep track of the receipts sent and the order number for	City and state (from organization legal address) Bentonville, AR
	Order# We provide this number so customers can quickly reference their purchase amounts, if necessary. Your or
	may cross reference this via the Registry purchase history.

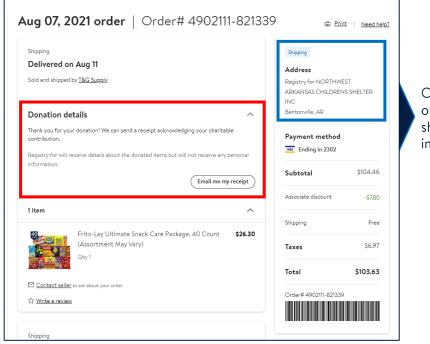
Customers can request donation receipts for the tax-deductible product donations they purchased on Walmart.com Spark Good Registry



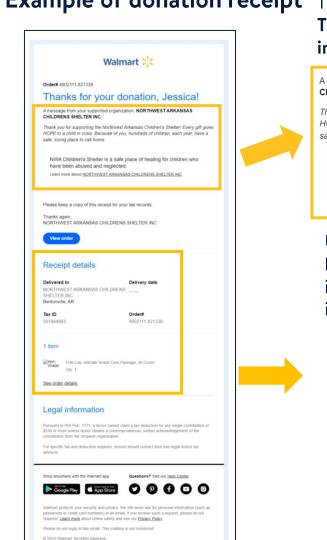
Customer: How to request your donation receipt

How can customers find their donation receipt?

- Go to Account > Purchase history
- Find the order that was placed for the organization, click on "View details"
- Under Donation details, expand box and click "Email me my receipt"
- If the order was shipped in multiple orders, a customer will need to request donation receipt for each order.



Customers can only see organization name. No shipping address/location information is visible.



Example of donation receiptThe information that is entered in
Thank you message and organizational
information is included in the email.

A message from your supported organization, NORTHWEST ARKANSAS CHILDRENS SHELTER INC:

Thank you for supporting the Northwest Arkansas Children's Shelter! Every gift gives HOPE to a child in crisis. Because of you, hundreds of children, each year, have a safe, loving place to call home.

NWA Children's Shelter is a safe place of healing for children who have been abused and neglected.

Learn more about NORTHWEST ARKANSAS CHILDRENS SHELTER INC

Under **Receipt details**, shipping location is not visible. What's included is organization 's tax ID and items purchased by customers.

Recei	pt details	
Delivered NORTHW SHELTER Bentonville	EST ARKANSAS CHILDRENS INC	Delivery date
Tax ID 581984893	3	Order# 4902111-821339
1 item		
image	Frito-Lay Ultimate Snack Care Package, 40 Count Qty: 1	
See order	details	

Questions?



Frequently asked questions

How does a customer search for a Spark Good registry?

For customers to search for a Spark Good Registry, they can visit <u>www.walmart.com/sparkgood</u> and search for your organization.
 Under your organization name, it will show the labels if you are registered in Round Up or have Spark Good registries.

Why can't an organization delete old Spark Good registries?

• Once an item has been purchased in your registry, it retains the purchase history hence the registry cannot be deleted. We are working to improve this feature. However, you can create up to 20 registries per user in your organization. Please email us if you need a registry deleted .

Can you change the name of a Spark Good registry?

• Yes, you can make these changes at any time. **Kindly note you have to be the creator of the registry ("Lead") to make any edits to your registry.** If you click on the registry settings, you can edit your registry name, organization cause, registry description and delivery address.

Can you create a charitable donation receipt at any time?

• Yes, you can opt in to use this functionality in your Spark Good account. You can create the template at anytime, even before you create a Spark Good registry.

How can an organization apply for tax exemption?

• To enroll in the tax exemption program, please submit your application on this website - <u>https://www.walmart.com/taxexempt/</u>.

Resources



Spark Good program guidelines

Spark Good customer discovery

⊘ <u>walmart.com/sparkgood</u>

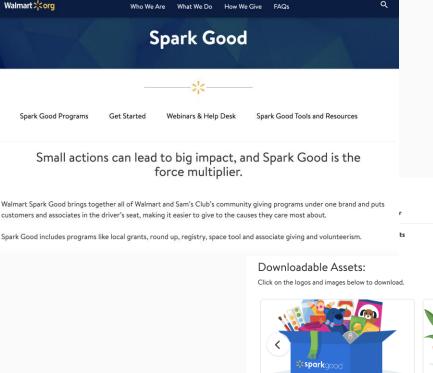
Organization Type Guides

- © 501c3 Program Eligibility Guide
- 鬱 <u>NCES School Program Eligibility Guide</u>
- Sovernment Entity Program Eligibility Guide
- Cther Nonprofits Program Eligibility Guide

Other Resources

⊘ Frequently Asked Questions

Promotional Tools





Spark Good Registry Image

Spark Good Round Up Image

Spark Good: 3 Steps to Get Started		
ag 1. Review program eligibility	~	
🐯 2. Become a verified organization	~	
🛗 3. Explore Spark Good programs	~	



Need Support?

sparkgoodsupport@walmart.com

walmart.com/nonprofits walmart.com/sparkgood

Social Tags

X: @Walmartorg Facebook: @Walmart LinkedIn: @Walmart

