

sparkgood™



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 [FrontDoor-verified](#) 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.



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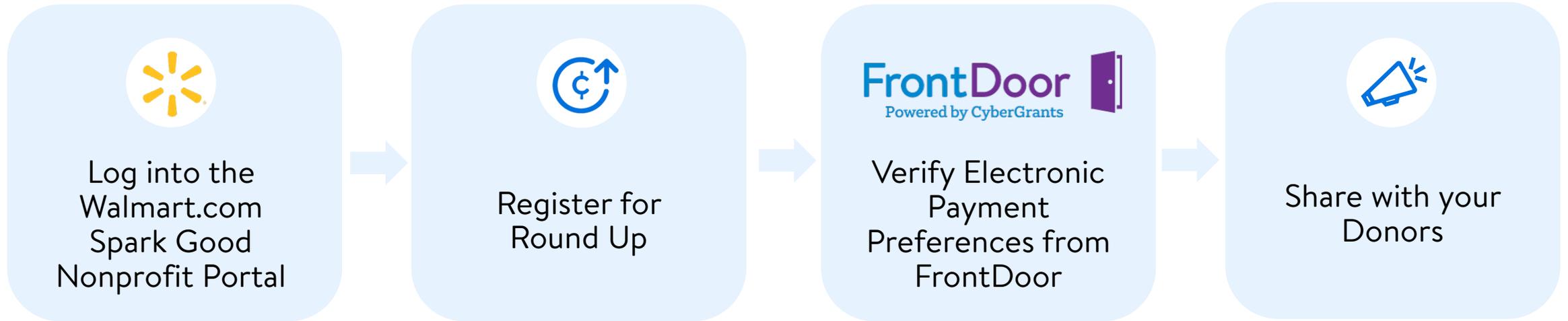
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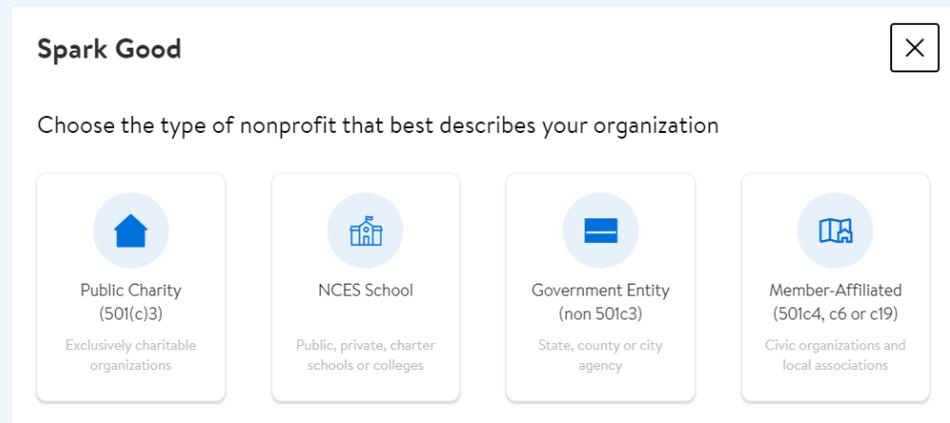
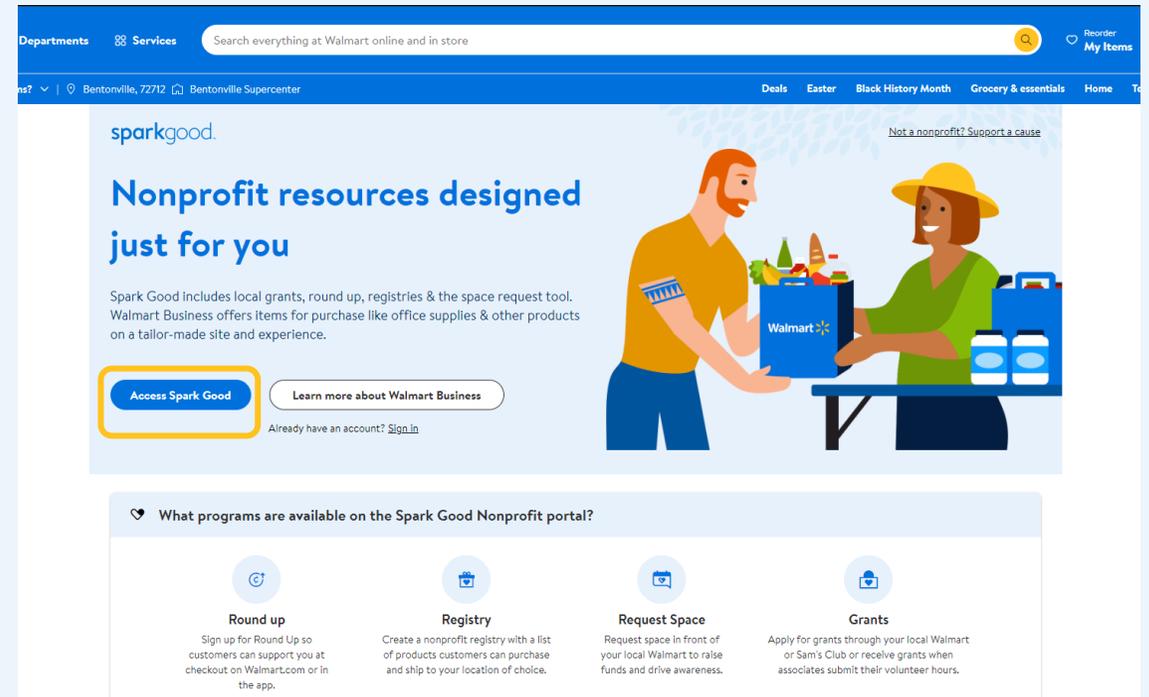
# Registering for Round Up is as easy as 1-2-3

