Spark Good: A new way of giving designed to spark collective action and big impact in support of local communities.
WALMART’S CULTURE OF IMPACT

We save people money and help them live a better life

“Our folks have always been supportive and willing to lend a helping hand to those who are in need.”

— Sam Walton

Hurricane Katrina inspired us to use our strengths to help others
Shared Value
Creating Value for Business and Society

TRANSFORM the system
Lead through the BUSINESS
Complement with PHILANTHROPY
COLLABORATE with others
Our Work

Creating Opportunity
- Economic Opportunity in Retail

Advancing Sustainability
- Climate
- Nature
- Waste
- People in Supply Chains

Strengthening Community
- Local Community Support
- Healthier Food for All
- Disaster Relief/Preparedness
- Inclusive Communities

Center for Racial Equity
- Finance
- Health
- Education
- Criminal Justice

Diversity, Equity & Inclusion
Walmart Spark Good is here for nonprofits and customers to spark collective action and have big impact in support of local communities.

**Customer Engagement**
- Connect customers with opportunities to support local causes
  - Round Up
  - Registry

**Store Engagement**
- Raise awareness & provide charitable donations to local organizations
  - Request Event Space
  - Local Community Grants

**Associate Engagement**
- Empower associates to support causes that are meaningful to them
  - Associate Giving Programs
  - Volunteerism Always Pays

Only available on Walmart.com and in the app.
How does your organization get started to engage with Spark Good Programs

1. Becoming FrontDoor Verified
2. Set up a walmart.com account to access the nonprofit portal
3. Explore SparkGood Resources
Today we will focus on tips & tricks to support you in sharing Spark Good programs with your donors.
Walmart wants to help you...

Benefit from Spark Good Programs

Celebrate your impact with the community

Reach new donors

DONORS
A great place to start is sharing with your current donors.

| WHO?            | • Who are your current donors?  
|                 | • Who are donors you want to target?  
|                 | • Who are you missing and want to engage? |
| WHAT?           | • What do you want to tell them?  
|                 | • What do you need from them? Call to action  
|                 | • What do donors need from you? |
| WHERE?          | • Where are you currently communicating to them?  
|                 | • Where can you meet them and tell your story?  
|                 | • Where are resources you can leverage to spread your message? |
| WHEN?           | • When do you need them to engage?  
|                 | • When do you have events?  
|                 | • When is the best time to connect and how often? |
| WHY?            | • Why do you want them to support your organization?  
|                 | • Why would a donor or volunteer connect with your organization?  
|                 | • Why should they donate to your cause? |
What are existing channels you are using today to reach donors? How might you incorporate Spark Good programs into these channels?

- Newsletters
- Stewardship Letters/Emails
- Social Media
- Events
Many organizations leverage a newsletter to keep donors and volunteers up to date.

Consider a consistent cadence so donors know when to expect communication from your organization and when you want to highlight opportunities to support your organization through Spark Good in the newsletter.
Social media is a way to share your impact and raise awareness with potential new donors.

Phones and tablets are useful tools for social media and email. Check the following:

- Are your posts accessible on mobile devices and tablets?
- Are you embedding links to your Round Up or Registry profile in your social posts?
Tips & tricks to consider when sharing your story & impact.

**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.

- **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.

- **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.

- **Keep it upbeat**
  Set a positive tone. Focus on the solution rather than dwelling on the problem. Share successes.

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

- **Ground it locally**
  Tie your message to your target audience's community. People are more likely to engage when it feels local.
Did you know, Walmart Spark Good has tools and resources available to support you?

Nonprofit Communication Toolkit

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Visit Walmart.org/sparkgood > Spark Good programs > Spark Good How-to Guides > Nonprofit Communication Toolkit

Customer Communication Toolkit

Spark Good Round Up

Went 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 over time. 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]

Visit Walmart.org/sparkgood > Spark Good programs > Customer Engagement > Customer Communication Toolkit
Helpful hints
There are many online resources available. Here are a few you may want to consider.

**Graphic Design Tools** are available on Apps and Desktops
- Most have options for a free starter pack or Pro Options for a monthly fee
- Utilize templates to create assets

<table>
<thead>
<tr>
<th>Snappa</th>
<th>Canva</th>
<th>Stencil</th>
</tr>
</thead>
<tbody>
<tr>
<td>WordSwag</td>
<td>Crello</td>
<td>Visme</td>
</tr>
</tbody>
</table>
Creating a hyperlink is easy as 1..2..3..4..

