Commonly asked questions for Spark Good Round Up

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 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.

Commonly asked questions for Registry and Tax exemption

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 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. Registries no longer in use can be made "private" so they are no longer visible to customers.

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/.

Walmart org

sparkgood™

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

Walmart org

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:

sparkgood

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

Creating Opportunity	Advancing Sustainability	Strengthening Community	Center for Racial Equity
Economic Opportunity in Retail	Climate	Local Community Support	Finance
	Nature	Healthier Food for All	Health
	Waste	Disaster Relief/Preparedness	Education
	People in Supply Chains	Inclusive Communities	Criminal Justice

Diversity, Equity & Inclusion

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

sparkgood

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

*currently only available on Walmart.com or in the Walmart app

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

Grants

Space

Programs

Always Pays

We are working to simplify entry points through the Walmart.com nonprofit portal

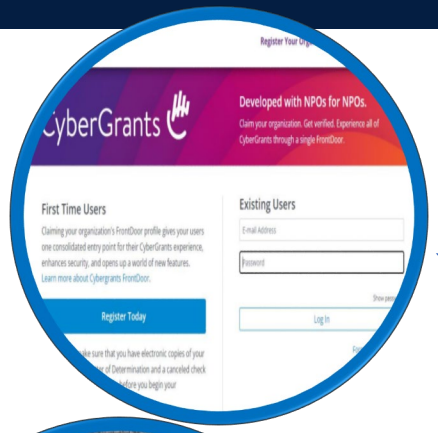
Previously, you may have accessed (1) FrontDoor, powered by Cybergrants or (2) www.walmart.org to engage with Walmart's giving programs.

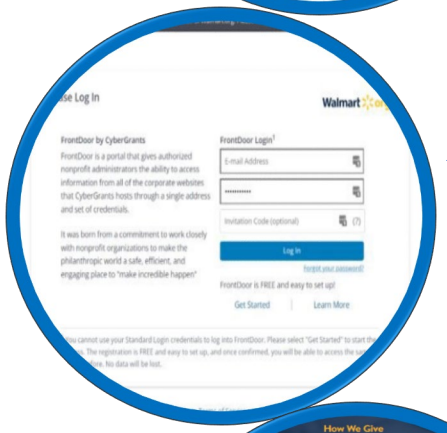
Now, organizations can start at **Walmart.com/nonprofits**. All you need is your FrontDoor email address to connect across platforms.

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

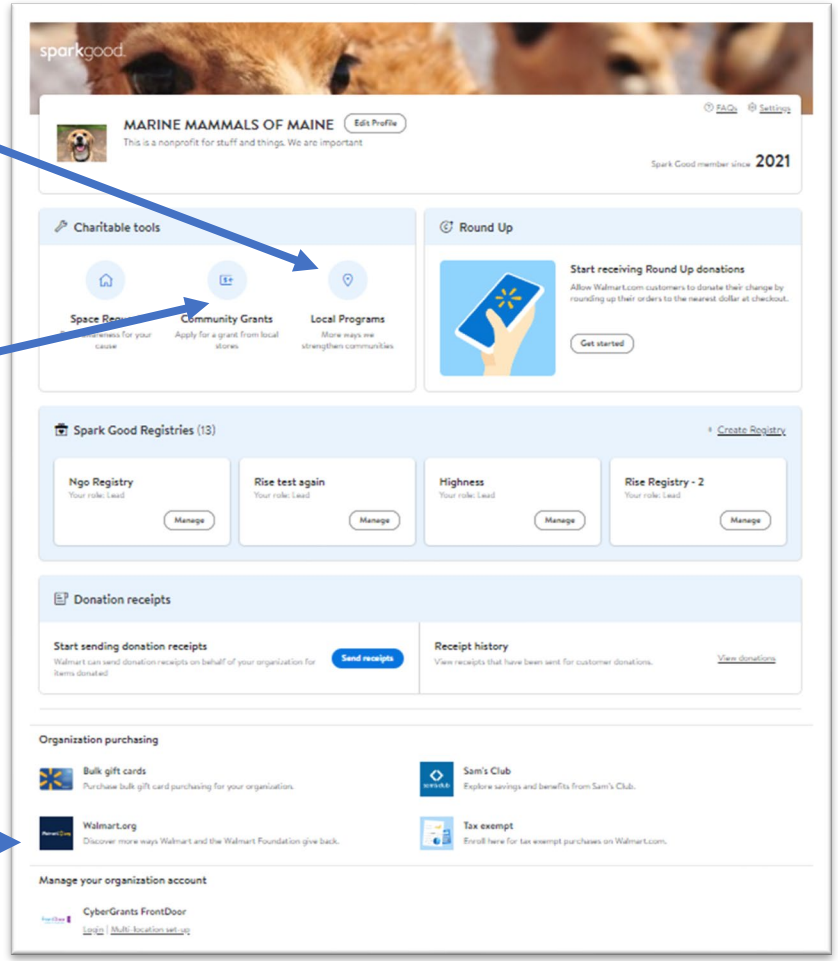
Nonprofit Portal

✓ Register for Round Up, Registry & Space
✓ Access Local Grant Application, approve volunteerism grant submissions or visit Walmart Business





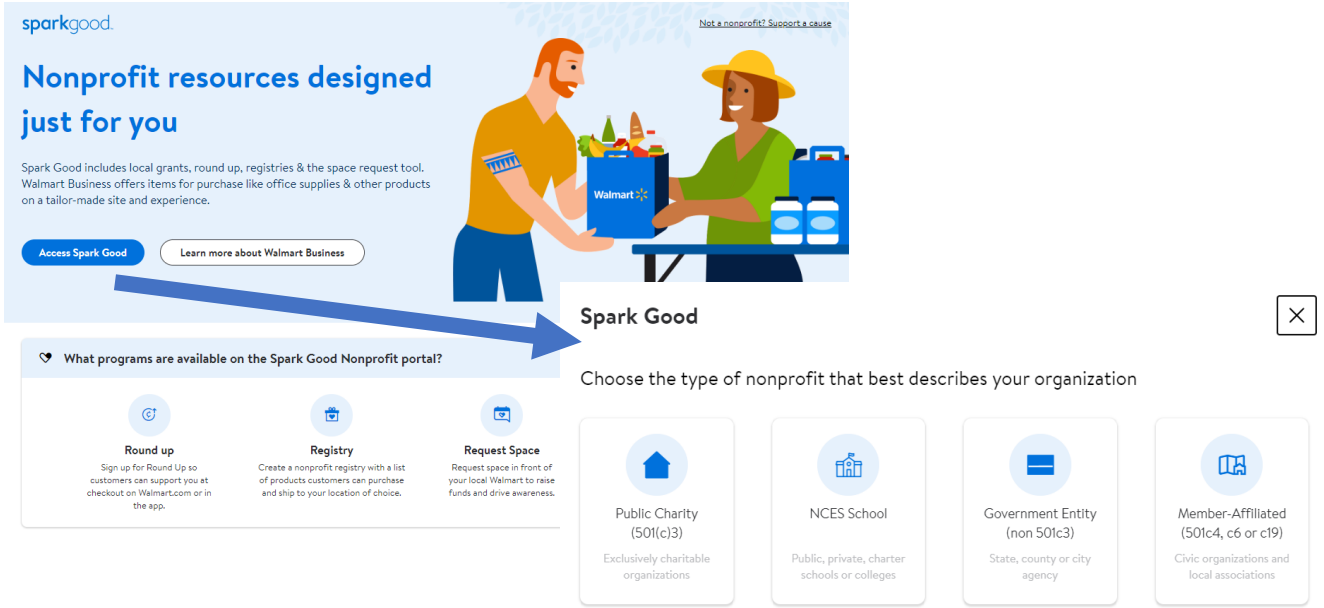
www.walmart.com/nonprofits



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 and NCES Schools currently

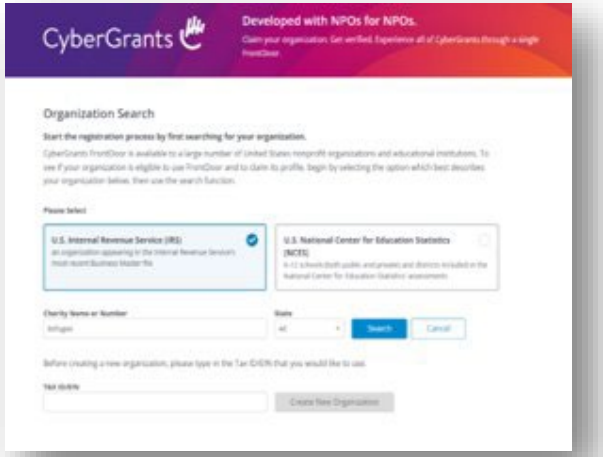
A primary user and secondary user have different access to programs in the portal.

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

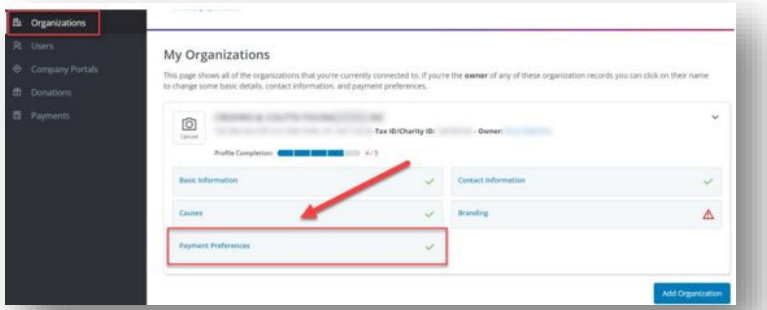


Visit [FrontDoor website]

Step 2:
Complete verification application

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

Step 3:
Update payment preferences

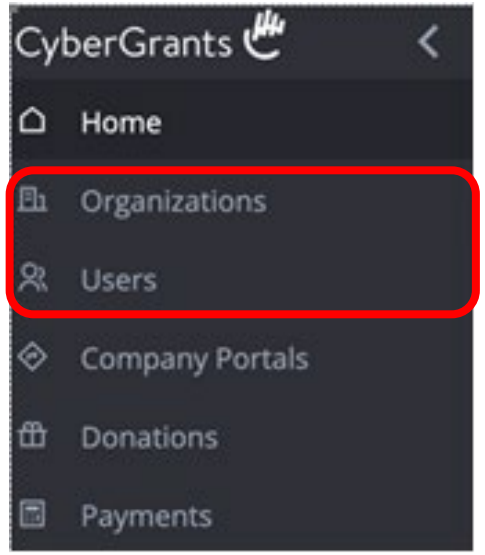


After you received FrontDoor verification approval, please update payment preferences.