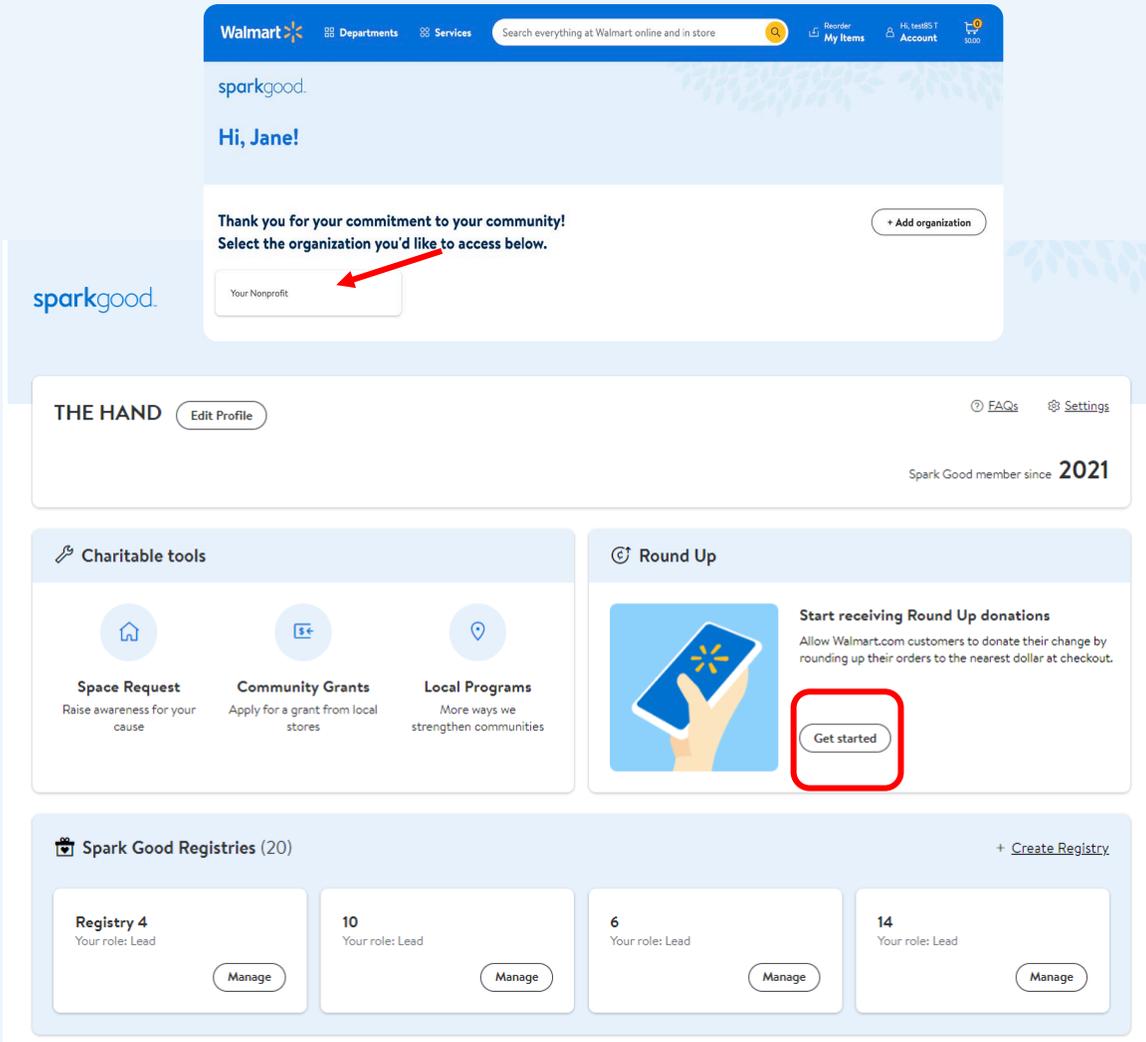


## 1 Visit the Portal

Visit [Walmart.com/nonprofits](https://Walmart.com/nonprofits). 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.





## 2 Register in Round Up

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.

3

## Create Profile Page

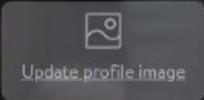
