

sparkgood™



Spark Good Nonprofit Portal
How-to Get Started Guide For Nonprofits

What is Spark Good?

Through Spark Good, nonprofits have access to our local grant application, can create charitable registries, enroll in round up and use a space request tool.

[Visit us](#)



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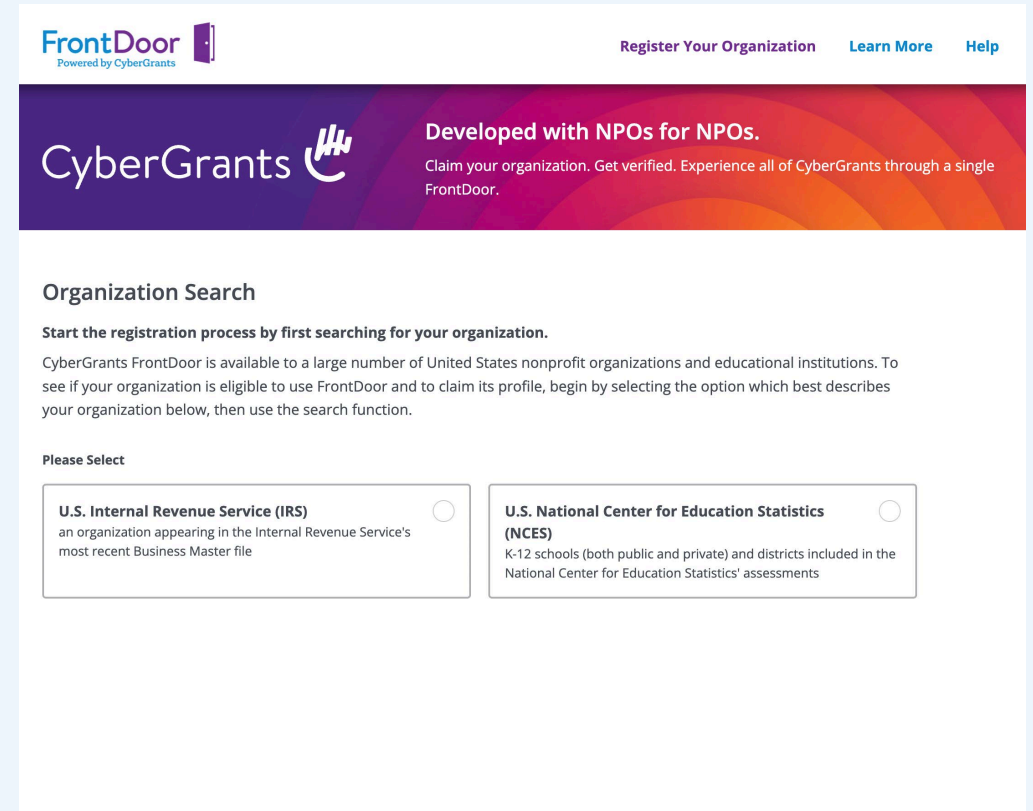
Eligibility and Program Guidelines

