Spark Good Registry
How-to-Guide for Nonprofits
Like a wedding or a baby registry, the Spark Good Registry allows verified public charities to create lists of necessary products—including gift cards—and to share those registries with their donors. Walmart ships items purchased through a nonprofit’s registry directly to the nonprofit, reducing friction from setting up collection sites and retrieving donations. Nonprofits can create virtual events, like a coat or canned-food drive, and share the registry through their social media channels or donor newsletters.
Spark Good: Set up and Manage a Registry for Good

Table of Contents

- **Slide 2**: Overview
- **Slide 4**: How to Get Started
- **Slides 5-6**: Create a Registry
- **Slides 7-10**: Add items
- **Slides 11-12**: Add Gift Cards
- **Slides 13-14**: Share your Registry
- **Slides 15-16**: Track Order Status
- **Slides 17-21**: Returning Items
- **Slides 22-24**: Delete the Registry
- **Slide 25**: Additional Resources
Request Donations to Support your Cause by Creating a Spark Good Registry

1. Log into the Walmart.com Spark Good Nonprofit Portal
2. Create a Spark Good Registry
3. Add items to the Registry (including gift cards)
4. Share your Registry with your Supporters
5. Track Order Status when Customers purchase items on your Registry
Log into your Spark Good Nonprofit Portal

Go to Walmart.com/nonprofits

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

• **Note**: You can create up to 20 Spark Good registries. Consider breaking up your registries by campaigns or needs

• **Registry status**: If you are the lead, you can make changes to the registry. View only status means you will not be able to make changes.
Creating a Registry

Who: Select your “Non-profit Organization” and “Cause” from the drop-down selection.

Why: Enter “Registry Title” and “Description of your Registry”. The description should set out who and what the items in your registry will serve and how the donations will create a positive impact in your community.

Where: Select your shipping address for where products will be delivered. You can also edit an existing address or add a new address.

How: Select either “Public” or “Private” for your registry settings. Check the box to accept the terms and conditions. Click “Create Registry”.

Spark Good: Set up and Manage a Registry for Good
Add Items to any Registry
3. Search and Add to Registry

To search for items, type them into the “Search Bar” (for example, girls socks).

To add items to your registry, click “Add to Registry”. **DO NOT CLICK** “Add to Cart”.

After you click “Add to Registry”, you will see a pop-up. Select the right registry and click “Save”.
Increase Quantity of Items

To visit your registry and see what items you have added, go to “Reorder My Items”. Click “Registries”.

To change the quantity of items you need, click “Manage” under each item and select the quantity under “Need”. To remove an item, click “Remove”.

**Note:** For each registry, you can add up to 200 items with up to 200 quantities for each item.
Check Delivery Method on Items

When selecting items to add, please note the delivery method. **Make sure to only select items available to ship or pick up, not for delivery.**

a. **Shipping via mail:** Shipping means it will arrive by mail.

b. **Pick Up:** Pick up means a customer/donor will have to pick up the products at the store and drop off at your organization.

c. **Delivery:** Currently, this option is **not available** for registry purchases.
Add Gift Cards
Adding Gift Cards

To add gift cards, type “Charitable $10 Walmart Gift Card” in the “Search” bar.

You can also search for “Charitable $25 Walmart Gift Card” or “Charitable $50 Walmart Gift Card”.

Select the gift card and add to registry.
Share your Registry
Share your Registry

To share your registry, click “Share this registry”. Then, click “Copy link”.

Share in newsletters, email campaigns, and social media. Visit our promotional toolkit for tips and tricks.
Spark Good: Set up and Manage a Registry for Good

Track Order Status
To track your products’ order number, click “Manage” on the item. A side pop-up bar will appear on the right. Under “Purchased so far”, you can view the purchase order number.

To track the order status, please contact Walmart Customer Service at 1-800-Walmart with the order number.
Returning Items
Go to your Registry

To visit your registry, on Walmart.com (top right hand corner) go to “Reorder My Items”. Click “Registries”.

On your registry page, to return a product that has been purchased, click “Manage”.
Select Items to Return and Provide a Reason

Click “Start a Return” from orders provided.

Select any items you would like to return.

Select a return reason from the list of drop-down options. Click “Refund” or “Replacement”. You can share more details in the text box (Optional).
Choose a Return Method

Select your preferred return option.
• FedEx Scheduled Pickup (Step 12)
• Return by Mail (Step 13)
• Return at Walmart Store (Step 14)
• FedEx drop off.

Click “Continue”.

Spark Good: Set up and Manage a Registry for Good
12 Schedule Pickup
You can select the preferred date for pickup and click “Save and Continue”. You will then see a return confirmation. Click “Show barcode and instructions”.

13 Return by Mail
Click “Print Label”. Please package your item, attach the label, and drop it off at USPS or FedEx Locations.

14 Return at Store
Please return the product by the due date. Click “Show barcode and instructions”.

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Delete a Registry
Go to your Registry Setting

To delete your registry, go to your registry page, click “Settings”.

When you see the settings panel, scroll all the way down. Click “Delete my Registry”.
Delete a Registry

After you clicked “Delete this registry”, a pop up will appear. To confirm deletion, click “Delete”.

After you click “Delete”, you will be redirected to the main registry webpage, and see a green pop-up confirmation of your registry deletion.
Additional Resources

- Frequently Asked Questions
- Promotional Toolkit for Nonprofits
- Spark Good How-to Guides
- Spark Good on Walmart.org