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.

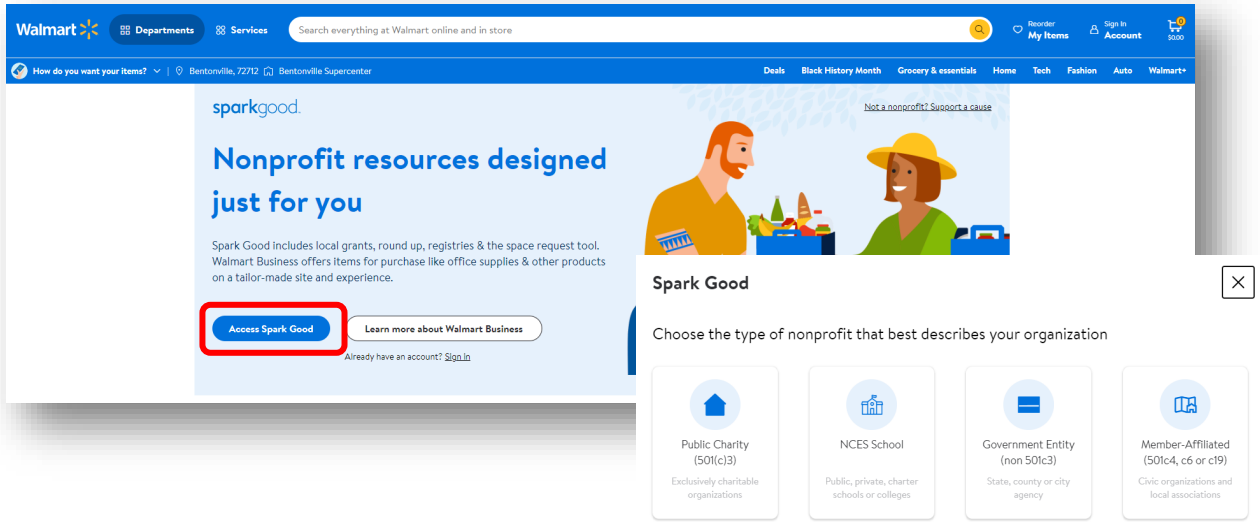
	Primary User in FrontDoor (1 user)	Secondary User in FrontDoor (Multiple users)
Nonprofit Portal	✓ Set up an account ✓ Set up charitable donation receipts	✓ Set up an account
Round Up	✓ Register on behalf of the organization ✓ Add ACH	
Spark Good Registry	✓ Create and manage a registry	
Space Request 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

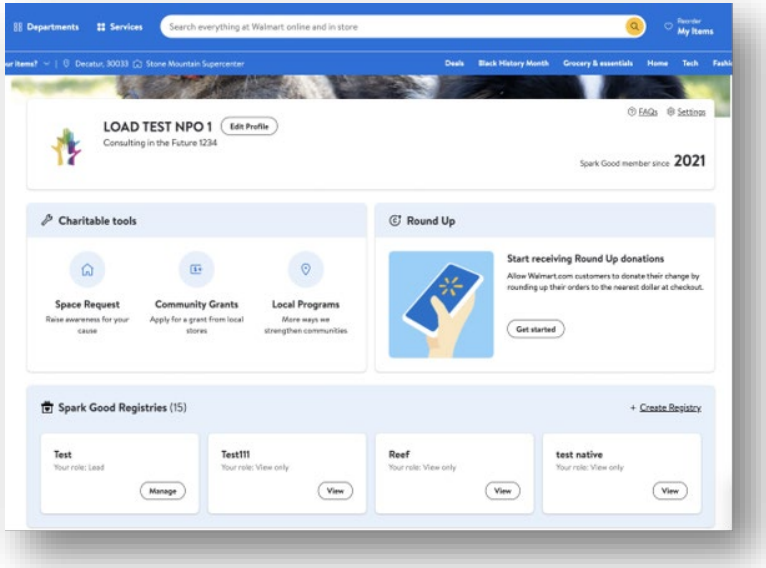
Step 1:
Visit Walmart.com/nonprofits



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.

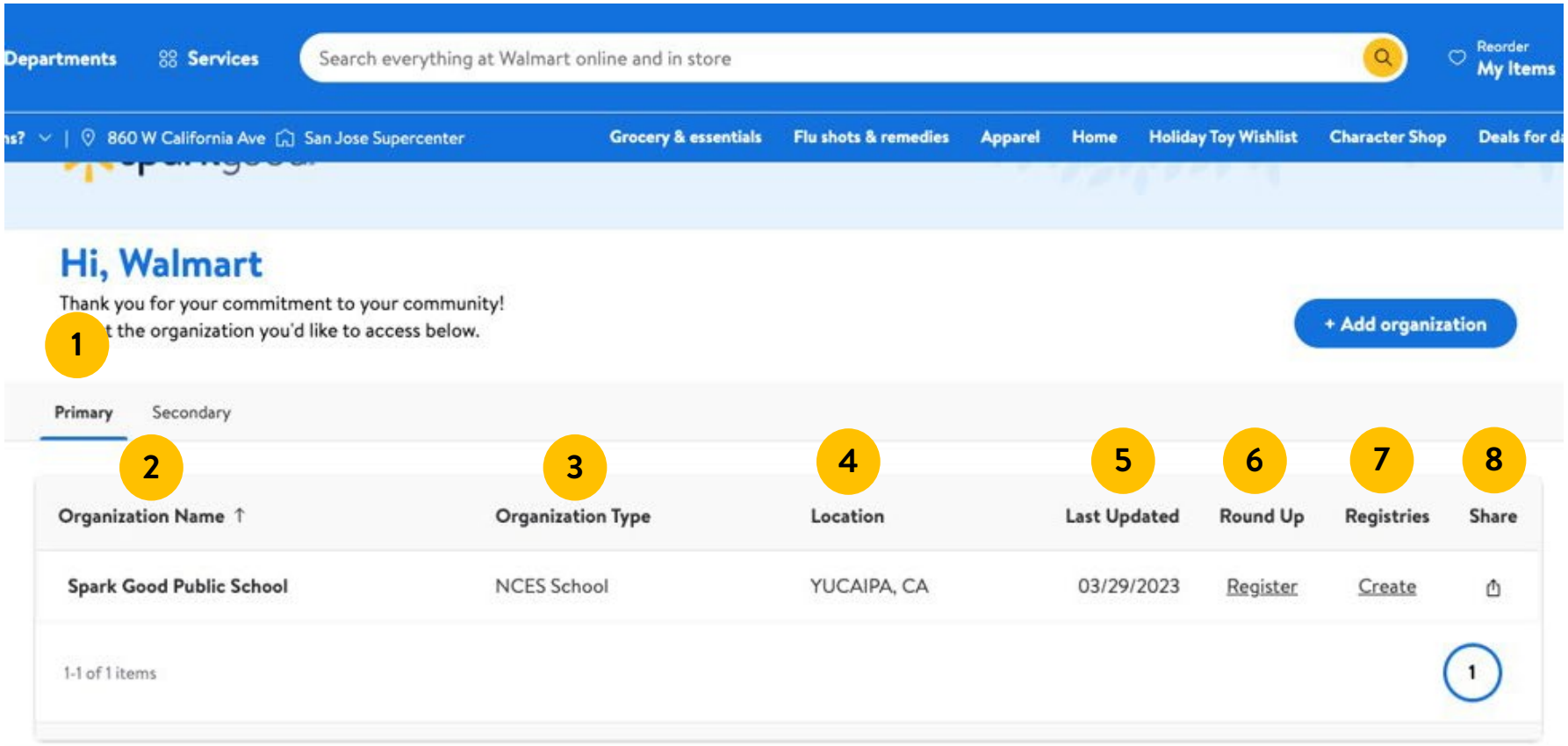
Step 2:
Access resources in portal



You can now explore resources in the portal!

Please see previous slide 10 on different access to programs based on user permissions.

The portal lobby has a NEW look! Simplified view of organizations with the ability to take action.



As a primary owner, utilize the lobby to see the status of participation in Spark Good programs with quick links to register for Round up, create and view registries and share your public profile.