Start FrontDoor Verification

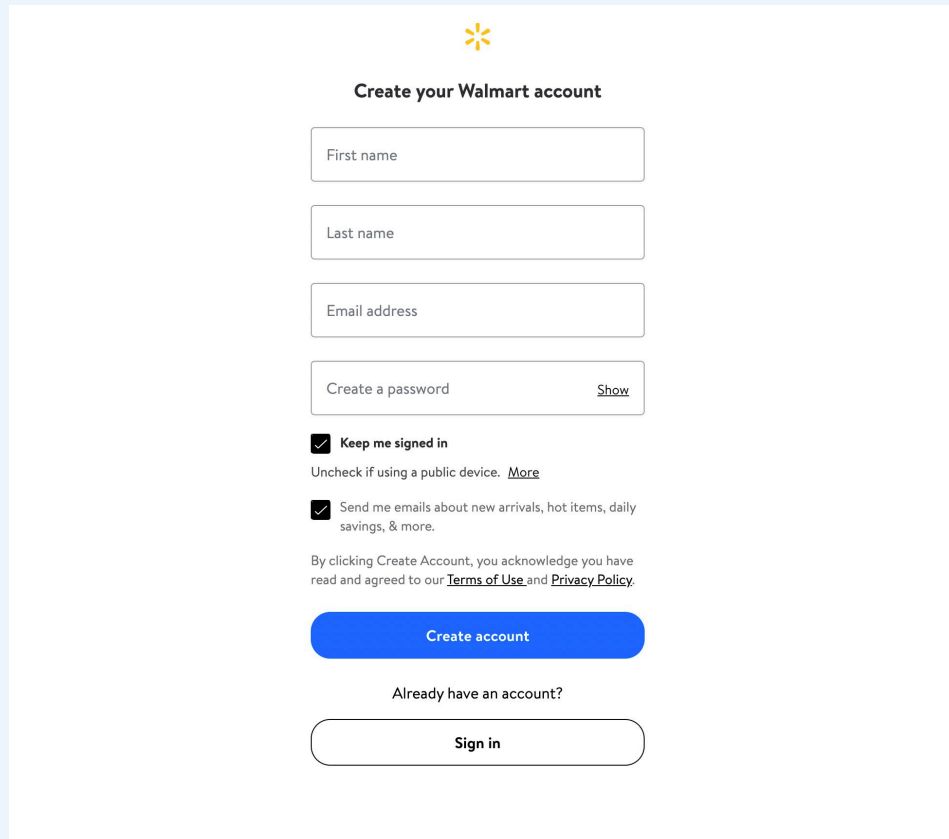
Step 1

To join our Spark Good nonprofit community, your organization needs to be a FrontDoor verified organization.

Visit [FrontDoor](#), powered by CyberGrants to start the verification process.



The screenshot shows the FrontDoor website interface. At the top, there is a navigation bar with the FrontDoor logo (Powered by CyberGrants) on the left and links for "Register Your Organization", "Learn More", and "Help" on the right. Below the navigation bar is a purple and orange gradient banner with the CyberGrants logo and the text "Developed with NPOs for NPOs. Claim your organization. Get verified. Experience all of CyberGrants through a single FrontDoor." Below the banner is the "Organization Search" section, which includes the heading "Organization Search" and the instruction "Start the registration process by first searching for your organization." The text explains that CyberGrants FrontDoor is available to a large number of United States nonprofit organizations and educational institutions and that users should select the option that best describes their organization. Below this text is a "Please Select" section with two radio button options: "U.S. Internal Revenue Service (IRS)" (an organization appearing in the Internal Revenue Service's most recent Business Master file) and "U.S. National Center for Education Statistics (NCES)" (K-12 schools (both public and private) and districts included in the National Center for Education Statistics' assessments).



The screenshot shows the 'Create your Walmart account' page. At the top is the Spark Good logo. Below it is the heading 'Create your Walmart account'. The form contains the following fields and options:

- First name
- Last name
- Email address
- Create a password (with a 'Show' link)
- Keep me signed in
Uncheck if using a public device. [More](#)
- Send me emails about new arrivals, hot items, daily savings, & more.
- By clicking Create Account, you acknowledge you have read and agreed to our [Terms of Use](#) and [Privacy Policy](#).
- Create account** (blue button)
- Already have an account?
- Sign in (button)

