

# **Red Cross Ambassador Training**

## **2025 Walmart Campaign**



**Canadian  
Red Cross**

**Croix-Rouge  
canadienne**

**Walmart**

# Agenda:

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**This year's goal**

**Your responsibilities as an Ambassador**

**How you will be supported in your role**

**This year's Campaign materials**

**Why the Campaign is so important**

# Campaign Goal 2025

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**National fundraising goal for 2025  
is \$3 million!**

**Walmart Canada will ‘kick-start’ the  
Campaign this year with a \$1M donation!**

# The Ambassador Role

# Expectations and Responsibilities

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- **Identifying the Walmart staff member most responsible for the Red Cross campaign.**
- **Host an Associate Engagement Meeting with the Walmart staff (if requested)**
- **Set up & conduct weekly check-ins with Walmart store**
- **Possibly support additional store fundraising activities if requested.**
- **Build and maintain good relationships with store managers and key Associates.**
- **We ask that you communicate media opportunities, Associate stories and special requests to [walmartcampaign@redcross.ca](mailto:walmartcampaign@redcross.ca)**

# Support for Ambassadors

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- Ambassador Website

Campaign cheat sheet

Ambassador scripts

Campaign timeline etc.

- Red Cross staff

Weekly email updates

Available to answer questions

- WhatsApp

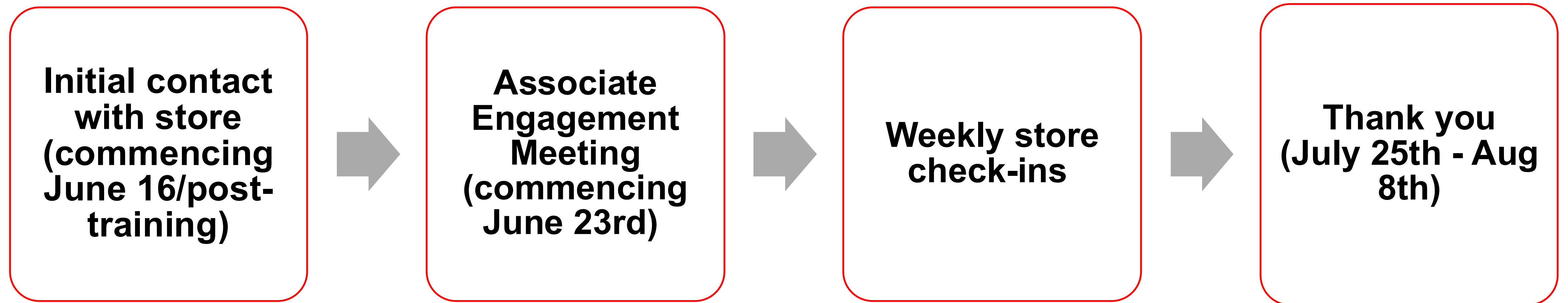
Ambassador Collaboration Platform



# Key Campaign Activity

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## Key Store Touchpoints



# Key Campaign Timelines

Timeline	Action
June 11 <sup>th</sup> - 25 <sup>th</sup>	Ambassador Training via Self-Guided & via MS Teams Drop-In Sessions
By June 11 <sup>th</sup>	Campaign Support Package received by store
June 23 <sup>rd</sup> -27 <sup>th</sup>	Initial Contact with Store Manager/Campaign Lead
June 26 <sup>th</sup>	Associate Engagement Meetings commence
June 26 <sup>th</sup>	Campaign Begins
Weekly throughout the Campaign	Store Check-Ins (Campaign Leads/Store Manager – and Associates if possible)
July 25 <sup>th</sup>	Campaign Ends
July 28 <sup>th</sup> – August 8 <sup>th</sup>	Thank You to store



# Walmart Stores & Associates: Campaign Perspectives

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- We have a longstanding relationship with Walmart and they may have knowledge of the campaign already
- Stick to key messages and re-iterate the impact of this campaign
- Practice courteous and respectful persistence when attempting to make contact
- Reassure staff that your role is to support them in reaching the fundraising goal
- Reiterate your appreciation for what Walmart does and express willingness to support, relay feedback or resolve any campaign related issues



# Key takeaways

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- **Appreciation for Walmart stores and associates**
- **The impact of the Campaign is important to the Red Cross mission**
- **Patience may be needed**
- **We are here to help!**