❶ Primary user

❷ Sort by Organization name

❸ Organization type

❹ Use location to differentiate each chapter

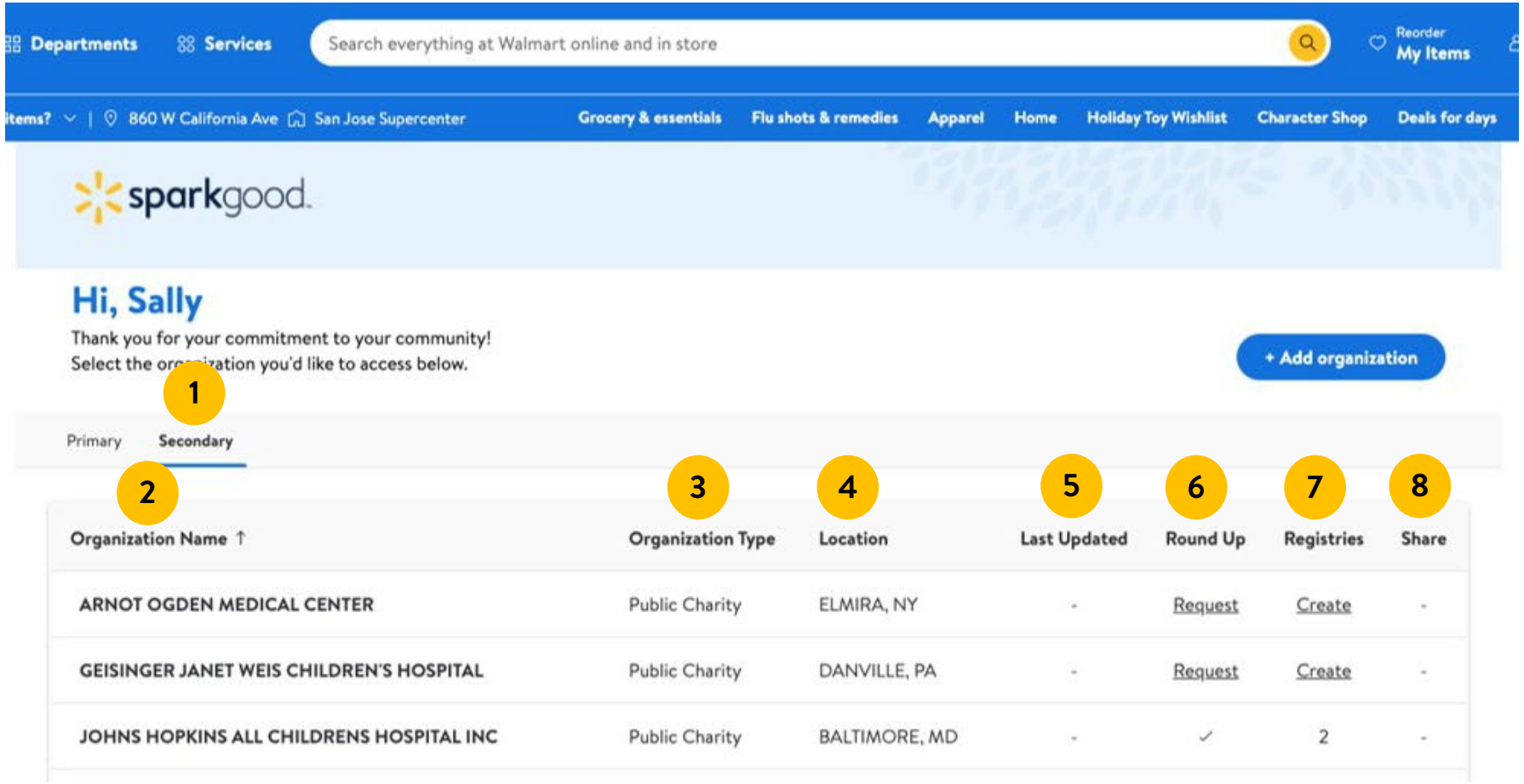
❺ Update your Organization profile and see when it was last updated

❻ Register to Round Up. Quickly identify chapters that need to be registered

❼ Create your first Registry or view in portal

❽ Create a link to share your Organization Public Profile with donors
(Note: must register for Round Up first to generate a Public Profile link)

The portal lobby has a NEW look! Simplified view of organizations with the ability to take action.



As a secondary owner, utilize the lobby to see the status of participation in Spark Good programs with quick links to request the primary user to register for Round up, create and view registries and share your public profile.

❶ Secondary

❷ Sort by Organization name

❸ Organization type

❹ Use location to differentiate each chapter

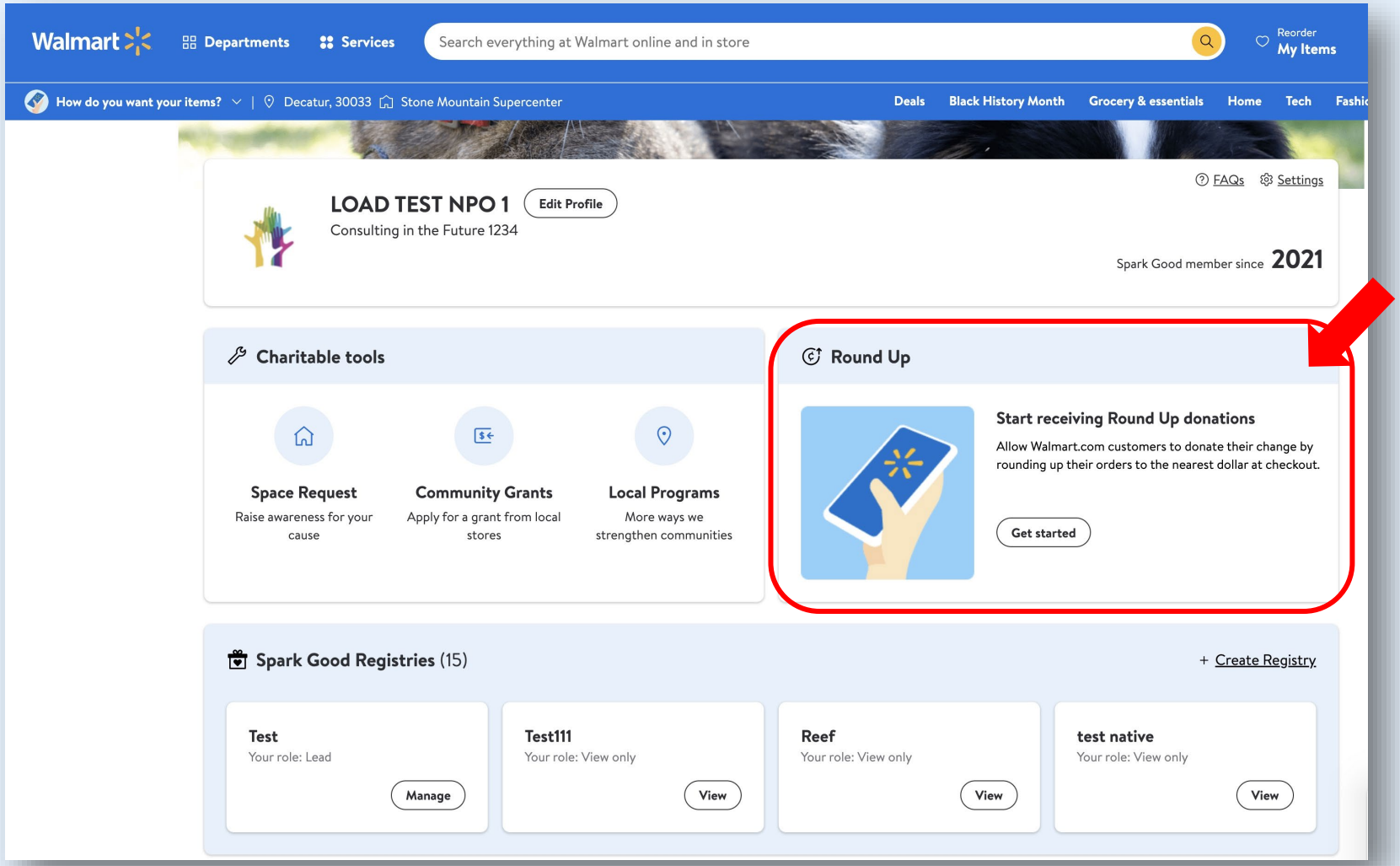
❺ See when your Organization profile was last updated by the primary user

❻ Round Up. Send notification to primary user for organizations that need to be registered

❼ Create your first Registry or view in portal

❽ Create a link to share your Organization Public Profile with donors
(Note: must register for Round Up first to generate a Public Profile link)

From your nonprofit portal you can register in Round Up on Walmart.com



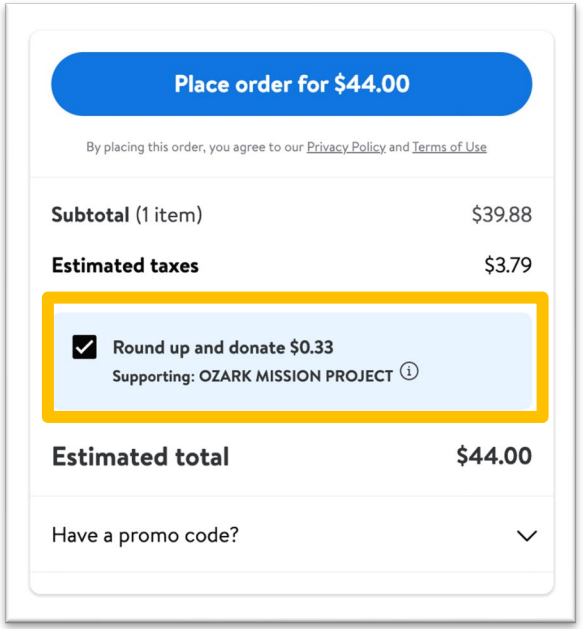
Scan this QR code to access Round up How-to Guide

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 or NCES school and Front Door verified to apply for Round Up.



Key Takeaways

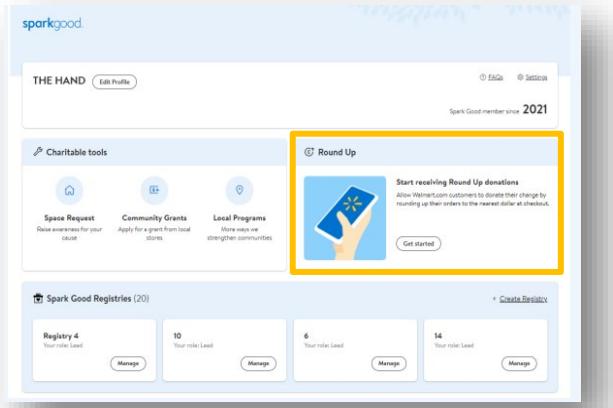
Only primary user can register for Round Up. Make sure your email address matches your FrontDoor address.