Create Walmart.com Account

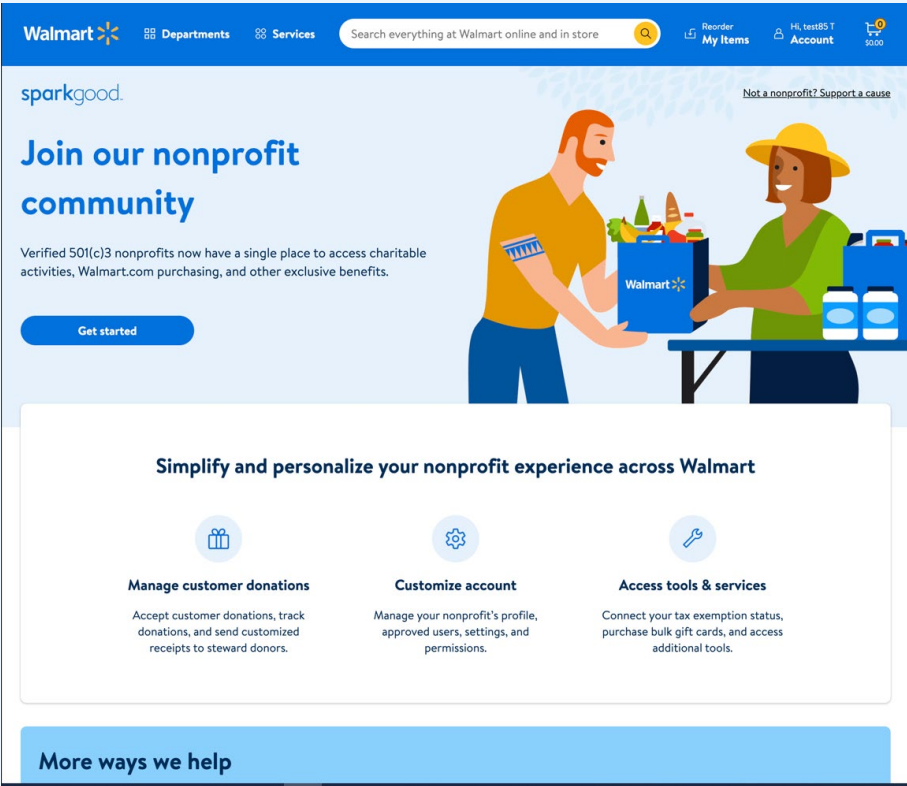
Step 2

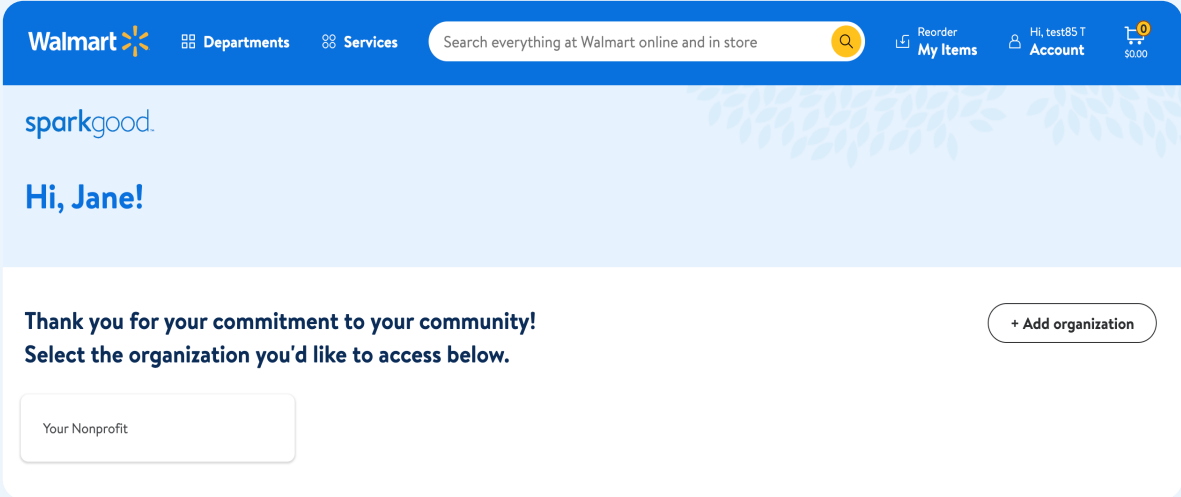
After your organization is verified, create/or use a Walmart.com account with the same email address that you use to log into your FrontDoor account. Note: These are two separate accounts using the same email address. Please wait **24 hours** after verification to visit Step 3.

Visit Walmart.com/Nonprofits

Step 3

Visit Walmart.com/nonprofits
Click **“Get Started”** and log in
to your account.





