



Canadian
Red Cross

Croix-Rouge
canadienne

Walmart

Ambassador Speaking Notes for Walmart Associate Engagement Meetings

As volunteer ambassadors of the 2025 Walmart campaign, you will have multiple opportunities to connect with your assigned Walmart store Associates throughout the campaign period, whether virtually, in person, or both! These interactions are invaluable opportunities to uplift, encourage, and express appreciation to Walmart Associates for the incredible work they do. By fostering meaningful connections, you can inspire stores to maximize their impact and celebrate the difference they make in communities across Canada. See below for various ways to engage with your Associates beyond your weekly store visits, along with helpful speaking notes. Feel free to personalize them—you know your store(s) best!

Introductory Store Call or Visit

- Introduce yourself and provide a brief explanation of your role as a volunteer ambassador, focusing on support and inspiration throughout the campaign.
- Express appreciation to the store manager(s) for their leadership and commitment to the campaign and identify the campaign lead(s).
- Ensure campaign materials have arrived in good condition, offering guidance on their use only if needed.
- Discuss how the store would like to participate in Associate engagement meetings—if not planned, that's okay.
- Confirm dates, times, and contact details for upcoming virtual or in-person engagement meetings.
- Leave your contact information to ensure open communication and continued support.

Examples of Associate Engagement Meetings

The goal is to uplift and inspire Walmart Associates, whether by reinforcing the significance of the Walmart campaign, celebrating their achievements, or sharing real-time fundraising progress. Below are engagement opportunities that stores may choose to take part in:

- **Campaign Kick-Off** – A great way to energize Associates and set the tone for a successful campaign.
- **Updates from the Canadian Red Cross** – Encouraging stores midway through the campaign can sustain enthusiasm and remind Associates of the direct impact they are making, especially during weeks 2 and 3.

Speaking Notes

For all your Associate engagement meetings, leverage this year's campaign theme, “**Join a Community of Changemakers**” to help craft your messaging. Here are some suggested topics and facts for you to address during your various Associate engagement meetings:

Kickoff & Engagement Meetings

- Welcome & thank Associates and managers for supporting the campaign.
- Introduce the Walmart Campaign
 - Walmart is the largest corporate donor to the Canadian Red Cross (\$74M+ donated).
 - 22-year partnership with Red Cross; 30+ years of community support.
 - 2025 Goal: \$3M + Walmart's \$1M contribution.
 - The store goal is (Insert store goal)

Why Donations Matter



Canadian
Red Cross

Croix-Rouge
canadienne

Walmart

- Funds keep Red Cross ready for disaster response—helping today's needs & future risks.
- **Impact:**
 - In 2023-24, **81,000 Canadians** received help through Walmart-supported efforts.
 - Red Cross responds to **a disaster every 3 hours** in Canada.
 - **1 in 4 Canadians** receive Red Cross support through Walmart's fundraising.
 - Last year alone, there were **29+ medium- large-scale emergencies** supported by the Canadian Red Cross
 - **2,750+ households** supported through case management, including housing repair, reconstruction assistance and mitigation
 - Provided **50,500+ relief items** to assist people impacted by a disaster or emergency, such as cots, blankets, teddy bears, hygiene kits, and other essential items
 - On average, the Canadian Red Cross assisted more than **34 individuals daily** who were impacted by a personal disaster, such as a house fire
- **Donation Impact Examples:**
 - \$3 → Hygiene kit for dignity.
 - \$7 → Teddy bear for a child in crisis.
 - \$13 → Pillow & blanket for comfort.
 - \$45 → Clean-up kit for returning home.
 - \$60 → Emergency shelter cot.
 - \$100 → Baby products for two infants.

Associate Recognition: "Fundraising Stars"

- Any Associate raising \$500+ gets a button & certificate (tracking is no longer required, some stores do not participate in this program)

Guidance and Support for the Associates

- Some customers will decline—but many say YES when asked! **Thank the Associate for asking!**
 - Red Cross emergency management work cannot be accomplished without the AMAZING efforts of Associates who ask at the till and the dedicated staff who organize extra fundraising activities
 - Thank them for the effort they are putting into this critical initiative, the Canadian Red Cross appreciates all that Walmart does for the community
 - Reiterate that there is no donation too small – the Red Cross is grateful for everyone who donates
- They can wear their campaign button to show support (some stores won't have enough for everyone)
- They can plan fun fundraising events with their team to boost participation (if they request it).

Highlight Walmart's Role in Disaster Response

- Support goes beyond **large-scale** disasters—Walmart funding helps **local, personal emergencies** in our communities.
- Share local stories or volunteer experiences to connect with customers.

Weekly Check-ins & Store Visits

- Provide an Update → Share current fundraising totals (store & national).



Canadian
Red Cross

Croix-Rouge
canadienne

Walmart

- Gather Feedback → Ask for customer reactions & address Associate/Manager questions (if any).
- Highlight Campaign Newsletters → Point out interesting updates (local stories, regional impact, etc.).
- Encourage Deeper Discussions (if time allows):
 - Emergency preparedness examples (fires, floods, hurricanes).
 - How pre-positioned supplies help with rapid disaster response.
 - Volunteer recruitment & training for relief and recovery efforts.
 - Real examples of relief (evacuation, reunification, basic needs assistance).
 - Recovery work (long-term support for families, rebuilding efforts).
- Closing the Conversation
 - Thank Associates → Acknowledge their dedication in asking customers & organizing events.
 - Offer Support → Let them know you're available for questions.

Post-Campaign Thank You & Recap

- Provide results (national, regional, & store-level).
- Thank Associates for their dedication—Walmart's impact saves and supports lives.
- Gather feedback on the campaign experience & store materials used.