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

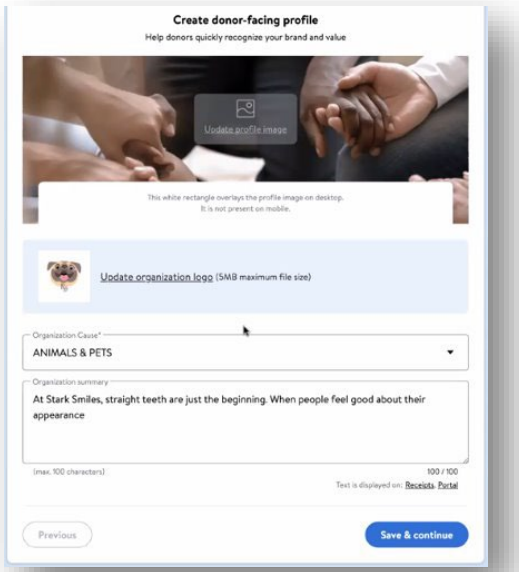
Step 1:
Register in Round Up



*View of nonprofit portal

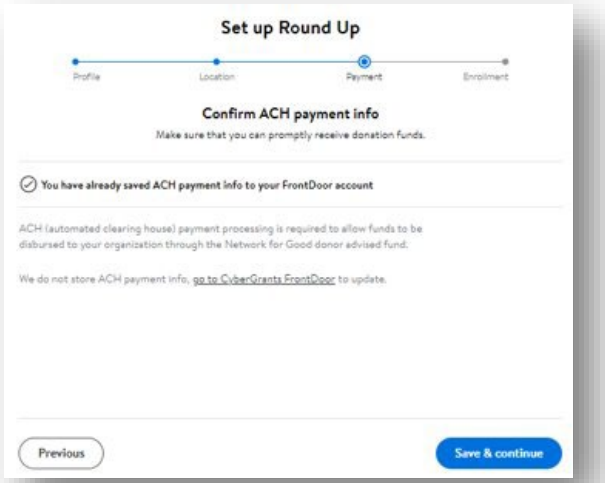
Start your registration for Round Up

Step 2:
Create public profile



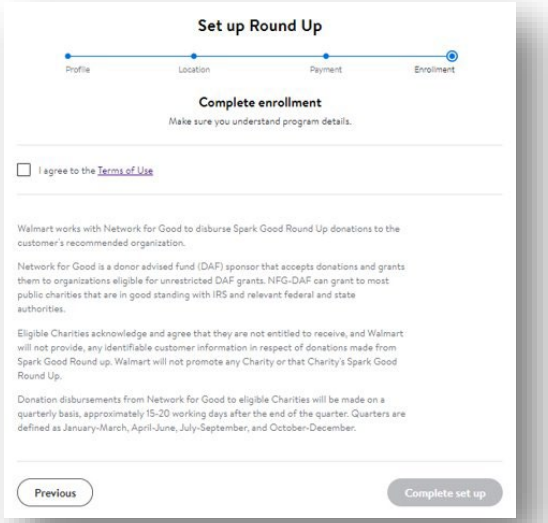
Create your donor-facing profile page

Step 3:
Confirm ACH payment



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

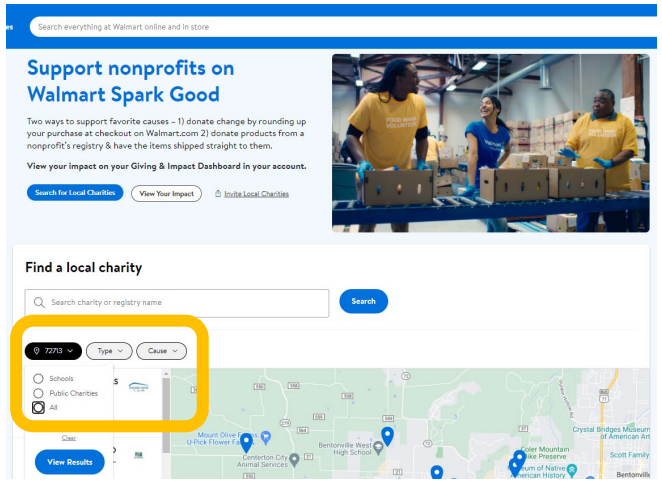
Step 4:
Enroll and confirm payment



Agree to terms of use to complete registration

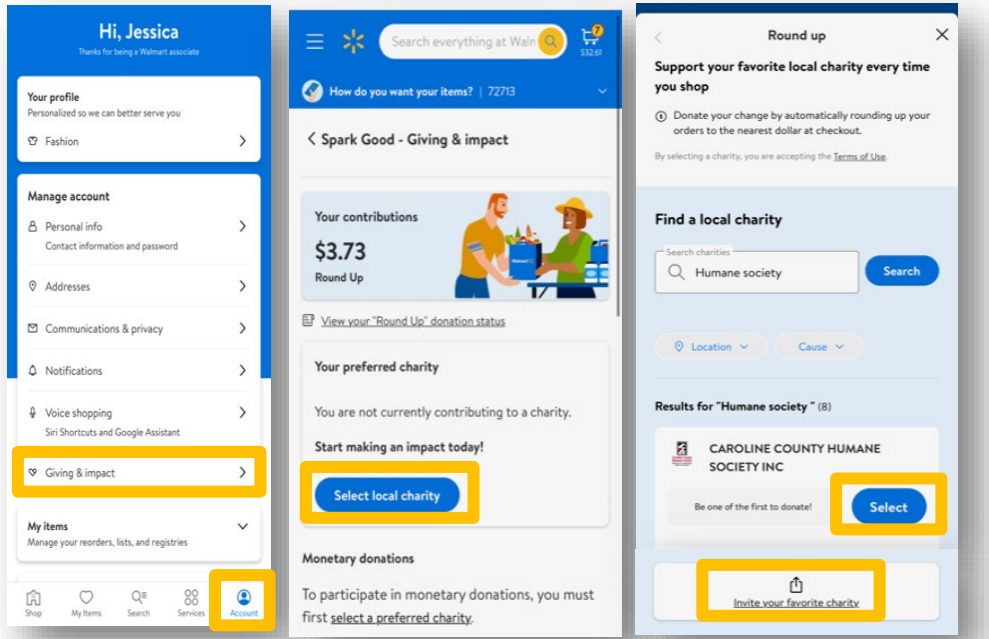
Once you have registered in Round Up, there are three ways a customer can search and select your organization to support.

1.Visit Walmart.com/sparkgood



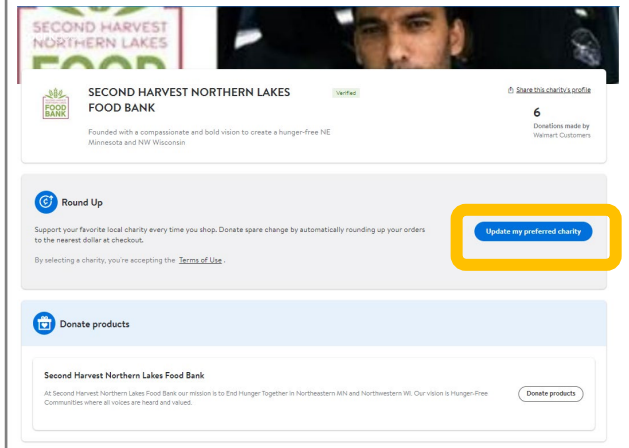
- Type in your organization name
- Input or clear the zip code to search
- Option: Filter by type
- You can see if a charity has registry or Round up by the labels.
- You will see the charity appear in a pop up on the right.

2. From their Walmart.com Account Settings



- Go to “**Account**”
- Click on “**Giving & Impact**”.
- Search and select a charity.

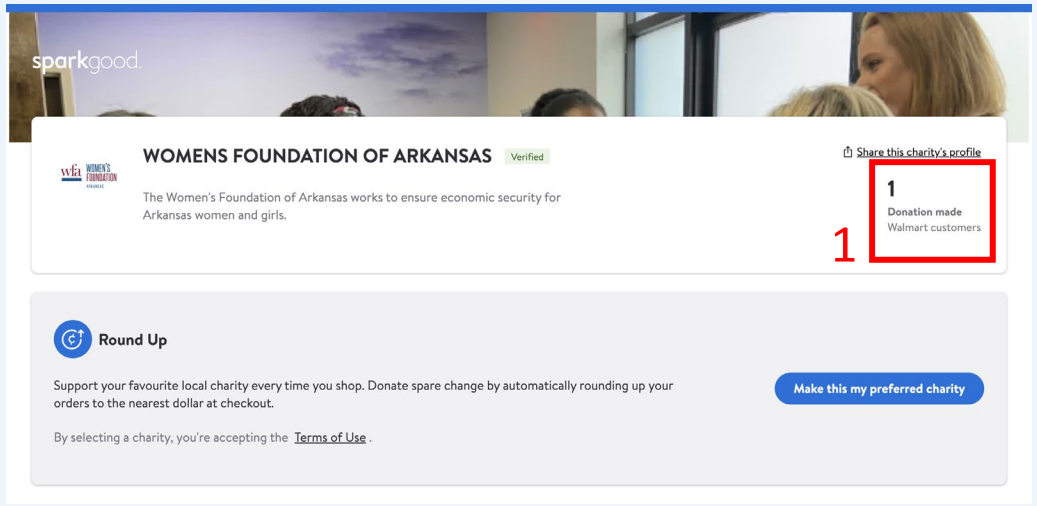
3. Share your Org Profile Page directly

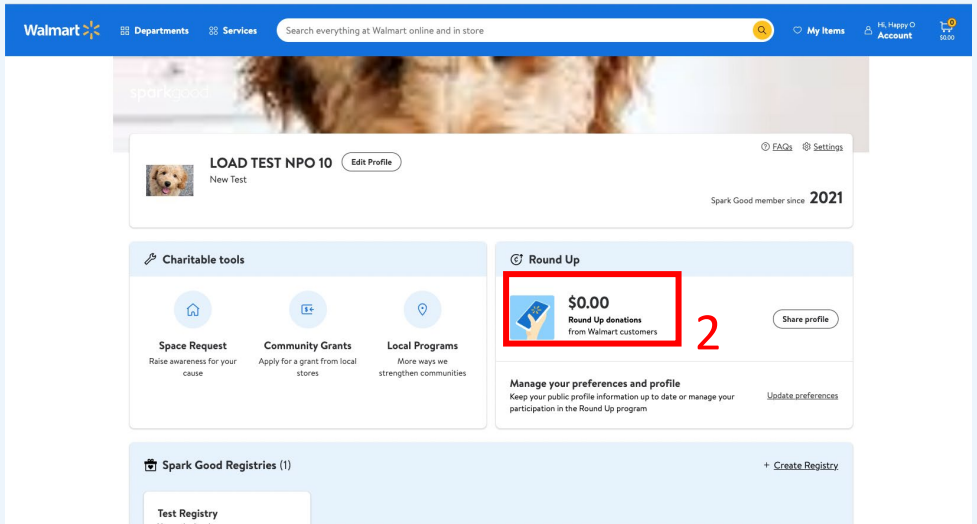


- An organization can share a direct link to their public profile page.
- A customer can visit that page and click "**Select this charity**“ or “**Update my preferred charity**” if they already have a previous selection.

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.