Create your donor-facing organization profile page. This profile page will be visible to all Walmart.com customers.

**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



 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

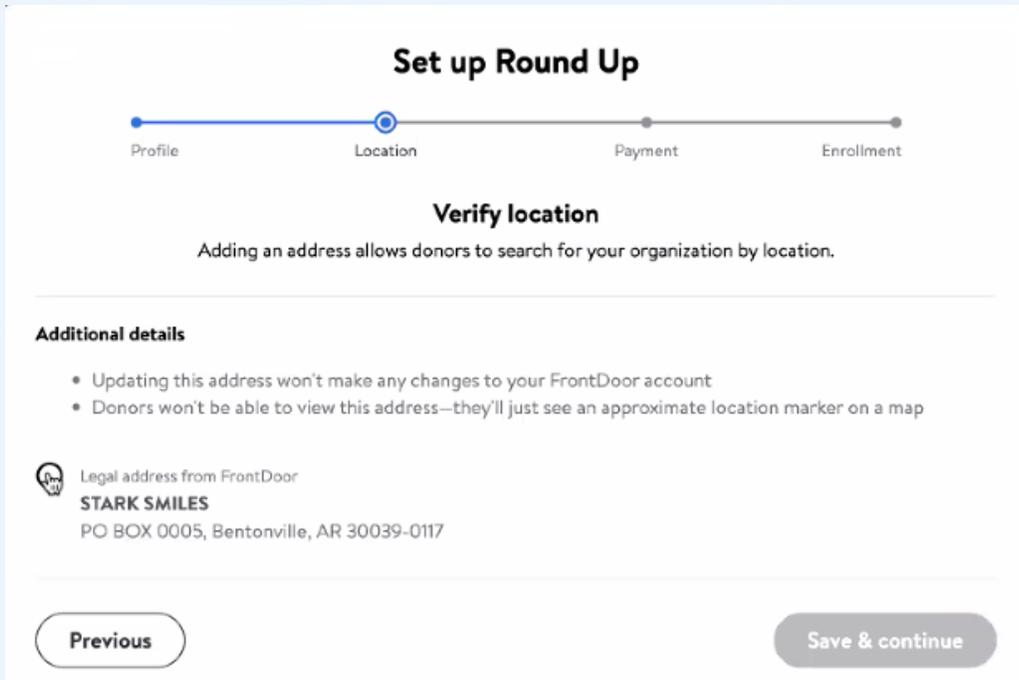
Text is displayed on: [Receipts](#), [Portal](#)

[Previous](#) [Save & continue](#)

## 4 Verify Address

Verify and confirm your organization's address.

