Spark Good: A new way of giving designed to spark collective action and big impact in support of local communities.

Walmart.com Programs: Nonprofit Portal, Round Up and Spark Good Registry
1. How does a customer search and sign up for Round Up?
Please review Slide 15 for the three ways a customer can search and sign up for Round Up. Once they have selected an organization, the option to round up will show up on their “Review Order” when they are checking out.

2. If an organization has multiple chapters/locations using the same ACH information for Round Up, will it list the chapter name in the disbursement? How does an organization know which chapter is receiving the donations?
To track disbursements across multiple chapters, please sign up for a free account with Network for Good. Review Slides 16 and 17. Coming soon to the Network for Good reporting for Round Up will be a breakdown by chapter. It will reference the organization ID of each chapter in FrontDoor.

3. How do we access or find the link to our public profile page?
To access your public profile page, you can visit www.walmart.com/sparkgood and search for your organization name. Input or clear the zip code. When you click on your organization, a right-sided pop up will appear. Click on your organization name in that pop up. It will bring you to your public profile page.

4. Do you have examples of how we can share Round Up with our donors?
View our nonprofit communications toolkit and past webinar deck on How to share with your donors for tips and tricks!

5. If my primary owner is no longer with the organization, how do I update the primary owner?
You can email frontdoor@cybergrants.com to update your primary owner email address. Make sure you create a Walmart.com account with that updated email address to access the nonprofit portal.
1. How does a customer search for a Spark Good registry?
For customers to search for a Spark Good Registry, they can visit [www.walmart.com/sparkgood](http://www.walmart.com/sparkgood) and search for your organization. Under your organization name, it will show the labels if you are registered in Round Up or have Spark Good registries.

2. Can a registry request unlimited items?
No, registries can add up to 200 items with up to 200 qtys for each item (see Slide 22).

3. Why can’t an organization delete old Spark Good registries?
Once an item has been purchased in your registry, it retains the purchase history hence the registry cannot be deleted. We are working to improve this feature. However, you can create up to 20 registries per user in your organization.

4. Can you change the name of a Spark Good registry?
Yes, you can make these changes at any time. Kindly note you have to be the creator of the registry (“Lead”) to make any edits to your registry. If you click on the registry settings, you can edit your registry name, organization cause, registry description and delivery address.

5. Can you create a charitable donation receipt at any time?
Yes, you can opt in to use this functionality in your nonprofit portal. You can create the template at anytime, even before you create a Spark Good registry.

6. How can an organization apply for tax exemption?
To enroll in the tax exemption program, please submit your application on this website - [https://www.walmart.com/taxexempt/](https://www.walmart.com/taxexempt/).
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
Our philanthropy focuses on the following:

Today, we will discuss Spark Good programs that provide local community support. Learn more about other focus areas at www.walmart.org.

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
Spark Good programs strive to **spark collective action** and have **big impact** in support of local communities.

**Nonprofit Engagement**

The Walmart.com nonprofit portal provides a full suite of charitable resources together in one place.

---

**Customer Engagement**

- Connect customers with opportunities to support local causes

  - Round Up
  - Registry

---

**Store Engagement**

- Raise awareness & provide charitable donations to local organizations

  - Local Community Grants
  - Request Event Space

---

**Associate Engagement**

- Empower associates to support causes that are meaningful to them

  - Associate Giving Programs
  - Volunteerism Always Pays
Today we will discuss the Nonprofit portal, Round Up and Spark Good Registry on Walmart.com

Spark Good programs strive to spark collective action and have big impact in support of local communities.

Nonprofit Engagement

Access a Walmart.com nonprofit portal that provides a full suite of charitable resources together in one place.

Customer Engagement

Connect customers with opportunities to support local causes

Round Up

Registry

- Overview of program
- How to engage with the program
- Key takeaways
- How to share with customers
We are working to simplify entry points through the Walmart.com nonprofit portal

Previously, you may have accessed (1) FrontDoor, powered by Cybergrants or (2) www.walmart.org to engage with Walmart’s giving programs.

Now, organizations can start at Walmart.com/nonprofits. All you need is your FrontDoor email address to connect across platforms.