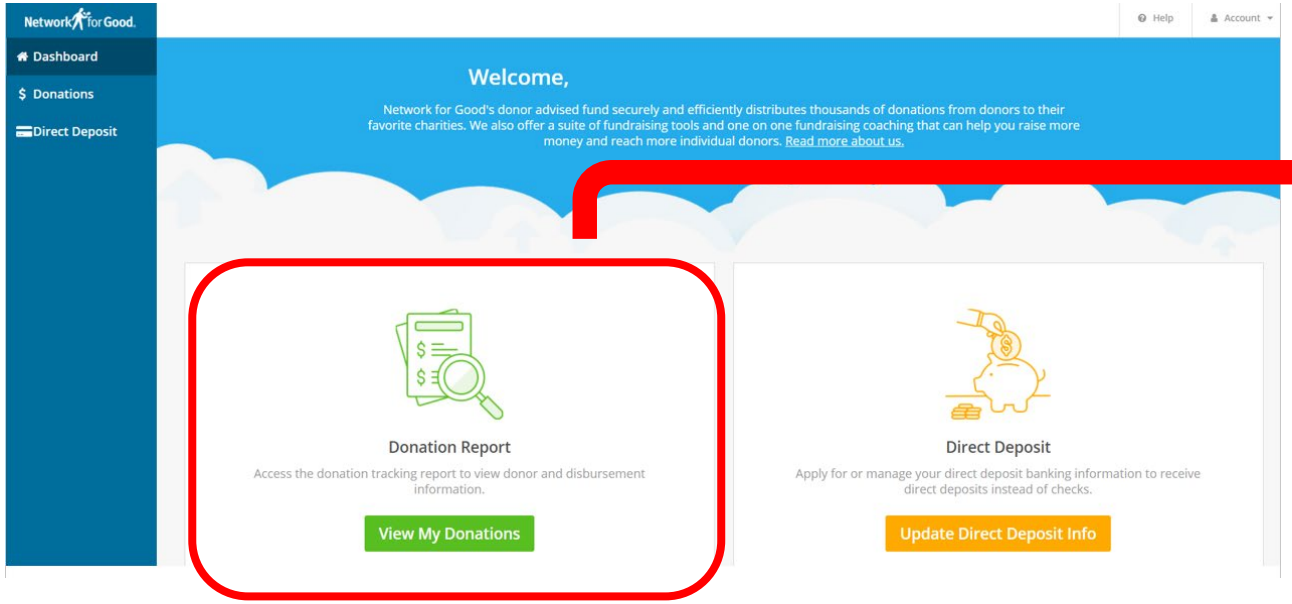
2. Nonprofit portal page at Walmart.com/nonprofits displays the dollar amount donated by customers and is updated quarterly after payment is disbursed by Network for Good.

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.

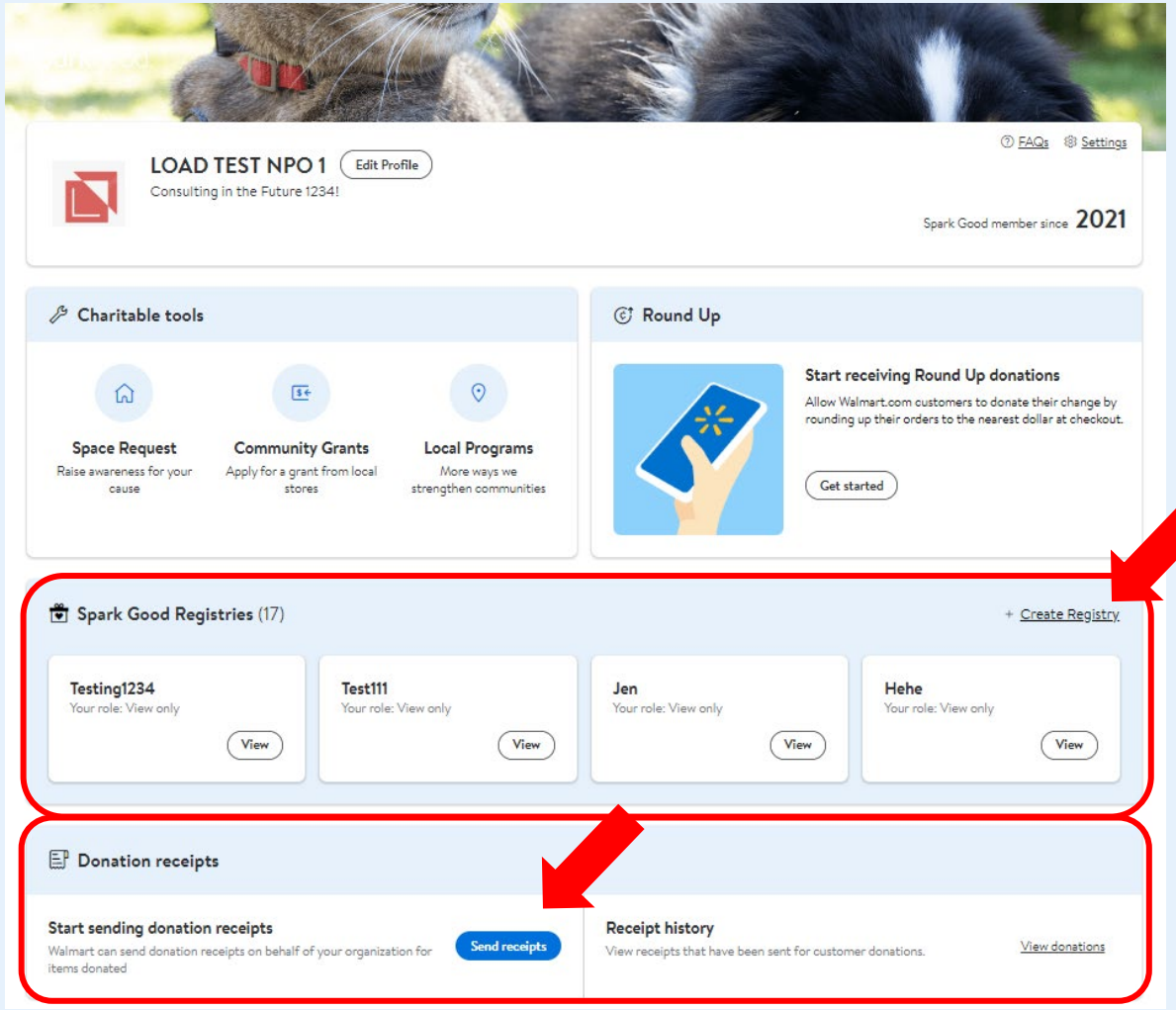
Who is Network for Good and what is the disbursement schedule?

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

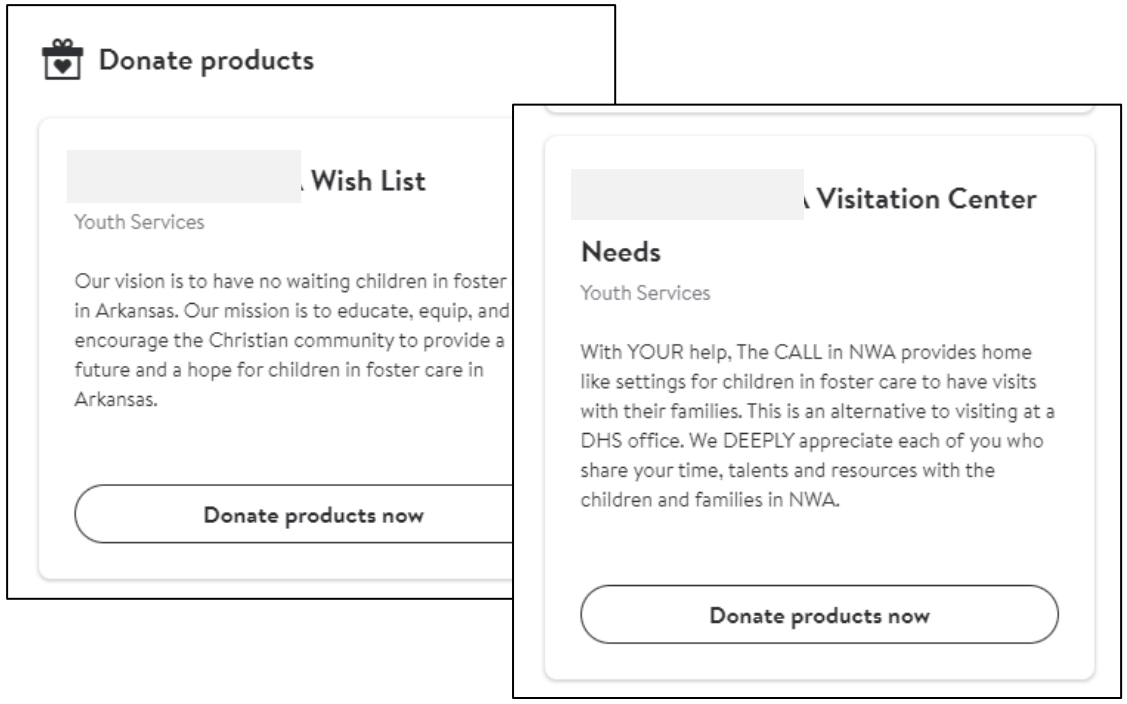
Spark Good Registry is tailored for the nonprofit community to build lists of needed items.