Click **“Save & Continue”**



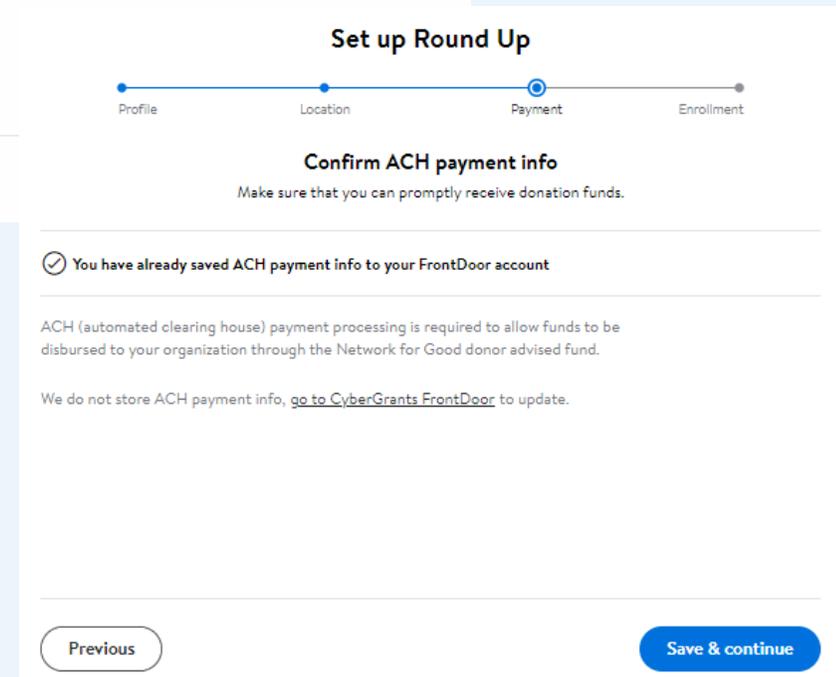
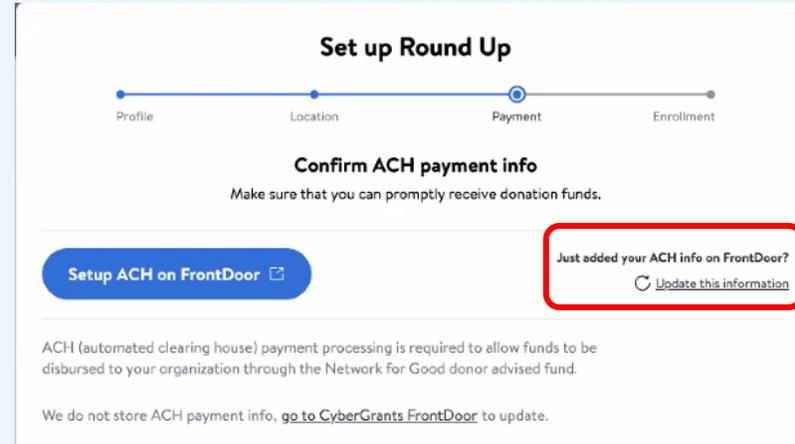
The screenshot shows a multi-step process for setting up Round Up. At the top, a progress bar has four steps: Profile, Location, Payment, and Enrollment. The 'Location' step is currently active, indicated by a blue circle and a blue line segment. Below the progress bar, the heading 'Set up Round Up' is followed by 'Verify location'. A sub-heading reads 'Adding an address allows donors to search for your organization by location.' Underneath, there is a section titled 'Additional details' with two bullet points: 'Updating this address won't make any changes to your FrontDoor account' and 'Donors won't be able to view this address—they'll just see an approximate location marker on a map'. Below this, a 'Legal address from FrontDoor' is listed as 'STARK SMILES, PO BOX 0005, Bentonville, AR 30039-0117'. At the bottom of the form, there are two buttons: 'Previous' on the left and 'Save & continue' on the right.