**NOTE:** Bookmark the walmart.com nonprofit portal to simplify where to start.

**Nonprofit Portal**
- ✔ Register for Round Up, Registry & Space
- ✔ Access Local Grant Application, approve volunteerism grant submissions or visit Walmart Business
Regardless of your organization type, visit the Walmart.com nonprofit portal page to get started

Walmart Nonprofit Portal (www.walmart.com/nonprofits)

The Walmart nonprofit portal is designed to be a one-stop shop to view and access all of Spark Good nonprofit giving programs and resources.

Key Takeaways to create a portal

Access to the portal is only for 501(c)(3) public charities currently

A primary user and secondary user have different access to programs in the portal.

Create/log in with a Walmart.com account that matches your email address in FrontDoor
There are **3 steps** to complete to become a FrontDoor verified organization.

**FrontDoor, powered by CyberGrants** verifies your organization and your users are legitimate.

**Step 1:**
Search and claim your organization

**Step 2:**
Complete verification application

**Step 3:**
Update payment preferences

Visit [FrontDoor website](#)

With proper documentation submitted, verification may take less than 48 hours.

After you received FrontDoor verification approval, please update payment preferences.
How your organization is setup in FrontDoor will affect a user permission in the Walmart nonprofit portal

Depending on whether you are a primary or secondary user in FrontDoor, it affects your access in Walmart nonprofit portal and Walmart Spark Good programs.

<table>
<thead>
<tr>
<th></th>
<th>Primary User in FrontDoor (1 user)</th>
<th>Secondary User in FrontDoor (Multiple users)</th>
</tr>
</thead>
</table>
| Nonprofit Portal               | ✓ Set up an account  
✓ Set up charitable donation receipts                                                            | ✓ Set up an account                          |
| Round Up                       | ✓ Register on behalf of the organization  
✓ Add ACH                                                                                         |                                             |
| Spark Good Registry            | ✓ Create and manage a registry                                                                   |                                             |
| Space Request Tool             | ✓ Apply for space                                                                                 |                                             |
| Local Community Grants         | ✓ Apply for grant  
✓ Ability to edit address where check is sent                                                    | ✓ Apply for grant                            |
| Associate Engagement           | ✓ Ability to verify and confirm hours volunteered by associate                                   |                                             |

**Tip:** To view who your primary owner is in FrontDoor, click “Organizations” or “Users”. The primary owner will have a star next to their name.
Once you are FrontDoor verified, create and access your nonprofit portal account on Walmart.com

**Step 1:**
Visit Walmart.com/nonprofits

Create a new Walmart.com account or log into your existing account for your organization.

Please use the email address that matches your FrontDoor email address.

**Step 2:**
Access resources in portal

You can now explore resources in the portal!

Please see previous slide 10 on different access to programs based on user permissions.
From your nonprofit portal you can register in Round Up on Walmart.com
Round up is a year-round program available on Walmart.com and in the app. You will need to register before customers can discover you.

Round Up

Round Up is a new program that launched September 2022 which creates an opportunity for customers to select a charity of their choice to donate change at checkout on Walmart.com and the app. It is not available in stores.

Organizations must be 501(c)(3) public charities and Front Door verified to apply for Round Up.

Key Takeaways

Only primary user can register for Round Up. Make sure your email address matches your FrontDoor address.

Make sure your ACH details in FrontDoor is updated

Your organization will only be discoverable to customers after you have registered for Round Up.
There are **4 steps** to complete registration so that customers shopping on Walmart.com or in the app can select your organization to support.

**Step 1:** Register in Round Up

Start your registration for Round Up

**Step 2:** Create public profile

Create your donor-facing profile page

**Step 3:** Confirm ACH payment

Confirm ACH payment for direct quarterly deposits from Network for Good. Any updates to ACH will be in FrontDoor.

**Step 4:** Enroll and confirm payment

Agree to terms of use to complete registration
Once you have registered in Round Up, there are **three ways** a customer can search and select your organization to support.

1. **Visit Walmart.com/sparkgood**
   - Type in your charity name
   - Input or clear the zip code to search
   - You can see if a charity has registry or Round up by the labels.
   - You will see the charity appear in a pop up on the right.

2. **From their Walmart.com Account Settings**
   - Go to “Account”
   - Click on “Giving & Impact”.
   - Search and select a charity.

3. **Share your Org Profile Page directly**
   - An organization can share a direct link to their public profile page.
   - A customer can visit that page and click “Select this charity” or “Update my preferred charity” if they already have a previous selection.