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

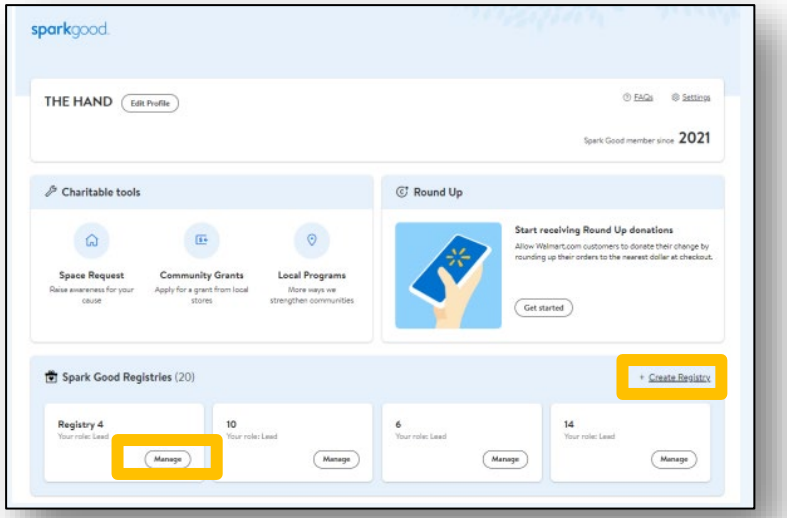
Organizations can create up to 20 registries

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

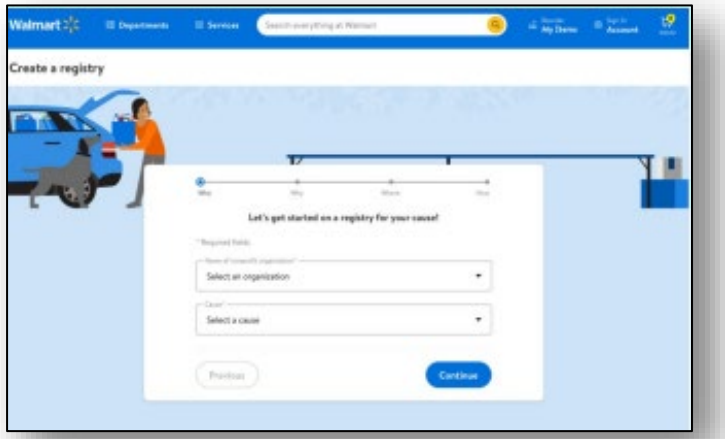
There are 3 steps to complete so that customers can support your Spark Good Registry.

Step 1:
Create a registry



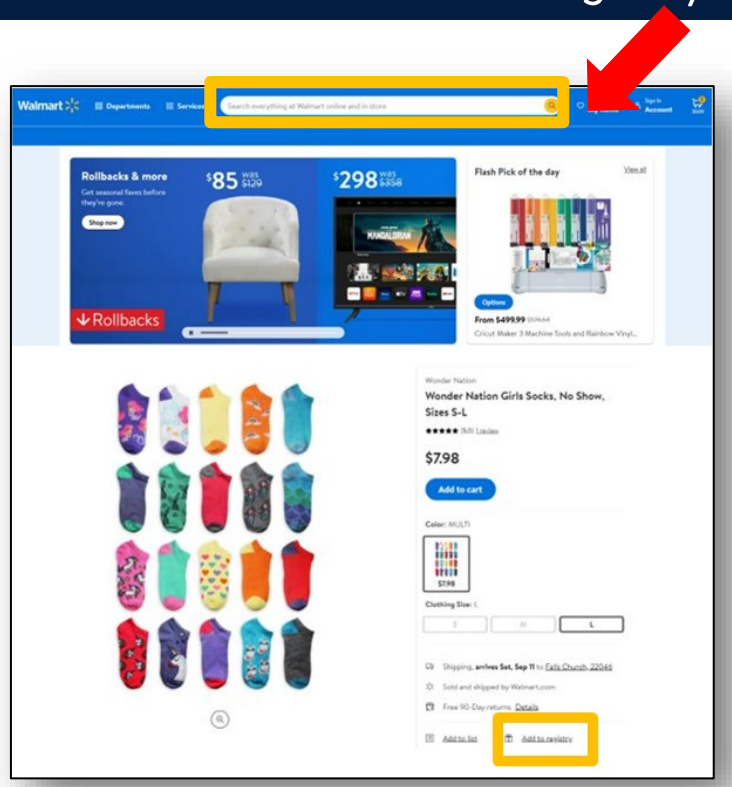
- Log into **Walmart.com/nonprofit** portal
- Select **"+ Create Registry"**
- To edit existing registries where your role is: Lead, select "**Manage**"
- You can create up to 20 registries. Consider breaking up your registries by campaigns or needs.

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!**

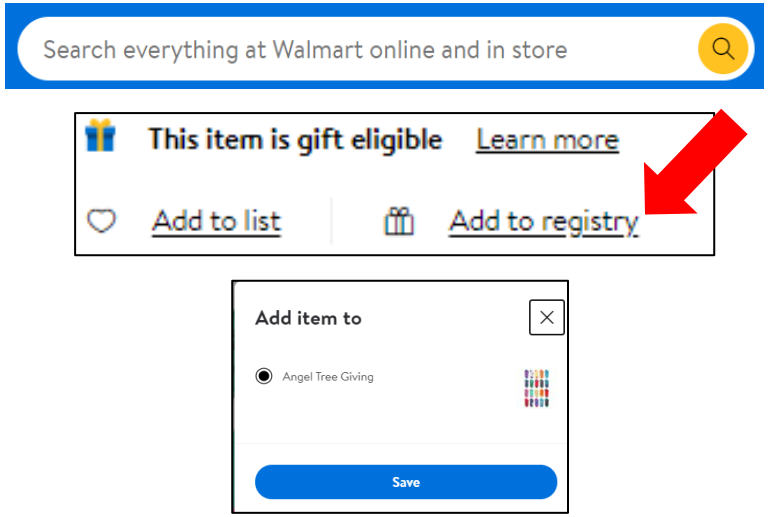
Step 3:
Search items & add to registry



- **Search** for items or gift cards available for shipping or pick up
- **Add** to Registry

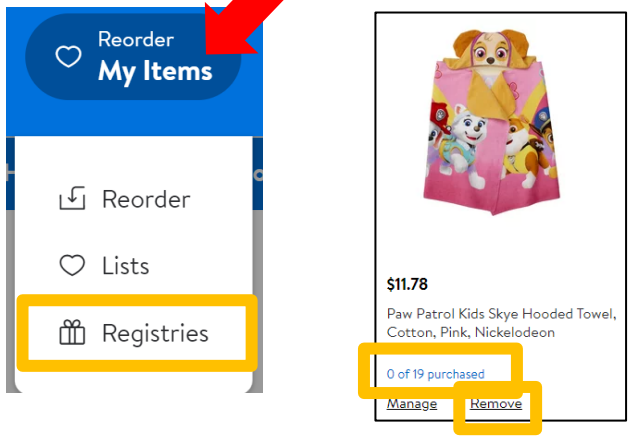
Maintaining the assortment is important to keep your inventory relevant to current needs.

Add items



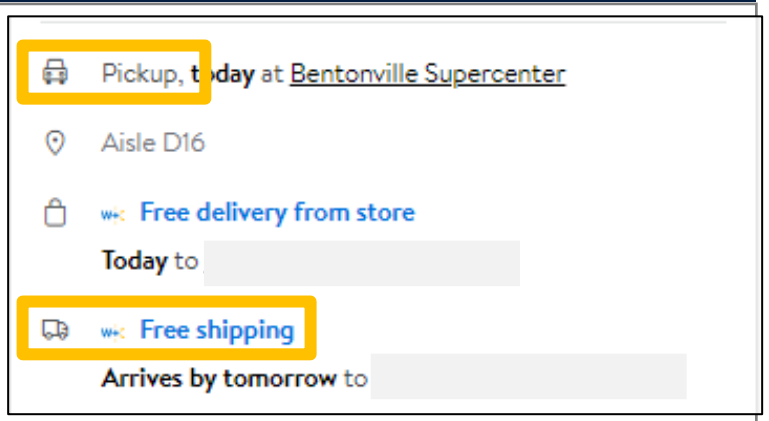
- Use the **search bar** on Walmart.com to add items to your registry
- Select "**add to registry**" and choose the registry you want to add it to
- Registries can add up to 200 items with up to 200 qtys for each item

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.

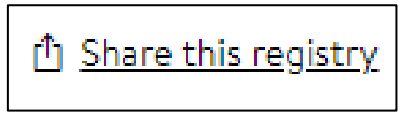
Delivery method

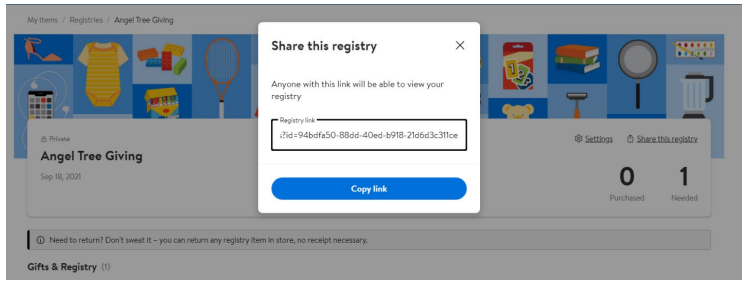


- Delivery method varies by item, ensure that items are available for shipping or pick up
- **Pick Up** requires a customer/donor to pick the product up at the selected store and drop off at your organization
- **Shipping** will arrive by mail to the address selected

Returning and replacing is EASY because we understand that needs can change before you've had time to update your registry

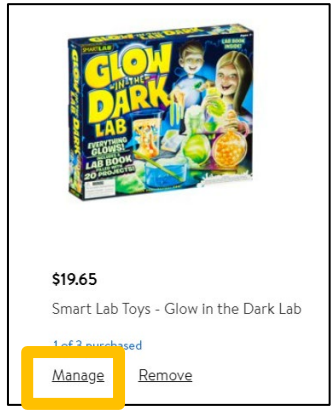
Share registry

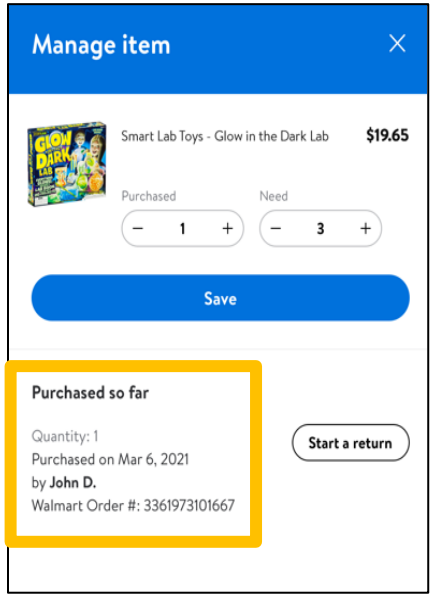




- From the registry page, click on **share this registry** for a link to share with your donors on social media, newsletters, etc.
- Spark Good registries are searchable by customers on walmart.com/sparkgood

