

Spark Good Round Up How-to-Guide for Nonprofits



Spark Good Round Up

Customers shopping on Walmart.com or in the Walmart app can now round up their totals at the point of purchase to the nearest dollar and have the change donated to a charity of their choice. A Walmart customer will need to select a charity from which they will be prompted to round up to the charity on the review order screen.

To participate, organizations must become <u>FrontDoor-verified</u> **and then register for Round Up.** Once these steps are completed, your nonprofit will be visible on Walmart.com/sparkgood and on the Giving & Impact Dashboard (under Account settings on Walmart.com) to customers seeking to donate through the Round Up program.





Table of Contents

Slide 2	Overview	Slide 9	Add/Confirm ACH Payment
Slide 4	How to Get Started	Slide 10	Agree to Terms of Use
Slides 5-6	Register for Round Up	Slide 11	Spread the Word
Slide 7	Create Organization Profile	Slide 12	How to Track Donations
Slide 8	Verify Address	Slide 13-16	Resources & Appendix



Registering for Round Up is as easy as 1-2-3



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Register for Round Up



Verify Electronic Payment Preferences from FrontDoor

Share with your Donors

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1 Visit the Portal

Visit <u>Walmart/com/nonprofits</u>. Click **"Access Spark Good"** and select "**Public Charity**". Sign in to create a new account or log into your Walmart.com account.

Note: For Round up registration, your Walmart.com account should match the **primary owner's** email address used for the FrontDoor account.





	Walmart 🔆 🌐 Departments 🛞 Services Sea	rch everything at Walmart online and in store	G Reorder My Items Account Soco
	sparkgood. Hi, Jane!		ないない ひんぱい
spark good.	Thank you for your commitment to your commitment to your commitment to your commitment to access be Your Nonprofit	nunity! Jow.	Add organization
THE HAND	dit Profile		⑦ FAQs ⑧ Settings Spark Good member since 2021
𝑘 Charitable tool	s	ে Round Up	
Space Request Raise awareness for your cause	Community Grants Apply for a grant from local stores Development Stores Strengthen commun	ns nities	Start receiving Round Up donations Allow Walmart.com customers to donate their change by rounding up their orders to the nearest dollar at checkout.
🗑 Spark Good Re	gistries (20)		+ <u>Create Registry</u>
Registry 4 Your role: Lead	Manage 10 Manage Man	6 Your role: Lead Mar	nage Manage



Click your organization name to continue to the nonprofit portal. In the portal, under Round Up, click "**Get Started**"

Note: Only the primary account user can register. The Round up tile will also show up for secondary users, but let the user know to contact the primary owner to enroll.





Create Profile Page

Create your donor-facing organization profile page. This profile page will be visible to all Walmart.com customers.

Photo Note: There is currently no crop functionality available. Upload a square picture 1:1. The logo and the profile image have to be less than 1MB.

Your organization name will reflect your IRS legal name.

Create donor-facing profile Help donors quickly recognize your brand and value 2 Update profile image This white rectangle overlays the profile image on desktop. It is not present on mobile Update organization logo (5MB maximum file size) Organization Cause* **ANIMALS & PETS** Organization summary At Stark Smiles, straight teeth are just the beginning. When people feel good about their appearance (max. 100 characters) 100 / 100 Text is displayed on: Receipts, Portal Previous Save & continue





Verify location Adding an address allows donors to search for your organization by location.

Additional details

- · Updating this address won't make any changes to your FrontDoor account
- · Donors won't be able to view this address-they'll just see an approximate location marker on a map

Legal address from FrontDoor

STARK SMILES PO BOX 0005, Bentonville, AR 30039-0117

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Save & continue



Verify and confirm your organization's address.

Click "Save & Continue"



Save & continu

Confirm ACH Payment

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If your payment preferences were recently approved through FrontDoor, click "Update this information"

If you have already set up ACH payment information, click "Save & continue"

Note: If you are having issues with this step, see Appendix to set up ACH and your electronic payment preferences.

	Set up F	Round Up			
Profile	Location	Payment	Enrollment		
	Confirm ACH	l payment info			
	Make sure that you can pro	mptly receive donation run	os.		
Setup ACH on Front	Door 🖸	Just	added your ACH info on FrontD C <u>Update this informa</u>	tion	
-l (automated clearing h	ouse) payment processing is	required to allow funds to b	be		
do not store ACH navm	on through the Network for	Good donor advised tund.			
uo not store Aon payin	ent into, <u>go to cyber Grants i</u>	ro update.			
			Set up R	ound Up	
		• Profile	Location	Payment	Enrollment
Previous			Confirm ACH	payment info	
Frevious		N	lake sure that you can pror	nptly receive donation funds	-
	\oslash	You have already saved A	CH payment info to your F	rontDoor account	
	ACH	l (automated clearing hou	se) payment processing is i	required to allow funds to be	
		ursed to your organization	through the Network for	Jood donor advised tund.	
	wet	to not store ACH paymen	t into, <u>go to CyberGrants r</u>	rontboor to update.	

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Complete enrollment Make sure you understand program details.

I agree to the <u>Terms of Use</u>

Walmart works with Network for Good to disburse Spark Good Round Up donations to the customer's recommended organization.