## 5 Confirm ACH Payment

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 Round Up**

Profile   Location   Payment   Enrollment

**Complete enrollment**  
Make sure you understand program details.

I agree to the [Terms of Use](#)

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.

[Previous](#)   [Complete set up](#)

6 Review and Agree to Terms of Use

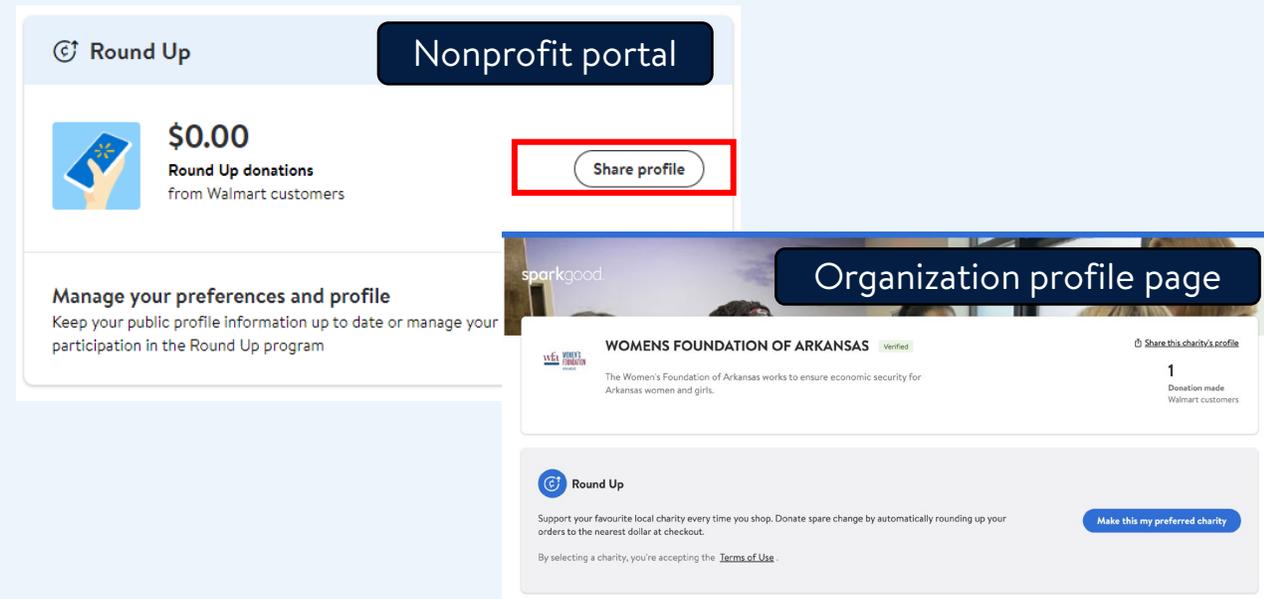
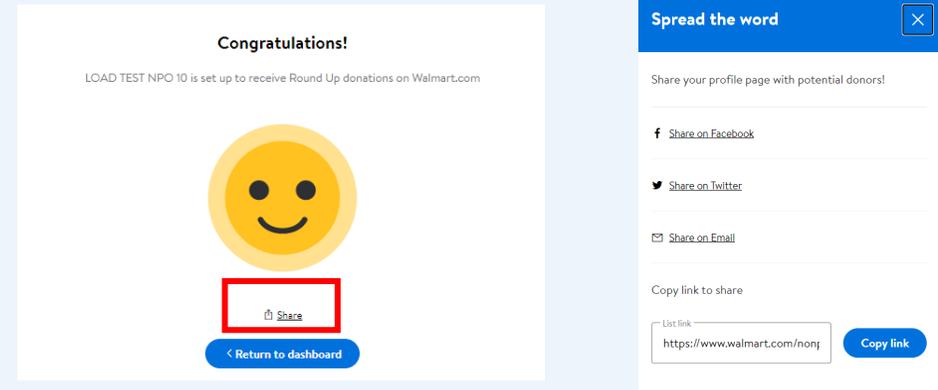
Review and agree to the [Terms of Use](#), including the donation disbursement schedule.