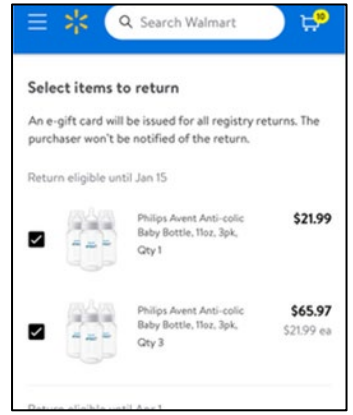
Purchase history

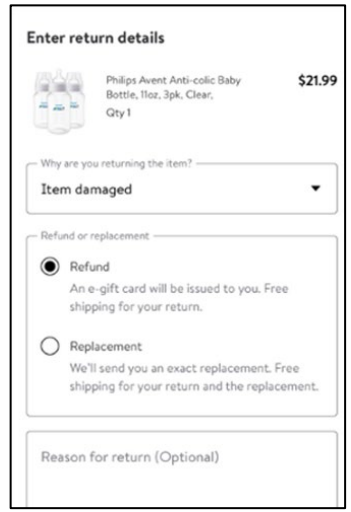




- View purchase history and order number by clicking **manage** on each item
- Call 1-800-Walmart to track order status. Have order number ready

Return items

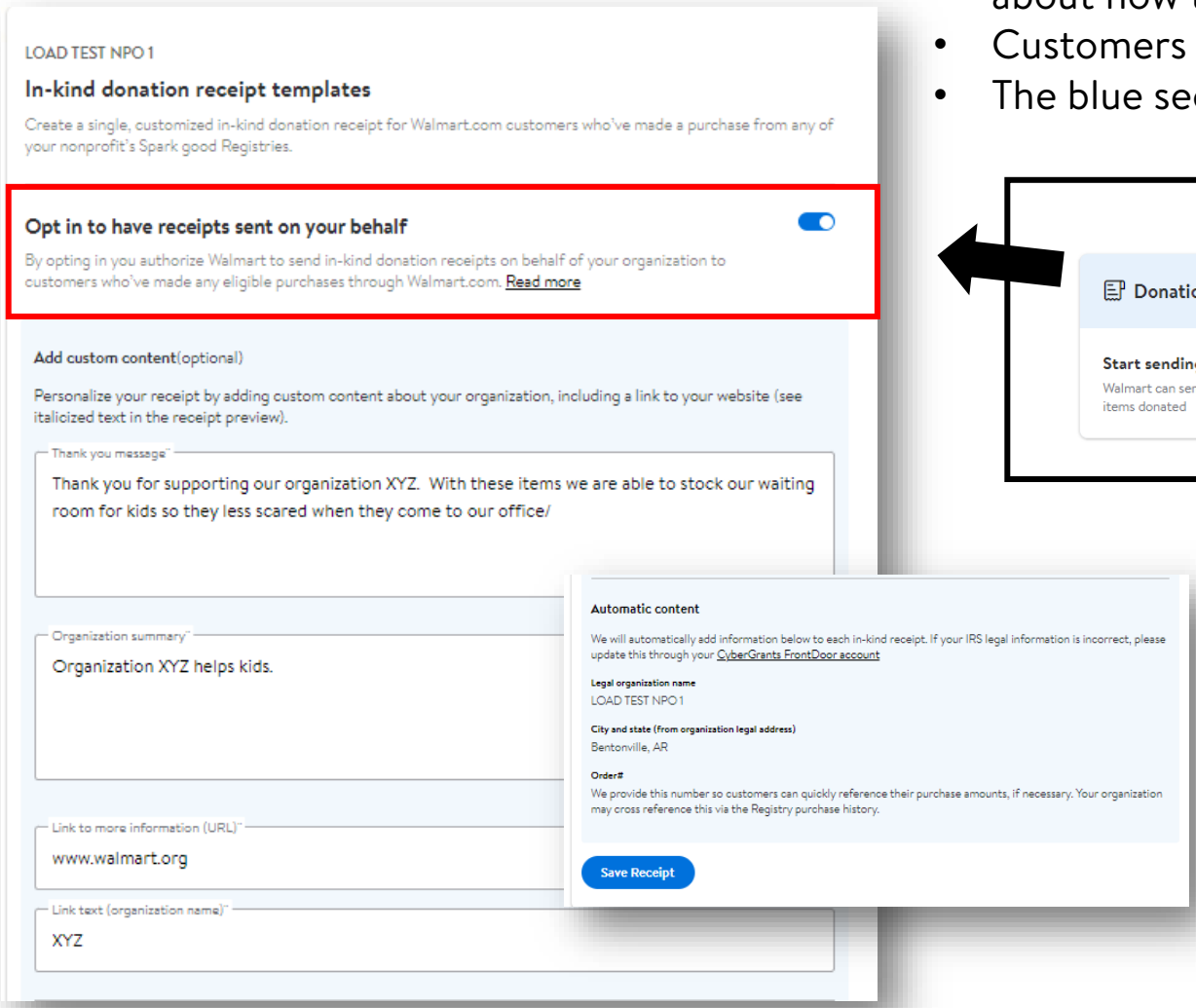




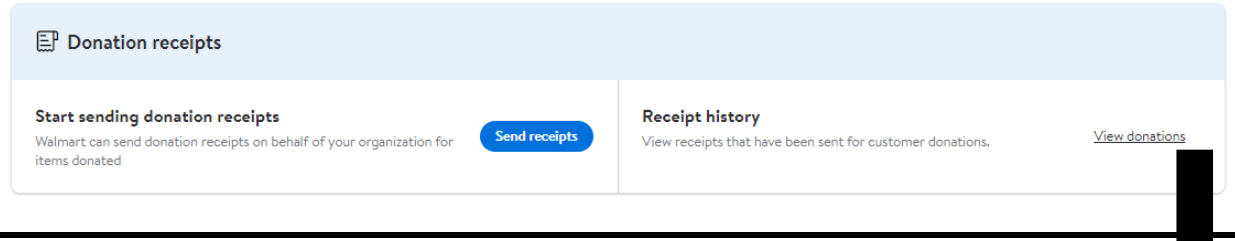
- Items that are eligible for return, can be selected by clicking **manage** and **start and return** on item
- Reason for return is required for an e-gift refund or item replacement
- Return method matches Walmart.com policy

You can opt-in to create *donation receipts for customers purchasing items on your registry*

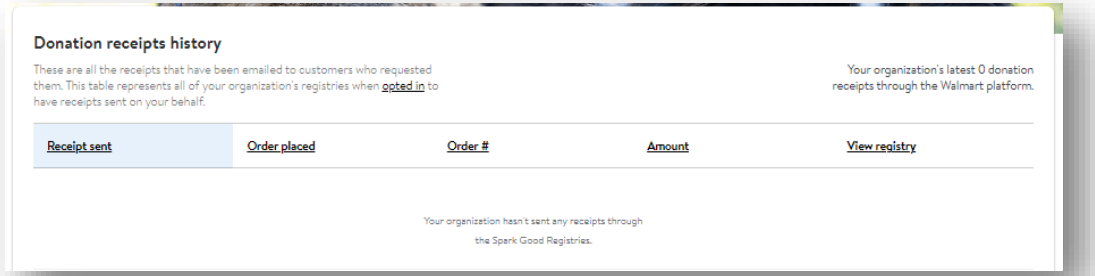
- From the nonprofit portal, you can customize the email that is sent to donors about how their donation will support your organization.
- Customers can only request for the receipt if you have opted in.
- The blue section is automatically pulled from your FrontDoor account.



Start at the nonprofit portal



View donation receipt history

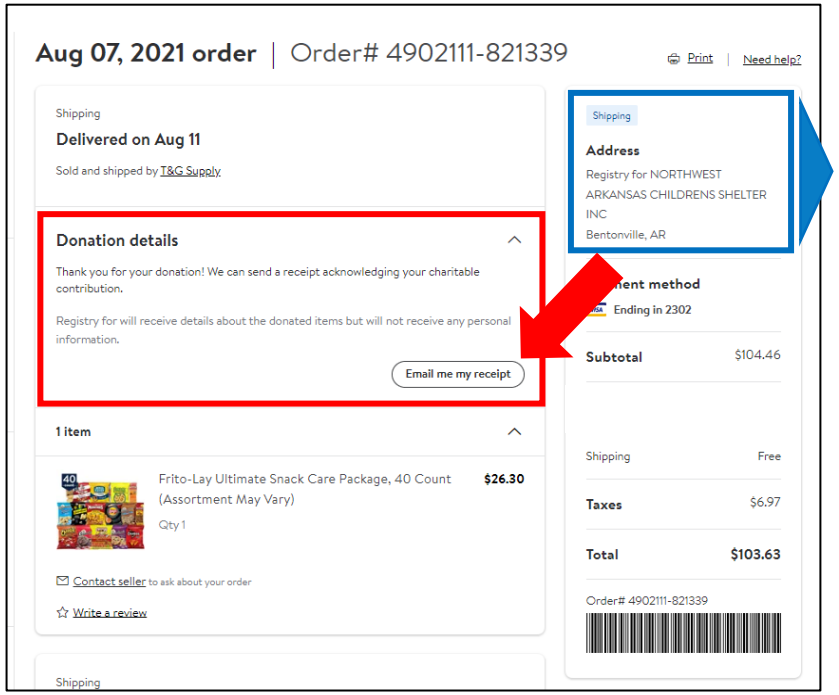


- Keep track of the receipts sent and the order number for the donation.

