

OTHER NONPROFITS

Walmart Spark Good strives to spark collective action and create a big impact in support of local communities. As a nonprofit organization, you can access Spark Good programs such as our Spark Good Space Tool.

Definition of Other Nonprofits

Other nonprofits include (but no limited to) member-affiliated organizations recognized as 501(c)(4)s, (c)(6)s, and (c)(19)s and other community groups.

• Examples include Rotary Clubs, Lions Clubs, volunteer fire departments, homeowners' associations, Veterans of Foreign Wars (VFW), United States Chamber of Commerce, Professional Golf Association (PGA), American Farm Bureau Federation.

PROGRAM ELIGIBILITY

Space Tool



awareness in front

Walmart Business



HOW TO PARTICIPATE IN SPARK GOOD

deed

Create a Walmart Account

Create or log into a Walmart.com account with an email address tied to your organization.

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Access Spark Good Account

Visit www.walmart.com/nonprofits to access your Spark Good account where you can view all of our giving programs and resources. More than one user from your organization can access your Spark Good account.

Get started

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Add verified organization to your Spark Good Account

In order to protect the identity of your organization and its associated users, Walmart uses a third party verification provider called Deed to verify your organization. To add your organization to your Spark Good account, you must use the same organizational email that you log in to Deed as your Spark Good account.



Access Walmart Spark Good programs and resources

Engage with Spark Good programs in your Spark Good account.

Learn more

ACCESS & PERMISSIONS

Primary Owner (Admin in Deed)

Primary owners can create an account that includes administrator privileges such as managing organization profile and settings.

Secondary Owner (Organizer/Ambassador in Deed)

Multiple users from an organization can create accounts to access Spark Good programs such as requesting space in front of Walmart facilities.

HELPFUL INFORMATION

Spark Good Account



- Always start here: one-stop shop for Walmart Spark Good programs
- Setup donation receipts here by primary owner
- This is a separate account from Deed & required for Spark Good program access.

Space Tool



- Request space in front of Walmart stores at least 21 days before your event. Approvals by store manager required.
- For Sam's Club requests, visit directly with Club manager.
- Each chapter for an organization can request 14 events per year regardless of store location.