

sparkgood™



Spark Good Portal
How-to-Guide for Nonprofits

Spark Good Nonprofit Portal

The nonprofit portal is a one-stop shop for nonprofits to access charitable resources at Walmart, such as enroll in round up, set up Spark Good registries, apply for grants and request the use of space outside our stores.

[Visit us](#)



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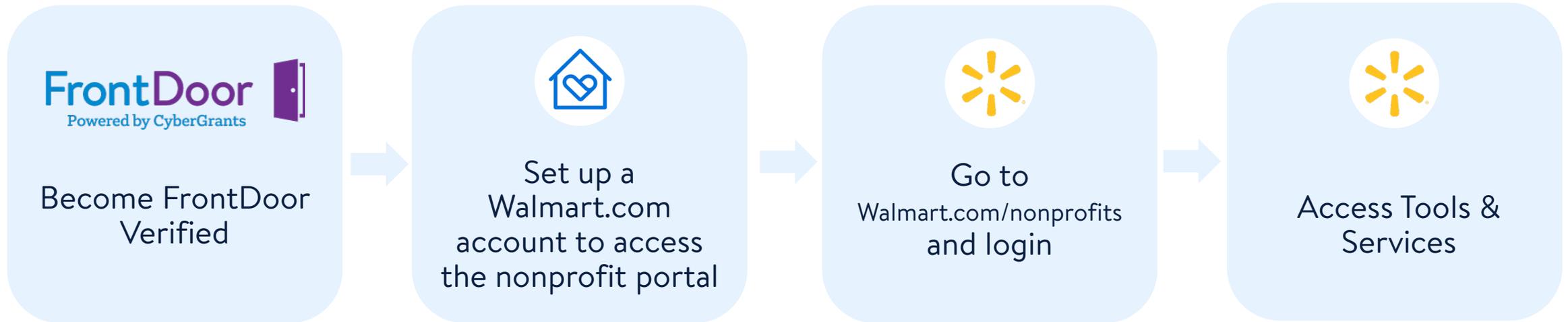
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How to create a Spark Good nonprofit portal