Customers can request donation receipts for the tax-deductible product donations they purchased on Walmart.com Spark Good Registry

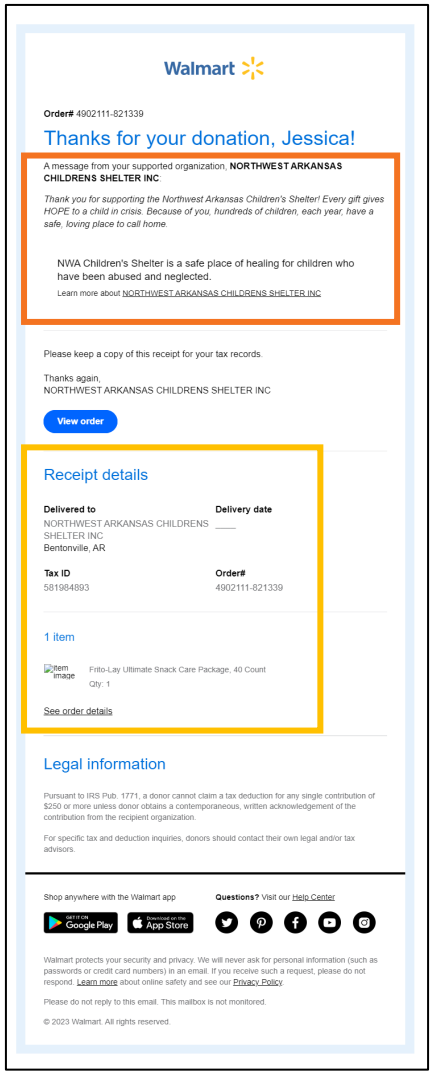
How can customers find their donation receipt?

- 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.

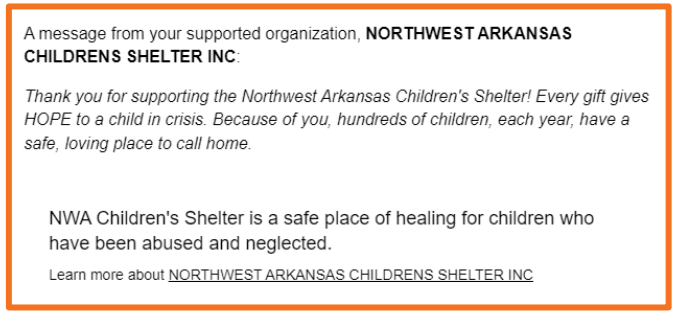


Customers can only see organization name. No shipping address/location information is visible.

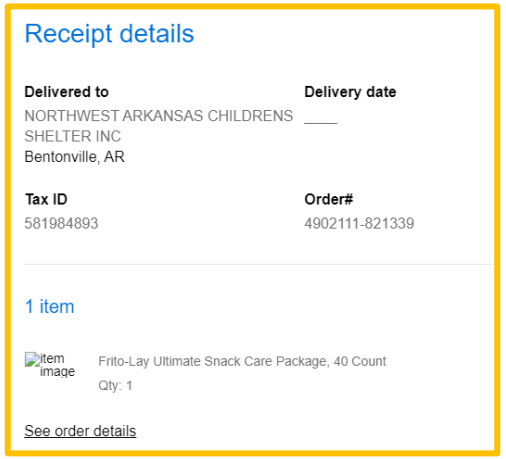
Example of donation receipt



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



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



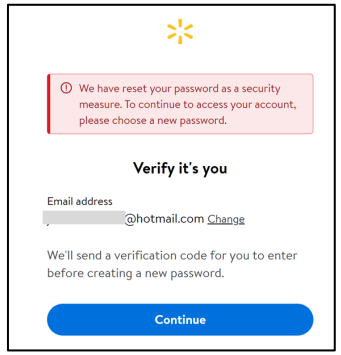
Spark Good: *Call to Action*

Next Steps

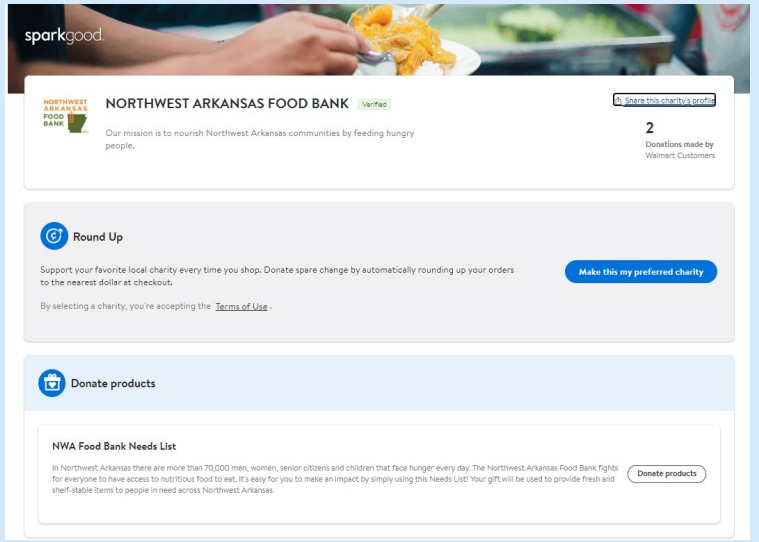
- [x] Create your Walmart nonprofit portal account
- [x] Register for Round Up and share with donors
- [x] Create a Spark Good Registry and share with donors

News!

Walmart.com requires 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 for tips and tricks!

Join Us for an upcoming Spark Good Webinar or Virtual Help Desk

Webinars

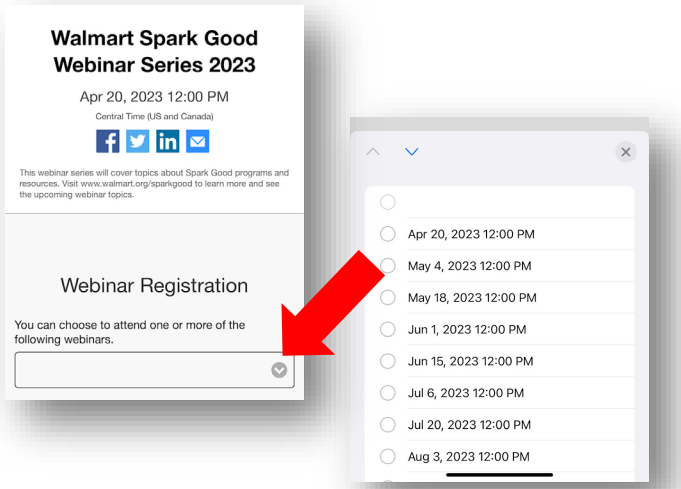
Interested to learn more? Join us for our upcoming webinars on various topics! Find the schedule here: www.walmart.org/sparkgood (see section 5)

Upcoming Webinars, 12pm CST – 1pm CST *(select Thursdays)*

Past webinar decks will be posted on www.walmart.org/sparkgood > How-To Guides

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

When scanning the QR code to register from a mobile device, click on the arrow to see all available dates.



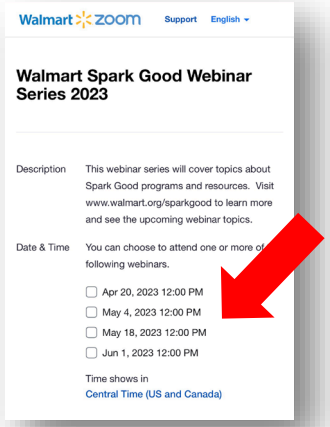
Help Desks

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

Help Desks, 12pm CST – 1pm CST *(select Tuesdays and Thursday)*

Register here:
https://walmart.zoom.us/meeting/register/tJEvcuCpqTkjHNKZm6PrnMWGWstDsAuqK9_5

...or scroll here.



Spark Good: *Resources to help you get started*

Get FrontDoor verified

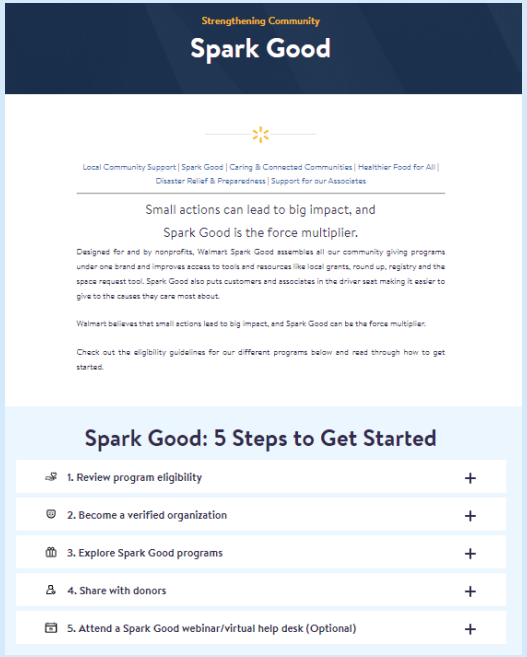
- FrontDoor Verification Guide

How-to Guides

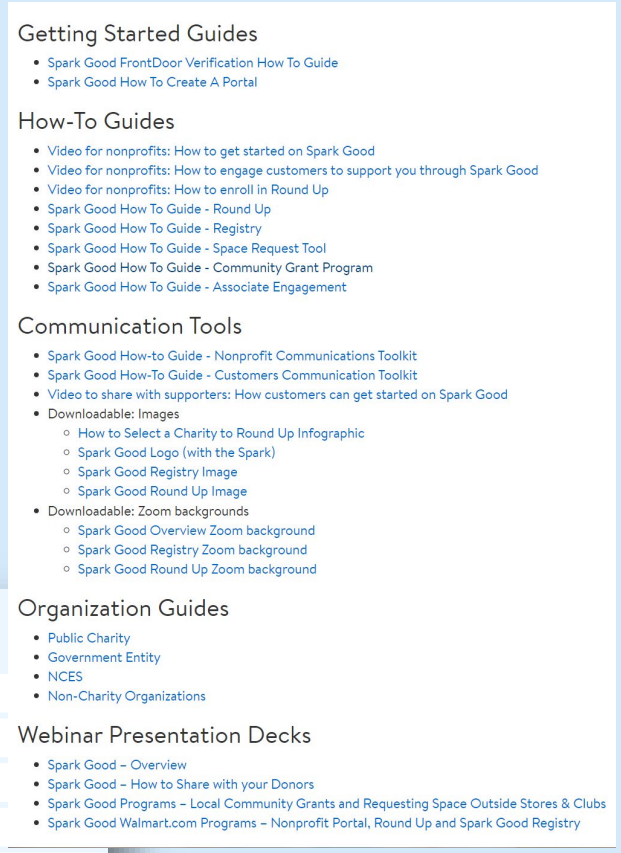
- Spark Good Round Up
- Spark Good Registry
- Spark Good Space Request Tool
- Spark Good Community Grants
- Spark Good Associate Engagement

Other Resources

- Frequently Asked Questions
- Promotional Tools



Note: Scroll down to the bottom of the program page for the FAQs



sparkgood

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)