1. Click on picture or add a line with your organization name

2. On the toolbar, go to Insert > Links > click the Link icon

3. Highlight Existing File and add your hyperlink to the address bar on the bottom of the pop-up box.

4. Click OK

*example shown for Microsoft, but other programs have a similar feature.

Spark Good Matching Campaign

Between March 1 and 31, 2023, Walmart is matching all Round Up Donations 2:1. Give back by rounding up your change and donating the remainder to [Add your org] when you shop on Walmart.com or the Walmart app.

Go to walmart.com/SparkGood and choose [Add your org] as your charity to round up to today!

BEFORE: https://www.walmart.com/nonprofits/5fa234e3-28d2-4e07-b124-504219c01d84/profile

AFTER: Our Organization
QR codes are an easy way for donors to give. All they need to do is scan the QR code with their phone camera.

Use the QR Code generator on your computer
- Available on Chrome, FireFox and Edge

Use a free QR Code generator website
- Copy & paste a website address
- Generate a QR Code

Example Websites
https://www.qr-code-generator.com/
https://www.canva.com/qr-code-generator/
https://www.beaconstac.com/qr-code-generator
A few reminders when posting on Facebook and Instagram...

- **Make sure to update FB post to include a direct link.** Donors might not find you on Instagram to reference your bio.

- **If you have a QR code, make sure to also include a link or website.** Donors who are viewing on a phone won’t be able to scan the QR code.
To help you brainstorm, here are a few ideas and examples we have seen.
<table>
<thead>
<tr>
<th>Idea</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>Add table tent cards with QR codes</td>
<td>To donate directly to your cause page and link to your public profile for Spark Good Round Up and Registry.</td>
</tr>
<tr>
<td>Share your registry</td>
<td>- Create QR codes or provide a link to your registry so donors can find your list of needed items.</td>
</tr>
<tr>
<td>Create a bingo game</td>
<td>With activities to get guests up and moving. Activities can include a QR code to your public profile page so they can select your charity for Round Up or a registry.</td>
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<td>When setting up booth at a local community event</td>
<td>- Flyers or a QR code can be useful in sharing your public profile.</td>
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<tr>
<td>Tips/Tricks when working with Walmart &amp; Sam's Club Associate Volunteers</td>
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<tr>
<td>---------------------------------------------------------------</td>
<td></td>
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<tr>
<td><strong>Inform volunteers about opportunities. Make sure to include</strong></td>
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<tr>
<td><strong>time, date, locations and efforts needed.</strong></td>
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<tr>
<td><strong>Create an easy way for volunteers to signup that</strong></td>
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<tr>
<td><strong>coordinate with their schedules.</strong></td>
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<tr>
<td><em>(Consider asking if the volunteer works for a company with a matching program and if so, which company.)</em></td>
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<tr>
<td><strong>Have a volunteer station with resources for volunteers that are also Walmart associates.</strong></td>
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<tr>
<td><strong>If working with Walmart or Sam’s Club associates, tag the local store that supported your event and thank them for participating.</strong></td>
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<tr>
<td>Use hashtags:</td>
<td></td>
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<tr>
<td>• Store 5260 would be #wm5260</td>
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<tr>
<td>• #walmartsparkgood</td>
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Key Take Aways & Resources

- Visit the Nonprofit & Customer Communications Toolkit for messaging templates (See How-To Guides)
- Download the Sparkgood logo (Under “Getting Started Guides”)
- Use our hashtag #walmartsparkgood to spread the word
- Start creating social media posts
- Get excited – we have new communications assets to share soon!
Spark Good Webinars and Live Help Desks

Interested to learn more? Join us for our upcoming webinars on various topics! Find the schedule here: Walmart.org/sparkgood (section 5) Past webinar decks will be posted on Walmart.org/sparkgood > How-To Guides

Register here: https://walmart.zoom.us/webinar/register/8416770024254/WN_AdrmPCncRx6oxUqDkC0ArA

Have questions or issues? Chat with our team member on a virtual help desk! Find the schedule here: Walmart.org/sparkgood (section 5)

Register here: https://walmart.zoom.us/meeting/register/tJEvcuCpqTkjHNKZm6PrnMWGWstDsA
Get FrontDoor verified

- FrontDoor Verification Guide

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
- Nonprofit Promotional Toolkit

Note: Scroll down to the bottom of the program page for the FAQs
Walmart.com/nonprofits
Walmart.com/SparkGood

Need support?
sparkgoodsupport@walmart.com

Social Tags
Twitter: @Walmartorg
Facebook: @Walmart
Instagram: @Walmart
LinkedIn: @Walmart