Nonprofit portal account types

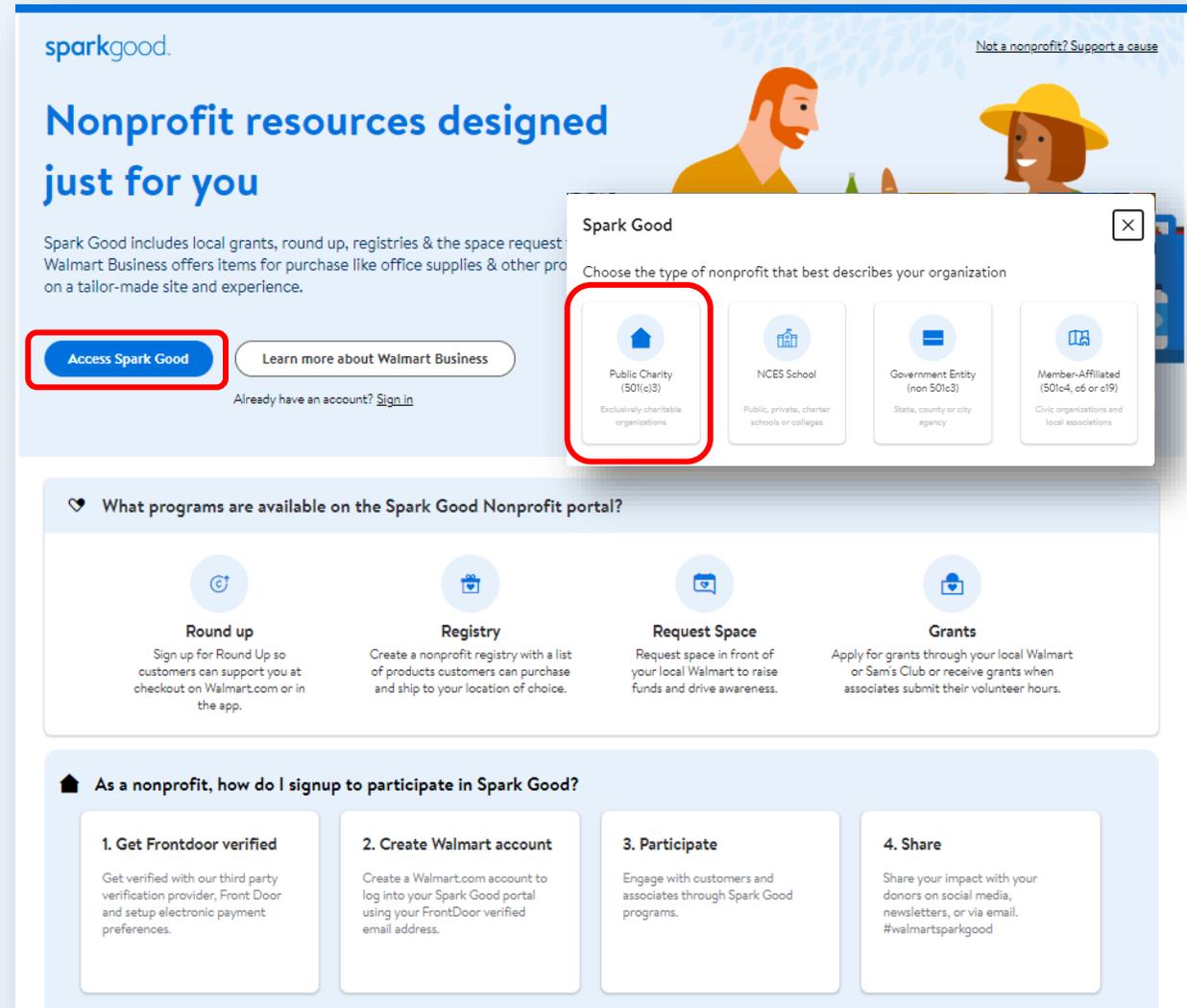
Primary owner: One user has administrator privileges such as to register for Round Up and set up donation receipts.

Secondary users: Multiple persons can set up and manage registries.

1 Visit the Portal

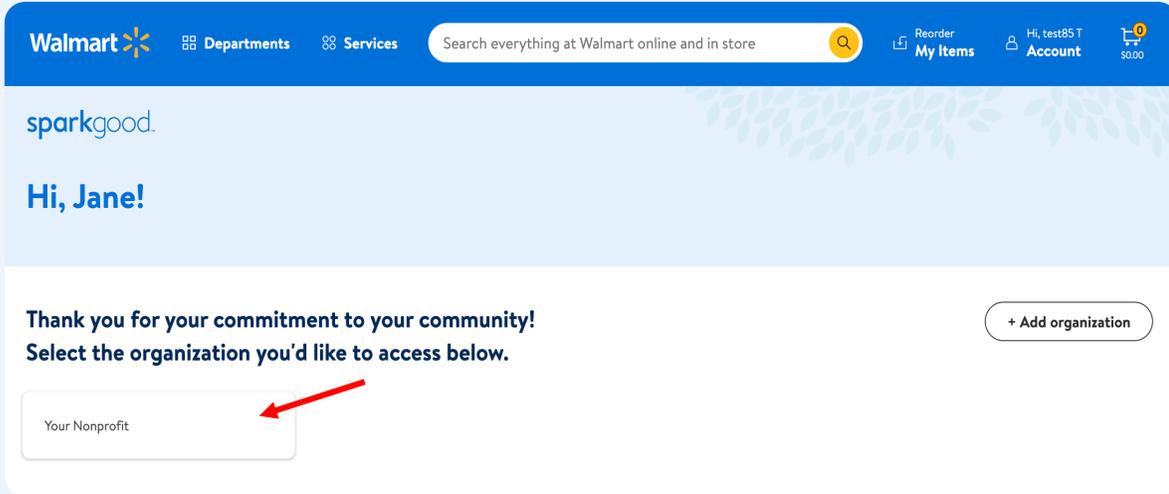
Visit Walmart.com/nonprofits. Click **“Access Spark Good”** and select your organization type. Create a new account or log into your existing Walmart.com account.