Select your organization

Step 4

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

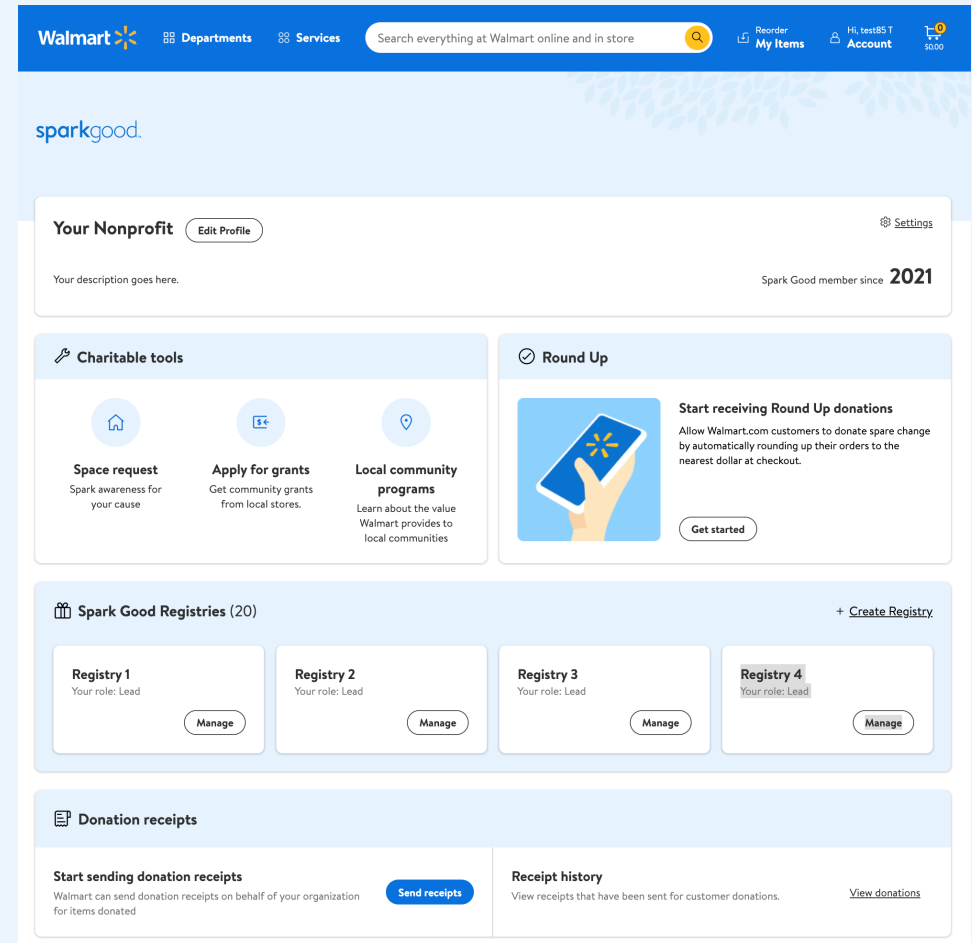
Explore the nonprofit portal

Step 5

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

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

Your organization may be eligible for different programs depending on your tax status and classification. See Slide 10 and 11 for more details.



Explore Additional resources

Step 6

How-to Guides



[Spark Good Round Up](#)



[Spark Good Registry](#)



[Spark Good Space Request Tool](#)



[Spark Good Community Grants](#)



[Spark Good Associate Engagement](#)

Other Resources



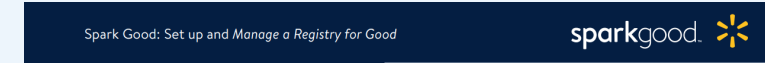
[Frequently Asked Questions](#)



[Promotional Tools](#)



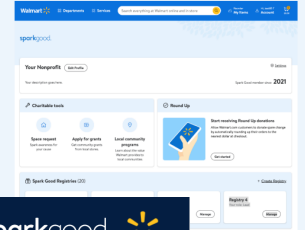
[FrontDoor Verification Guide](#)



Creating a registry:

Step 1

When you log in to the nonprofit portal, click “+Create Registry”



Spark Good: Communication Toolkit



Spark Good Community Grants

Our local facilities love awarding local grants and many will do check presentations in your community. Connect with your local facility manager for details. For other ideas on sharing the news of your grant, see the examples below.

