What is Spark Good?

Through Spark Good, nonprofits have access to our local grant application, can create charitable registries, enroll in round up and use a space request tool.

Visit us
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Slides 4-7  How To Get Started
Slides 8-9  Explore Nonprofit Portal & How-to Guides
Slides 10-11  Eligibility and Program Guidelines
To join our Spark Good nonprofit community, your organization needs to be a FrontDoor verified organization.

Visit FrontDoor, powered by CyberGrants to start the verification process.
After your organization is verified, create/or use a Walmart.com account with the same email address that you use to log into your FrontDoor account. Note: These are two separate accounts using the same email address. Please wait 24 hours after verification to visit Step 3.
Visit Walmart.com/Nonprofits

Step 3

Visit Walmart.com/nonprofits
Click “Get Started” and log in to your account.
Select your organization

Step 4

Your organization name should appear. Click your organization name to continue.
Hooray! You are now part of our Spark Good community!

In the nonprofit portal, you can edit your profile, explore charitable tools, enroll in round up and create registries.

Your organization may be eligible for different programs depending on your tax status and classification. See Slide 10 and 11 for more details.
Explore Additional resources

Step 6

How-to Guides

Spark Good Round Up
Spark Good Registry
Spark Good Space Request Tool
Spark Good Community Grants
Spark Good Associate Engagement

Other Resources

Frequently Asked Questions
Promotional Tools
FrontDoor Verification Guide

Creating a registry:

Step 1

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

Spark Good Communication Toolkit

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 $1,000 grant from Walmart

We’re excited to share that we recently received a $1,000 grant from our local Walmart/Barn’s Club (or [street name]) to help with [some program/thing] in our community.

Walmart has so many great ways customers can support their favorite nonprofits. Check out Walmart.com/SparkGood to learn more.

Spark Good FAQs

1. Who submitted the FrontDoor verification process?
2. What is the Spark Good Registry?
3. What do I do if I have a question about the FrontDoor verification process?
4. How do I add a new user?

Note: Scroll down to the bottom of the program page for the FAQs
What type of organization are you?
It depends on your organization’s tax status.

How do you know your organization’s tax status and classification?

1. Your organization may have a determination letter from the United States Internal Revenue Service (IRS) that provides your tax status and classification (i.e. you are a public charity or a private foundation).


Public Charity 501(c)(3)  
NCES School  
Government Entity  
Member-Affiliated Organization
Spark Good: How to Get Started Guide

<table>
<thead>
<tr>
<th>Services/Type of Organization</th>
<th>Public Charity 501(c)(3)</th>
<th>NCES school</th>
<th>Government Entity</th>
<th>Member Affiliated Org</th>
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<td><strong>Apply for Local Community Grants</strong></td>
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<td><strong>Access the Walmart Nonprofit Portal</strong></td>
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<td><strong>Set up Registry</strong></td>
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<td><strong>Request for space outside of Walmart facilities</strong></td>
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<td><strong>Sign up for Round-Up</strong></td>
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Why join Spark Good?

By joining our Spark Good community, your organization may be eligible for different programs depending on your tax status and classification.

For additional eligibility and program guidelines, please review Spark Good Terms of Use.