Note: Your Walmart.com account should match the primary owner’s email address used for the FrontDoor account and for Round up registration. Visit the [FrontDoor guide](#) for more information



The screenshot shows the Spark Good Nonprofit portal interface. At the top, the 'sparkgood.' logo is on the left, and a link 'Not a nonprofit? Support a cause' is on the right. The main heading reads 'Nonprofit resources designed just for you'. Below this, there is a text block: 'Spark Good includes local grants, round up, registries & the space request. Walmart Business offers items for purchase like office supplies & other products on a tailor-made site and experience.' There are two buttons: 'Access Spark Good' (highlighted with a red box) and 'Learn more about Walmart Business'. Below the buttons is a link: 'Already have an account? [Sign in](#)'. A modal window titled 'Spark Good' is open, asking to 'Choose the type of nonprofit that best describes your organization'. It features four options: 'Public Charity (501(c)3) Exclusively charitable organizations' (highlighted with a red box), 'NCES School Public, private, charter schools or colleges', 'Government Entity (non 501(c)3) State, county or city agency', and 'Member-Affiliated (501(c)4, c6 or c19) Civic organizations and local associations'. Below the modal, there is a section titled 'What programs are available on the Spark Good Nonprofit portal?' with four cards: 'Round up' (Sign up for Round Up so customers can support you at checkout on Walmart.com or in the app.), 'Registry' (Create a nonprofit registry with a list of products customers can purchase and ship to your location of choice.), 'Request Space' (Request space in front of your local Walmart to raise funds and drive awareness.), and 'Grants' (Apply for grants through your local Walmart or Sam's Club or receive grants when associates submit their volunteer hours.). At the bottom, there is a section titled 'As a nonprofit, how do I sign up to participate in Spark Good?' with four steps: 1. Get Frontdoor verified (Get verified with our third party verification provider, Front Door and setup electronic payment preferences.), 2. Create Walmart account (Create a Walmart.com account to log into your Spark Good portal using your FrontDoor verified email address.), 3. Participate (Engage with customers and associates through Spark Good programs.), and 4. Share (Share your impact with your donors on social media, newsletters, or via email. #walmartsparkgood).

Explore your nonprofit portal



Walmart Departments Services Search everything at Walmart online and in store Reorder My Items Hi, test85 T Account \$0.00

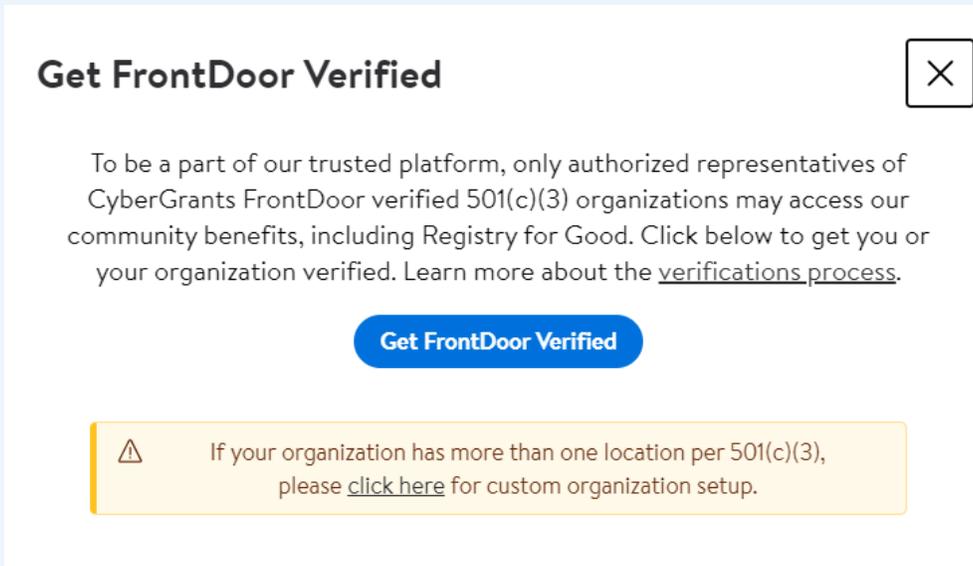
sparkgood.