**NOTE:** The round up option only appears in a customer’s review order cart after they have selected a nonprofit & added a default payment method of credit/debit.
You can track Round Up Donations 3 ways

How to Track Customer Donations

1. **Organization profile page** on Walmart.com shows the count of unique customers donations and is updated when a customer is charged for their donation.

2. **Nonprofit portal page** at Walmart.com/nonprofits displays the dollar amount donated by customers and is updated quarterly after payment is disbursed by Network for Good.

3. **Network for Good (NFG) account** provides a donor payment report. Register for a free account to download donor payment reports. Set up requires your EIN number and after you received a first disbursement from NFG.
   - The primary owner (regardless of whether you have registered for a free account) will receive emails from NFG to notify them prior to a disbursement.
Walmart partners with Network for Good to disburse Round Up donations

Dashboard View of the Free Account with Network for Good

Network for Good Donation Report

- Provides donation date, donation amount, source (Walmart or other companies), source type (customer donation or a campaign match), payment date, and payment method.
- Donor information will be anonymous.

Who is Network for Good and what is the disbursement schedule?

Walmart partners with Network for Good, a donor-advised fund, to ensure there is a well-defined manner to disburse Round Up funds to the organization the customer has recommended.

Donation disbursements from Network for Good to eligible charities will be made on a quarterly basis, approximately 15-20 working days after the end of the quarter. Quarters are defined as January-March, April-June, July-September, and October-December.

See Walmart.com Spark Good Round Up Terms of Use.
From your Nonprofit Portal you can set up a Spark Good Registry on Walmart.com

Scan this QR code to access Spark Good Registry How-to Guide
Spark Good Registry

Registry allows verified public charities to create lists of necessary products that can be shipped directly to your nonprofit.

Ideas can include creating registries based on needs or an event. Provide tax deductible donation receipts for donors.

Create and manage registries from your nonprofit portal. Any user has access to create and manage their registries.

Key Takeaways

- Organizations can create up to 20 registries
- Only the Role: Lead can edit a registry after it’s created. Lead can be the primary or secondary user.
- Opt-in and create tax deductible receipts for donors from nonprofit portal
There are 3 steps to complete so that customers can support your Spark Good Registry.

**Step 1: Create a registry**
- Log into your nonprofit portal
- Select “+ Create Registry”
- To edit existing registries where your role is: Lead, select “Manage”
- Organizations can create up to 20 registries. Consider breaking up your registries by campaigns or needs.

**Step 2: Provide registry details**
- Select your cause, enter a registry title and description
- Confirm address for where products will be delivered
- Select public or private for your registry settings
- Click Create Registry!

**Step 3: Search items & add to registry**
- Search for items or gift cards available for shipping or pick up
- Add to Registry
Maintaining the assortment is important to keep your inventory relevant to current needs.

Add items
- Use the **search bar** on Walmart.com to add items to your registry
- Select “**add to registry**” and choose the registry you want to add it to
- Registries can add up to 200 items with up to 200 qtys for each item

Update quantities or delete items
- Use **manage** to update quantities needed or purchased
- Use **remove** to delete an item from registries
- Items that have a purchased quantity cannot be deleted. Reduce quantity to 0
- Registries with purchased items cannot be deleted. Make as private.

Delivery method
- Delivery method varies by item, ensure that items are available for shipping or pick up
- **Pick Up** requires a customer/donor to pick the product up at the selected store and drop off at your organization
- **Shipping** will arrive by mail to the address selected
Returning and replacing is EASY because we understand that needs can change before you’ve had time to update your registry

- From the registry page, click on **share this registry** for a link to share with your donors on social media, newsletters, etc.
- Spark Good registries are searchable by customers on [walmart.com/sparkgood](http://walmart.com/sparkgood)

- View purchase history and order number by clicking **manage** on each item
- Call 1-800-Walmart to track order status. Have order number ready

- Items that are eligible for return, can be selected by clicking **manage** and **start and return** on item
- Reason for return is required for an e-gift refund or item replacement
- Return method matches Walmart.com policy
You can opt-in to create donation receipts for customers purchasing items on your registry

- From the nonprofit portal, you can customize the email that is sent to donors about how their donation will support your organization.
- Customers can only request for the receipt if you have opted in.
- The blue section is automatically pulled from your FrontDoor account.

Start at the nonprofit portal

View donation receipt history

- Keep track of the receipts sent and the order number for the donation.
Customers can request donation receipts for the tax-deductible product donations they purchased on Walmart.com Spark Good Registry.