EMAIL SAMPLE

Subject: [Nonprofit name] receives a \$XXXX grant from Walmart
We're excited to share that we recently received a \$XXXX grant from our local [Walmart/Sam's Club] on [street name] to help with [name program/thing] in our community.

Walmart has so many great ways customers can support their favorite nonprofits. Check out Walmart.com/[SparkGood](#) to learn more.

Spark Good FAQs

Q.1: What is Walmart Spark Good?	+
Q.2: What is FrontDoor?	+
Q.3: How do I start the FrontDoor verification process?	+
Q.4: Who are authorized users?	+
Q.5: What do I do if an organization's authorized user is no longer with the organization and we need to delete the user?	+
Q.6: Who do I contact if I have questions or issues with the FrontDoor verification process?	+
Q.7: What is the Spark Good Nonprofit Portal?	+

Note: Scroll down to the bottom of the program page for the FAQs

What type of organization are you?
It depends on your organization's tax status.

How do you know your organization's tax status and classification?

(1) Your organization may have a determination letter from the United States Internal Revenue Service (IRS) that provides your tax status and classification (i.e. you are a public charity or a private foundation).

(2) You can visit www.guidestar.com, IRS Tax Exempt Organization Database Search Tool (<https://apps.irs.gov/app/eos/>) or NCES databases (www.nces.ed.gov/datatools) and do a search.

Public Charity
501(c)(3)

NCES School

Government Entity

Member-Affiliated Organization

Why join Spark Good?

By joining our Spark Good community, your organization may be eligible for different programs depending on your tax status and classification.

For additional eligibility and program guidelines, please review [Spark Good Terms of Use](#).

Services/Types of Organization	Public Charity 501(c)(3)	NCES school	Government Entity	Member Affiliated Org
Apply for Local Community Grants	 Inherently Public Charities - 509(a)(1) Publicly Supported Organizations -509(a)(1) and 509(a)(2) Supporting Organizations -509(a)(3) (Type I and II) and 509(a)(4) Supporting Organizations -509(a)(3) (Type III)		 If they are governmental units with tax status (170(B)(1)(a)(v) under Public Charities> Inherently Public Charities -509(a)(1) All other government entities	
Access the Walmart Nonprofit Portal	 Inherently Public Charities - 509(a)(1) Publicly Supported Organizations -509(a)(1) and 509(a)(2) Supporting Organizations -509(a)(3) (Type I, II and III) and 509(a)(4)	 Currently not available		
Set up Registry	 Inherently Public Charities - 509(a)(1) Publicly Supported Organizations -509(a)(1) and 509(a)(2) Supporting Organizations -509(a)(3) (Type I, II and III) and 509(a)(4)	 Currently not available		
Request for space outside of Walmart facilities	 Inherently Public Charities - 509(a)(1) Publicly Supported Organizations -509(a)(1) and 509(a)(2) Supporting Organizations -509(a)(3) (Type I, II and III) and 509(a)(4)			
Sign up for Round Up	 Inherently Public Charities - 509(a)(1) Publicly Supported Organizations -509(a)(1) and 509(a)(2) Supporting Organizations - 509(a)(3) (Type I and II) and 509(a)(4) Supporting Organizations - 509(a)(3) (Type III)	 Currently not available		
Receive volunteerism dollars from Walmart Associates	 Inherently Public Charities - 509(a)(1) Publicly Supported Organizations - 509(a)(1) and 509(a)(2) Supporting Organizations - 509(a)(3) (Type I, II and III) and 509(a)(4)		 If they are governmental units with tax status (170(B)(1)(a)(v) under Public Charities> Inherently Public Charities -509(a)(1) All other government entities	
Receive dollar donations from Walmart Associates	 Inherently Public Charities - 509(a)(1) Publicly Supported Organizations - 509(a)(1) and 509(a)(2) Supporting Organizations - 509(a)(3) (Type I, II and III) and 509(a)(4)		 If they are governmental units with tax status (170(B)(1)(a)(v) under Public Charities> Inherently Public Charities - 509(a)(1) All other government entities	