Hi, Jane!

Thank you for your commitment to your community!
Select the organization you'd like to access below.

+ Add organization

Your Nonprofit



Get FrontDoor Verified

To be a part of our trusted platform, only authorized representatives of CyberGrants FrontDoor verified 501(c)(3) organizations may access our community benefits, including Registry for Good. Click below to get you or your organization verified. Learn more about the [verifications process](#).

Get FrontDoor Verified

⚠ If your organization has more than one location per 501(c)(3), please [click here](#) for custom organization setup.

2 Select your Organization

Your organization name should appear. Click your organization name to continue.

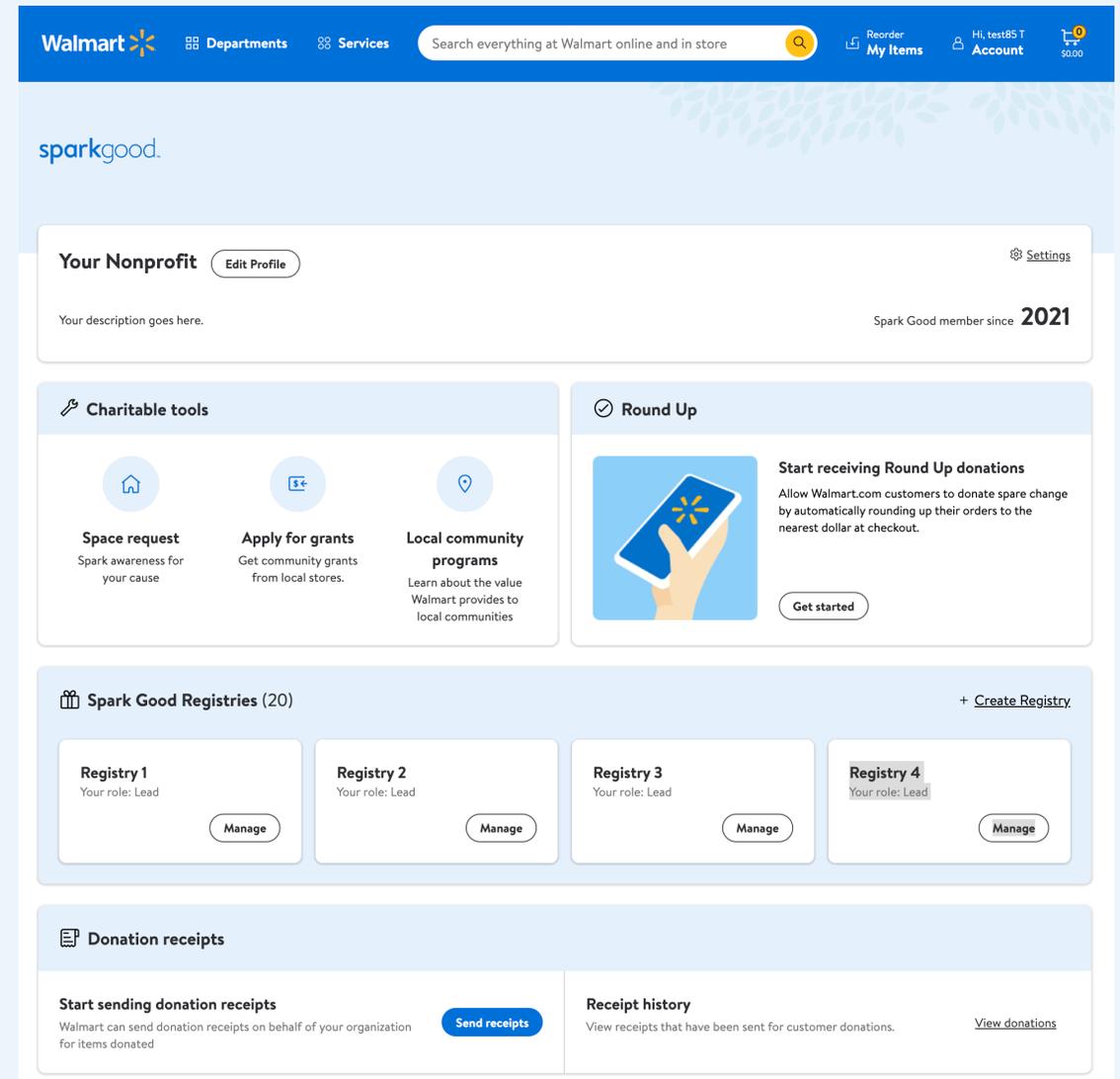
Note: If you don't see your organization, click "Add Organization". The pop up "Get FrontDoor Verified" will appear. For additional help, view the [FrontDoor guide](#)

