

sparkgood™



Communications Toolkit  
Walmart Spark Good Nonprofit

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## Overview



Being an active part of our communities has always been important to us. Spark Good sprung from a simple question: How might we do more good in more communities more often?

Walmart associates and customers work with community leaders and nonprofits to make a difference every day. We're here to be a force multiplier and turn small actions into big ripples that amount to meaningful impact because we believe that when we come together, we can **Spark Good**.

The Spark Good platform is your one stop shop for accessing our business and philanthropic resources. This communications toolkit offers suggestions on how nonprofits can share their story with their supporters and the community at large to drive engagement.

## 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.

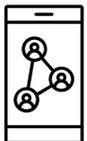
### EMAIL SAMPLE

Subject: Choose [nonprofit name] to round up and donate your change on Walmart.com



Walmart recently launched Walmart Spark Good Round Up where customers can round up their purchases to the nearest dollar and donate the change to their favorite charity. We would love for you to choose us as your charity to receive these donations every time you shop on Walmart.com. Go [here](#) to learn more.

Thank you for considering [organization name] for Walmart Spark Good Round Up!



### SOCIAL SAMPLE

Did you know that every time you shop on Walmart.com, you can round up your change and donate it to [organization name]. Learn how small acts can lead to big impact at #WalmartSparkGood [[link to profile](#)].

## Space Request Tool



If you know your organization will be in front of our stores or clubs raising funds or awareness, share the news with others to draw attention to your cause.

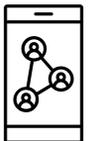
### EMAIL SAMPLE

**Subject:** [organization name] will be at the Walmart on [street name] on [date(s)]. Come out and see us!



On [Day, date, time], [organization name] will be [fundraising/registering voters/selling cookies, etc.] in front of our local Walmart store on [street name]. Your support means so much to us and helps fulfill our mission to [enter details on mission here]

Come see us!



### SOCIAL SAMPLE

[organization name] will be at the Walmart on [street name] on [date(s)] [raising money/selling cookies/registering voters, etc.]. Your support means everything. Come out and see us! #WalmartSparkGood

## Spark Good Registry



Whether your registry is for much needed office items, a coat drive or to fill a pantry, sharing your registry with others will help garner support.

### EMAIL SAMPLE

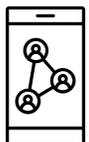
**Subject:** We're in need of a few items and could use your help. Check out our Spark Good Registry on Walmart.com



Thank you for always supporting us when we need you most. Right now, we are in need of several items for [insert description], so we created a Spark Good Registry, like a wedding registry or a baby registry, to make it easy for supporters like you to help. Browse through the list [link] of much needed items and see if there is something you can help with. Anything is appreciated. All purchased items can be shipped directly to us which saves you time and money!

Thank you for supporting [organization name or program name]!

### SOCIAL SAMPLE



Calling all supporters! We are in need of a few items right now and could use your help! Check out our registry [link] on Walmart Spark Good where you can see our list, make a purchase and have it shipped directly to us. It's super easy and saves you time and money. We appreciate your help! #WalmartSparkGood

## 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](https://Walmart.com/SparkGood) to learn more.

### SOCIAL SAMPLE

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. #WalmartSparkGood

## Grow your community of supporters



To grow your community of supporters, share links to your Spark Good profile page and your registry, and encourage people to choose you as their charity when participating in Round Up.

### IDEAS



- Tell your story on social media and on your website. Share the Spark Good logo on your website and in your email signature.
- Thank your supporters via email, social posts and on your website
- Send out a newsletter sharing your organizations mission, progress on programs and urgent needs

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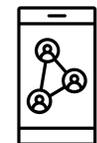
*Note: Go to [Walmart.org/SparkGood](https://Walmart.org/SparkGood) and right click on the SparkGood logo to download.*

### EMAIL SAMPLE



You're always there for us when we need you the most. Because of you, we've been able to [list 2-3 things] and because of you, our community is better. Thank you for all the support you give us. Check out the new ways you can engage with us on Walmart Spark Good [link to profile]

### SOCIAL SAMPLE



You're always there for us when we need you the most and because of you, our community is better! We've recently discovered new ways you can engage with us. Check out #WalmartSparkGood to learn more. [link to profile]

## Communication Tips



### Give it heart

Tell a story. If supporting your case with data, use only the most compelling statistics. Readers can be overwhelmed by numbers.



### Keep it upbeat

Set a positive tone. Focus on the solution rather than dwelling on the problem. Share successes.



### Put a face to a name

Highlight individuals who'll be helped by the initiative. People are more likely to engage with content about identified individuals than faceless groups.



### Be timely

Reach out during important happenings in your community or relevant national cultural moments that spark interest in your cause.



### Make it punchy

Write the way you talk. Be brief. Pique curiosity with your headline. Readers only spend a few seconds on emails or posts, so the headline is your best hook.



### Ground it locally

Tie your message to your target audience's community. People are more likely to engage when it feels local.