

sparkgood™



Communications Toolkit
Walmart Spark Good Customers

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Overview



As part of your local communities, we're connected to the causes you care about – and invested in supporting the collective impact we can make together. Walmart offers several ways to help give to the organizations you care about because small actions like rounding up your total to the nearest dollar and donating the change can have a big impact over time.

The Spark Good platform is your one stop shop for all things community engagement. This communications toolkit offer suggestions on how customers can engage with others sharing their support of their favorite nonprofits with friends and family.

Spark Good Round Up



Want to share your participation in Round Up with others, but not sure what to say? Use the sample email and social post below for inspiration.

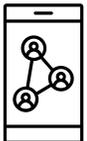
EMAIL SAMPLE

Subject: I just found an easy way to give back and it only cost me pennies.



Dear [NAME]

As I was checking out on Walmart.com, I opted-in to round up my change and donate it to [organization name], one of my favorite charities. I can do this every time I shop and, while it may not seem like a lot, these pennies will add up overtime. I know things are tough right now for everyone, but donating my change is one of the easiest ways I can support causes I care about. Check out Walmart Spark Good Round Up here. [link]



SOCIAL SAMPLE

As I was checking out on Walmart.com today, I opted-in to round up my change and donate it to [organization name], one of my favorite charities. Donating my change is one of the easiest ways I can support causes I care about. Check out #WalmartSparkGood Round Up here. [link]

Space Request Tool



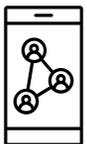
If you know your favorite organization will be in front of our stores raising funds or awareness, or if you are volunteering with one, share the news with others to draw attention to a cause you care about.

EMAIL SAMPLE

Subject: [organization name] will be at the Walmart on [street name] on [date(s)]. Please join me in supporting them!



On [Day, date, time], [organization name] will be [fundraising/registering voters/selling cookies, etc.] in front of our local Walmart store on [street name], and I will be there volunteering. Come see me and help them fulfill their mission to [enter details on mission here].



SOCIAL SAMPLE

[organization name] will be at the Walmart on [street name] on [date(s)] [raising money/selling cookies/registering voters, etc.]. I'll be out there volunteering, so come see me and help support one of my favorite nonprofits that does so much for this community.

Spark Good Registry



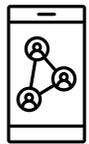
Sharing your favorite nonprofit's registry helps others support them, too. Sample email and social posts below to help drive support for the causes you care about.

EMAIL SAMPLE



Subject: I just found an easy way to support my favorite nonprofits through Walmart.com/SparkGood

Nonprofits are struggling right now to meet increased demand. Today, I found a super easy way to support my local [organization name]. I looked through their registry, purchased a much-needed item and had it shipped directly to them. I saved time and money! Want to help? Take a look at their registry here [link] or check to see if your favorite nonprofit has a registry at Walmart.com/SparkGoodRegistry



SOCIAL SAMPLE

[organization name], a nonprofit I care about is in need of items to help the community. Check out their registry on #WalmartSparkGood Registry and see how you can help. [link to organization's registry].

Share your story



Inspire others to support local causes in their community by sharing your Spark Good story. Ideas below.

EMAIL SAMPLE

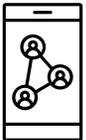
Subject: I found a great new way to support causes I care about.



Recently, I discovered Walmart Spark Good, a platform for local nonprofits to connect with Walmart.com customers like me. I can round-up my purchases and donate my change, buy a much-needed item off my favorite nonprofit's registry page, see the impact I'm making alongside Walmart's efforts and others.

It's a great way for me to support causes I truly care about. Check out Walmart.com/SparkGood

SOCIAL SAMPLE



Sometimes I think when I help a nonprofit in my local community, I'm not making an impact because I'm just one person. But today, I joined an online community of folks who all have a similar mission. We're working to make our small actions turn into big impact. Check out [#WalmartSparkGood](https://WalmartSparkGood) and see how they're helping me support the causes I care about most.