3 Explore the Nonprofit Portal

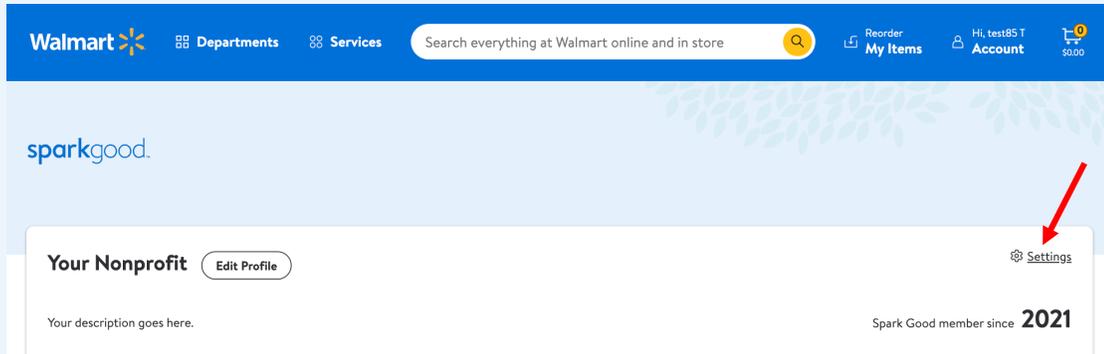
Hooray! You are now part of our Spark Good community!

In the nonprofit portal, you can edit your profile, explore charitable tools, register for round up and create registries.

Note: Your organization may be eligible for different programs depending on your tax status and classification. See eligibility chart on Walmart.org/sparkgood