How can customers find their donation receipt?
- Go to Account > Purchase history
- Find the order that was placed for the organization, click on “view details”
- Under Donation details, expand box and click “Email me my receipt”
- If the order was shipped in multiple orders, a customer will need to request donation receipt for each order.

Example of donation receipt

The information that is entered in
Thank you message and organizational information is included in the email.

A message from your supported organization. NORTHWEST ARKANSAS CHILDREN'S SHELTER INC

Thank you for supporting the Northwest Arkansas Children's Shelter! Every gift gives HOPE to a child in crisis. Because of you, hundreds of children, each year, have a safe, loving place to call home.

NWA Children's Shelter is a safe place of healing for children who have been abused and neglected. Learn more about NORTHWEST ARKANSAS CHILDREN'S SHELTER INC

Under Receipt details, shipping location is not visible. What's included is organization's tax ID and items purchased by customers.

Received on Aug 11
Shipped on Aug 12
Order# 4902111-821339

Donation details
- Email for your donation. We can send a receipt acknowledging your charitable donation
- The registry will receive details about the donated items and will not receive any personal information.

Receipt details:
- Delivery to: NORTHWEST ARKANSAS CHILDREN'S SHELTER INC, Bentonville, AR
- Tax ID: 58-1994983
- Order#: 4902111-821339
- Product: Frito-Lay Ultimate Snack Care Package, 40 Count (Assortment May Vary)
**Next Steps**

- Create your Walmart nonprofit portal account
- Register for Round Up and share with donors
- Create a Spark Good Registry and share with donors

**News!**

Walmart.com is releasing email verification. Go to your Walmart.com account > manage account > personal info > verify email

---

Start by sharing your organization’s public profile page!

View our [nonprofit communications toolkit](#) and past webinar deck on [How to share with your donors](#) for tips and tricks!
Interested to learn more? Join us for our upcoming webinars on various topics! Find the schedule here: [www.walmart.org/sparkgood](http://www.walmart.org/sparkgood) (see section 5)

May Webinars, 12pm CST – 1pm CST:
- May 4: Overview of Spark Good
- May 18: How to share Spark Good programs with donors & Walmart associates

Past webinar decks will be posted on [www.walmart.org/sparkgood](http://www.walmart.org/sparkgood) > How-To Guides

Register here: [https://walmart.zoom.us/webinar/register/8416770024254/WN_AdrmpCncRx6oxUqDkC0ArA](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: [www.walmart.org/sparkgood](http://www.walmart.org/sparkgood) (see section 5)

May Help Desks, 12pm CST – 1pm CST:
- May 9, Tuesday
- May 25, Thursday

Register here: [https://walmart.zoom.us/meeting/register/tJEvucpTkJjHNKZm6PrnMWGWstDsAugK9_5](https://walmart.zoom.us/meeting/register/tJEvucpTkJjHNKZm6PrnMWGWstDsAugK9_5)
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
- Promotional Tools

Getting Started Guides

- Spark Good FrontDoor Verification How To Guide
- Spark Good How To: Change A Portal
- Spark Good How-To Guide – Nonprofit Communications Toolkit
- Spark Good How-To Guide – Customers Communication Toolkit
- Spark Good Logo (with the Spark)

How-To Guides

- Spark Good How To Guide – B2B Guide
- Spark Good How To Guide – Spark Good Space Request Tool
- Spark Good How To Guide – Community Grant Program
- Spark Good How To Guide – Associate Engagement

Organization Guides

- Public Charity
- Government Entity
- NCTE
- Non-Charity Organizations

Webinar Presentation Decks

- Spark Good - Overview
- Spark Good - How to Share with your Donors

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

Hashtags
#walmartsparkgood
#wmXXXX (store number)
Questions?
Add questions and upvote for questions to be answered live.

Scan QR code and take the survey: Tell us how we’re doing.
Accessing Walmart’s giving programs requires different websites for verification, confirmation of grants, submission requests and resources. We are working to **simplify these entry points through the nonprofit portal**.

- **FrontDoor** website
  - Third-party nonprofit verification platform that verifies a nonprofit and its users are legitimate.
  - Confirm volunteer hours, associate & executive giving grants and payment visibility.

- **Cybergrants** website
  - Submit application for local community grant and check status updates.

- **Walmart.org** website
  - Walmart.org is Walmart’s philanthropic website.
  - Access informational resources about Spark Good, FAQs, Start LCC