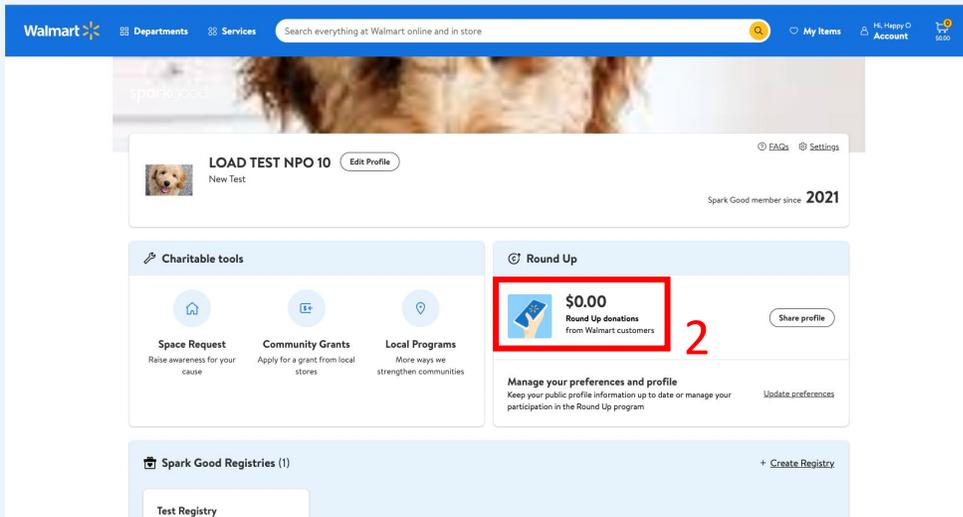
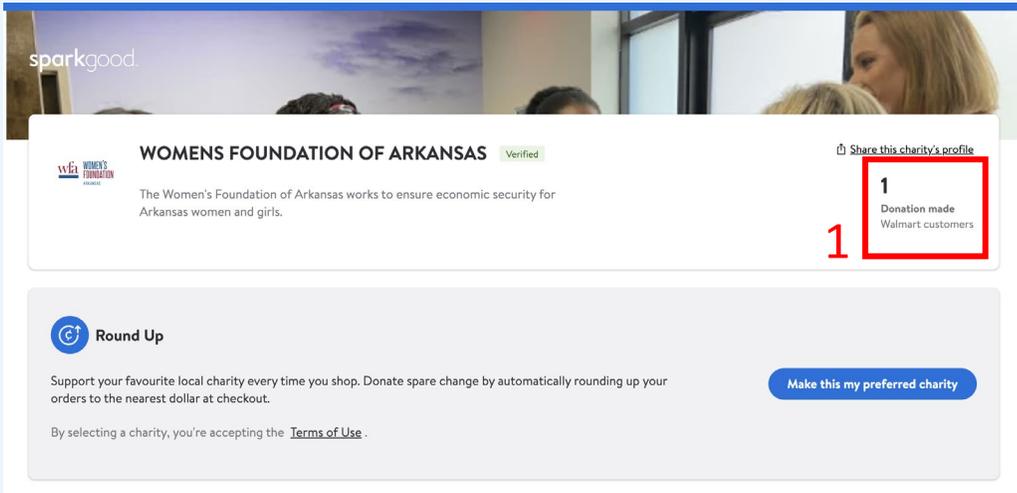
Check the box to agree. Click **“Complete set up”**

# 7 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.





## 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. [Register for a free account](#) to download donor payment reports.