Network for Good is a donor advised fund (DAF) sponsor that accepts donations and grants them to organizations eligible for unrestricted DAF grants. NFG-DAF can grant to most public charities that are in good standing with IRS and relevant federal and state authorities.

Eligible Charities acknowledge and agree that they are not entitled to receive, and Walmart will not provide, any identifiable customer information in respect of donations made from Spark Good Round up. Walmart will not promote any Charity or that Charity's Spark Good Round Up.

Donation disbursements from Network for Good to eligible Charities will be made on a quarterly basis, approximately 15-20 working days after the end of the quarter. Quarters are defined as January-March, April-June, July-September, and October-December.



Review and agree to the <u>Terms of</u> <u>Use</u>, including the donation disbursement schedule.

Check the box to agree. Click **"Complete set up**"

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Complete set u



Spread the Word!

Your Organization is enrolled in Round Up. Click "Share" to spread the word

You can also share anytime from your nonprofit portal. Under Round Up, Click "Share Profile." It will open your organization's public-facing profile page.

- a. To share the link to your profile page, click "Share this charity's profile". Click "Copy link".
- b. On your profile page, your supporters can click "Make this my preferred charity" to support you directly.



Support your favourite local charity every time you shop. Donate spare change by automatically rounding up you orders to the nearest dollar at checkou

By selecting a charity, you're accepting the Terms of Use



Donation made







8 How to Track Donations (3 Ways)

1. Count of unique customers donations is visible on your organization profile page. The number is updated when a customer is charged for their donation.

2. Dollar amount donated by customers is visible on your nonprofit portal. This number is updated quarterly after payment is disbursed by Network for Good.

3. Donation disbursement by transaction is available through Network for Good. <u>Register for a free account</u> to download donor payment reports.



Additional Resources



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	FAQs	×		
	Q.1: What is Spark Good Round Up?			
	Spark Good Round up is a program that allows Walmart.co to round up their purchase total to the nearest dollar at che to a charitable nonprofit of their choice.	m and Walmart app customers ckout and donate the "change"		
	Spark Good: Communication Toolkit		sparkgood. 🔀	
	Spark G	ood Round Up		
War socia	t to share your participation in Round Up v al post below for inspiration.	vith others, but not sure wh	at to say? Use the sample email and	
	EMAIL SAMPLE Subject: Choose [nonprofit name] to round up and o	ionate your change on Walmart.co	n	
Ê	Walmart recently launched Walmart Spark Good Round Up where customers can round up their purchases to the nearest dol and donate the change to their favorite charity. We would love for you to choose us as your charity to receive these donation every time you shop on Walmart.com. Go here to learn more.			
	Thank you for considering [organization name] for W	almart Spark Good Round Up!		
	SOCIAL SAMPLE Did you know that every time you shop on Walmart. Learn how small acts can lead to big impact at #Waln	com, you can round up your chang nartSparkGood [link to profile].	e and donate it to [organization name].	
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Appendix



Set up Payment Preferences in FrontDoor

- Go to FrontDoor website.
- Click "Organizations". Select the organization to b. open the organization profile.
- Click "Payment Preferences." Complete the form.
- **Important:** To register in Spark Good Round up, you will need to select "Yes" for "Do you authorize us to send payments electronically to your organization?"

Important information needed:

- a. Bank Name, Bank account type, Bank Routing Number and Bank Account Information
- b. Check Mailing Information Payee Name, Payee Address



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Payment Preferences					
Accuracy and efficiency go hand-in-hand, so help us help you "Make Incredible Happen" by ensuring that we have the latest electronic payment and a paper check mailing address for your organization.					
Electronic Payments					
Receiving donations electronically is the fastest, safest, ar get funds deposited directly into your account. We will en time we make a deposit.	nd most cost-effective way to nail you automatically every				
Do you authorize us to send payments electronically to	your organization? *				
Yes	x ~				
Bank Country					
United States	× ~				
Bank Name	1				
Name of your banking institution - e.g. IPMorgan-Chase, Bank	of America, Wells Fargo, etc.				



Manual Verification Required

Payment Preferences

Error! Please correct the following problem(s) before proceeding: Upload a scan of a voided check or a similar bank

- document/letter with your organization's name, tax ID, address, and
- account info on it so that we can manually review your information. This info is needed to confirm your banking information and that it belongs to this organization and not an individual.

Accuracy and efficiency go hand-in-hand, so help us help you "Make Incredible Happen" by ensuring that we have the latest electronic payment and a paper check mailing address for your organization.

Electronic Payments

Receiving donations electronically is the fastest, safest, and most cost-effective way to get funds deposited directly into your account. We will email you automatically every time we make a deposit.

Do you authorize us to send payments electronically to your organization? *

Yes			×	~

Verification of ACH by FrontDoor (2 Ways)

- 1 **Electronic:** If all your information is accurate, **electronic verification is instantaneous** and you will receive the approval on the spot.
- 2 Manual: If your ACH setup process requires manual verification, it can take at least five days for FrontDoor to verify the bank information belongs to your organization, and not to an individual. You will first see this red pop-up box.
 - a. Please upload a voided check or similar bank document with your organization's name, tax ID, address, and account information.
 - b. Please check your email for verification approval.

If you have any issues with ACH, please email frontdoor@cybergrants.com