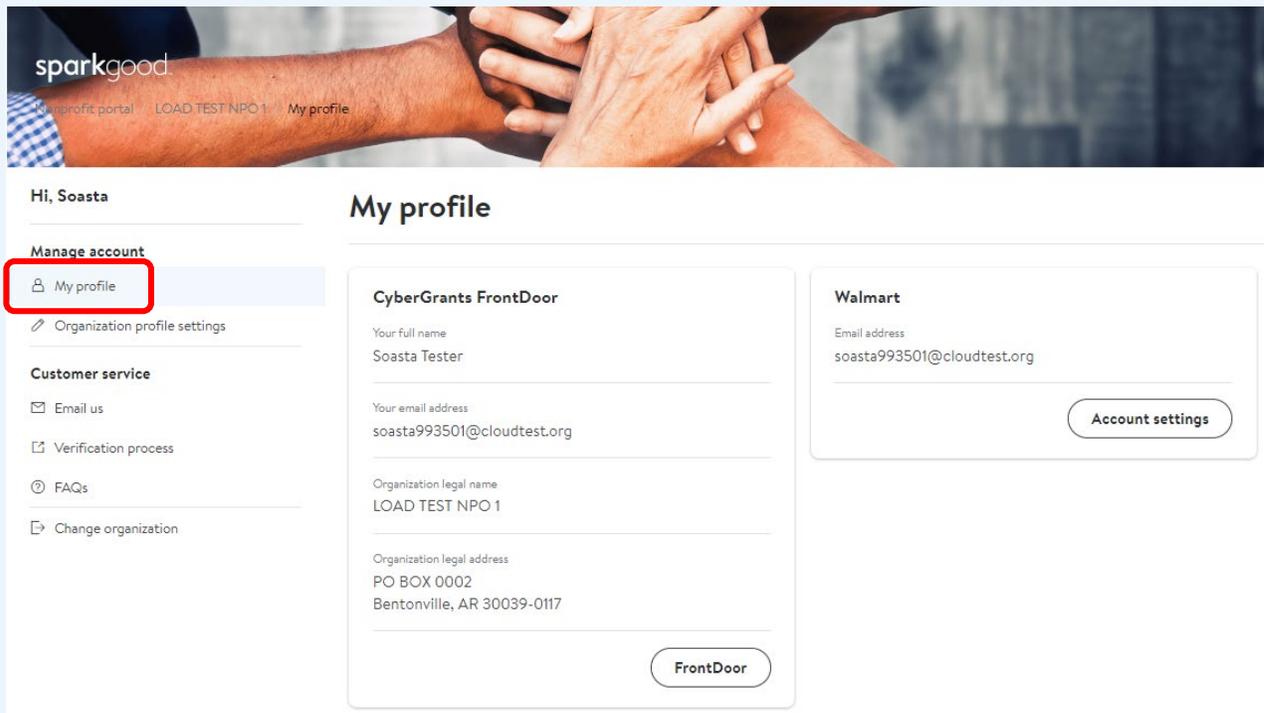
The screenshot shows the Walmart Spark Good Nonprofit Portal interface. At the top is a blue navigation bar with the Walmart logo, 'Departments', 'Services', a search bar, 'Reorder My Items', 'Account', and a shopping cart icon. Below the navigation bar is the 'sparkgood.' logo. The main content area is divided into several sections: 1. 'Your Nonprofit' section with an 'Edit Profile' button and a 'Settings' icon. 2. 'Charitable tools' section with three cards: 'Space request' (Spark awareness for your cause), 'Apply for grants' (Get community grants from local stores), and 'Local community programs' (Learn about the value Walmart provides to local communities). 3. 'Round Up' section with an illustration of a hand holding a smartphone and text: 'Start receiving Round Up donations. Allow Walmart.com customers to donate spare change by automatically rounding up their orders to the nearest dollar at checkout.' with a 'Get started' button. 4. 'Spark Good Registries (20)' section with a '+ Create Registry' link and four registry cards (Registry 1-4), each with 'Your role: Lead' and a 'Manage' button. 5. 'Donation receipts' section with 'Start sending donation receipts' (Walmart can send donation receipts on behalf of your organization for items donated) and a 'Send receipts' button, and 'Receipt history' (View receipts that have been sent for customer donations) with a 'View donations' link.



4 Explore your Profile

To review your nonprofit portal profile, click **“Settings”**.

- Under **“My profile”**, you can view your profile pulled from FrontDoor.
- For Round Up participants: under **“Organization profile settings”**, you can update your public facing organization’s profile page.



Additional Resources



[Spark Good on Walmart.org](#)



[Promotional Toolkit for Nonprofits](#)



[Spark Good How-to Guides](#)