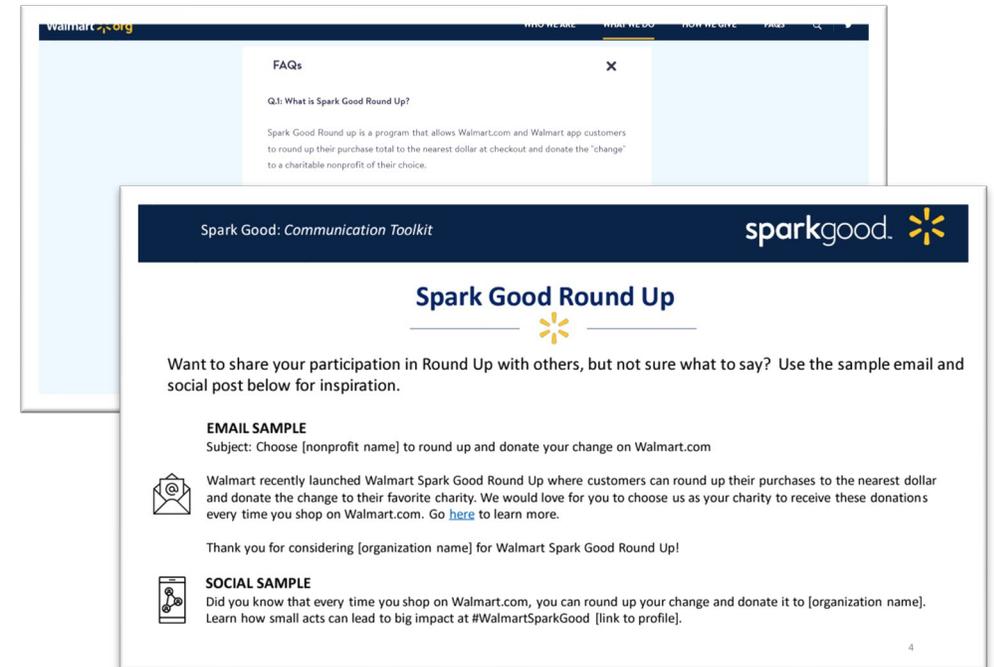
# Additional Resources

 [Frequently Asked Questions](#)

 [Promotional Toolkit for Nonprofits](#)

 [Spark Good How-to Guides](#)

 [Spark Good on Walmart.org](#)



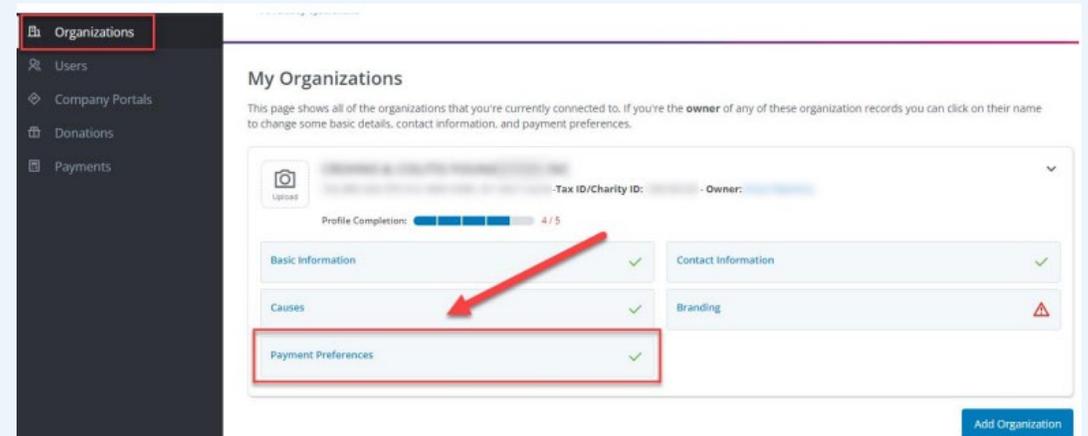
# Appendix

# Set up Payment Preferences in FrontDoor

- a. Go to [FrontDoor website](#).
- b. Click “**Organizations**”. Select the organization to open the organization profile.
- c. Click “**Payment Preferences.**” Complete the form.
- d. **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



**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, 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? \*

x | v

**Bank Country**

x | v

**Bank Name**

Name of your banking institution - e.g. JPMorgan-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  x | v

## 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](mailto:frontdoor@cybergrants.com)***