



## Grantee Welcome Toolkit

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### 1. Our Commitment to Grantees

Our grantees are at the core of our work. Achieving results depends on many factors, including the quality of our relationships and forging stronger interactions with our most trusted partners - our grantees. Our commitment to you is that we will act with integrity, and provide clear and consistent communications. Vital to this commitment is a strong belief that we are better together, that your feedback and insights make us better.

### 2. Grant Recognition

We are strong believers in the power of communication to help achieve our mutual goals, and we want to help you harness that power. Please contact your local store manager where you received the grant to discuss your plans for grant recognition and publicity.

Listed below are resources for your use. In addition to these, please review sections 7 and 8 to learn more about ways to connect with Walmart through social media.

#### Brand Guidelines & Logos

The Walmart brand guidelines and logos can be downloaded electronically [here](#).

#### Template Press Release & Walmart Giving Boilerplate

Open the sample Press Release template (**attached**) that includes helpful guidelines for using Walmart's name and for writing an effective news release.

#### Blog Post

If your organization has a blog and would like to include a story highlighting the impact your grant has been able to achieve with support from Walmart Giving, please visit with your local store manager to discuss the story idea, timing, and approval process.



### Photo Release Form

Open the Photo Release Forms (**attached**). This form must be completed by each individual in any photos associated with programs funded by Walmart. One form is for non-Walmart associate volunteers and the other is for Walmart associate volunteers.

### Gifts

Philanthropy at Walmart and the Walmart Foundation is focused on creating impact. Store managers are Walmart associates, each dedicated to upholding Walmart's Statement of Ethics ([www.walmartethics.com](http://www.walmartethics.com)), with a commitment to maintaining Every Day Low Cost and operating with integrity. As Walmart associates, store managers cannot accept gifts or entertainment from their grantees or potential grantees because it increases costs among grantees and could impact an associate's objectivity.

## **3. Connect and Engage with Walmart Giving**

- Walmart frequently posts about the impact of our giving and our grantee achievements on our social media platforms, including Twitter, Facebook, Instagram, YouTube, and our blog – WalmartToday. Our handle is always **@walmartgiving** and you can use #BetterTogether, #WalmartGiving and #Walmart in your social media posts.

Please follow the following to highlight your project.

- Walmart Facebook accounts
  - Walmart Today
  - Local store and club Facebook page & Instagram pages (select stores)
- Twitter accounts
  - @WalmartGiving
  - @WalmartToday
- Walmart YouTube
  - Walmart

## **4. Social Media & Sample Posts**

Social media can extend the reach of your message. However, the variety of platforms – Facebook, Twitter, Instagram, YouTube, and many more – can also be intimidating. It is important to find the platform or platforms that will be most effective in promoting your project.

If you already have social media presence on at least one platform, use it (or all the ones you have) to amplify your news to a broader audience. Be sure to let key groups in your community know about the news so they will like and share it to their followers too! Pictures



are worth 1,000 words, so use pictures as much as possible, and since video is so easy to generate now with just a smart phone, consider doing a quick, one-minute video to announce the grant and thank everyone involved or talk about how it will be applied.

Here are sample posts that you can use to publicize your Walmart Giving grant, but feel free to make it your own!

#### Twitter:

*[your organization] is excited to announce we received a grant from @walmartgiving [insert link to the approved press release listing your grant] #BetterTogether, #WalmartGiving and #Walmart*

*Great news! [your organization] is excited to announce that we received a grant from @walmartgiving [insert link to the approved press release] #BetterTogether, #WalmartGiving and #Walmart*

#### Facebook

*We are excited to announce that [your organization] received a grant from Walmart Giving! We can't wait to [explain what your grant will be used for]. #BetterTogether, #WalmartGiving and #Walmart*

*Great news! We just found out that we received a grant from Walmart Giving to [explain what your grant will be used for]. #BetterTogether, #WalmartGiving and #Walmart*

## **5. Walmart's Approach to Global Responsibility**

You can be proud to be a Walmart grantee because we use our strengths and collaborate with organizations like yours to transform the systems on which we all rely. These systems include advancing our ambitious commitments and goals within the priority areas of **opportunity**, **sustainability** and **community**. We believe that our work in these areas is not only beneficial for our business bottom line, but also creates shared value for customers and society. To learn more, read our [Global Responsibility Report](#).