# Campaign Reporting

# Reporting & Feedback

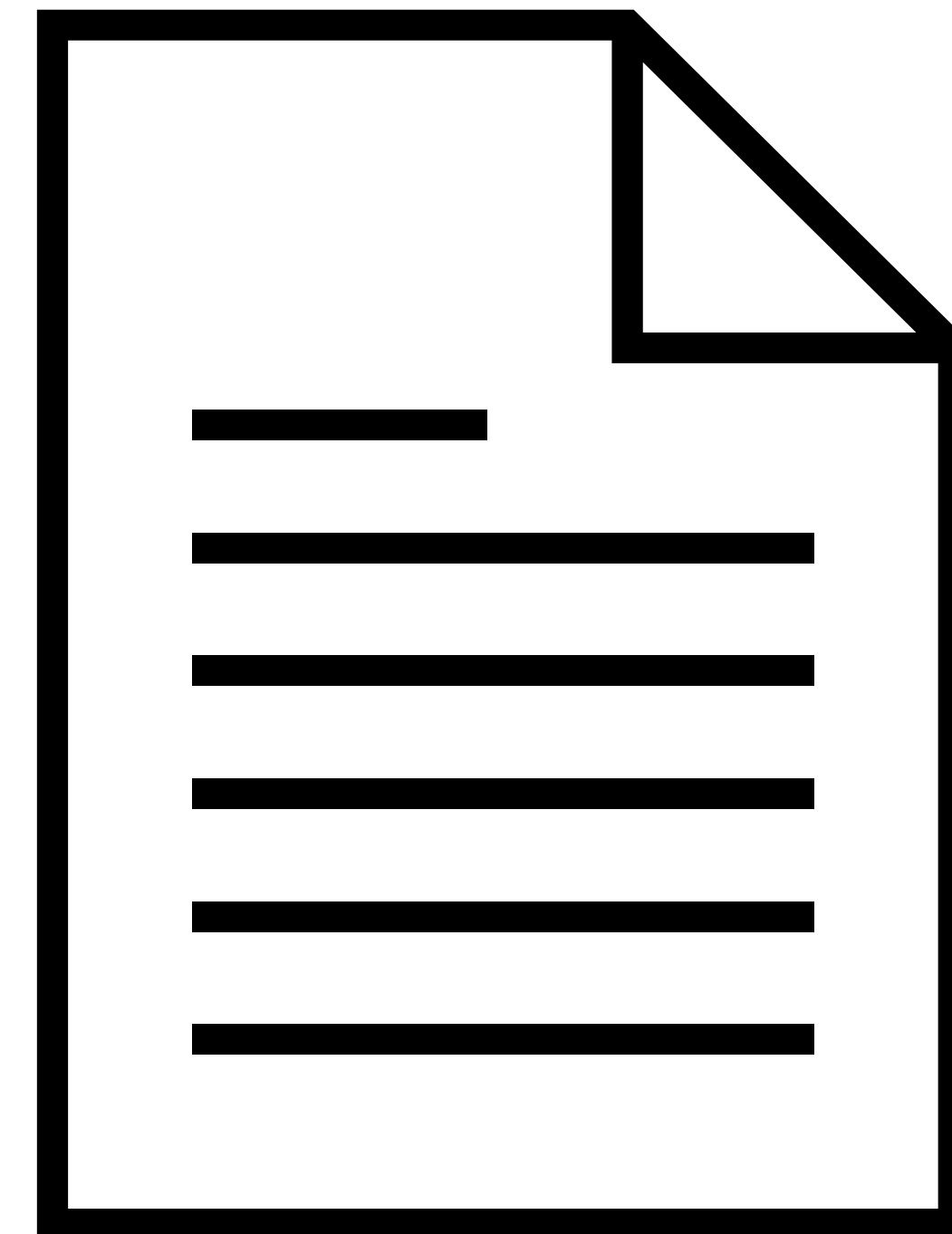
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## Store Contact Information Form

- Relay store feedback
- Flag issues

## Expenses

- Must be pre-approved
- Due September 8 at the latest



# Fundraising Stars

**Recognizing Associates  
Raising \$500+**

**Why it's important**

**What's different this  
year**



**Thank you for supporting the Canadian Red Cross by being a changemaker**

Once every three hours, someone reaches out to the Canadian Red Cross for help. Your support makes sure we can respond. Donations made to the Canadian Red Cross help us stay ready to respond to emergencies.

**Thank you for your support.**



# Campaign Materials



## Cash Register Cling

Join a community of  
**changemakers**

Help the Canadian Red Cross change the lives of your neighbours affected by emergencies across the street and across the country.

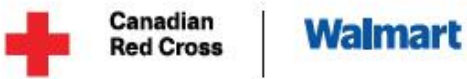
Every dollar counts.



## Check-Out Sign



Please donate \$1, \$2, or \$5.  
Every dollar will make a difference.



Walmart Canada will contribute an additional \$1,000,000 to help communities in need.



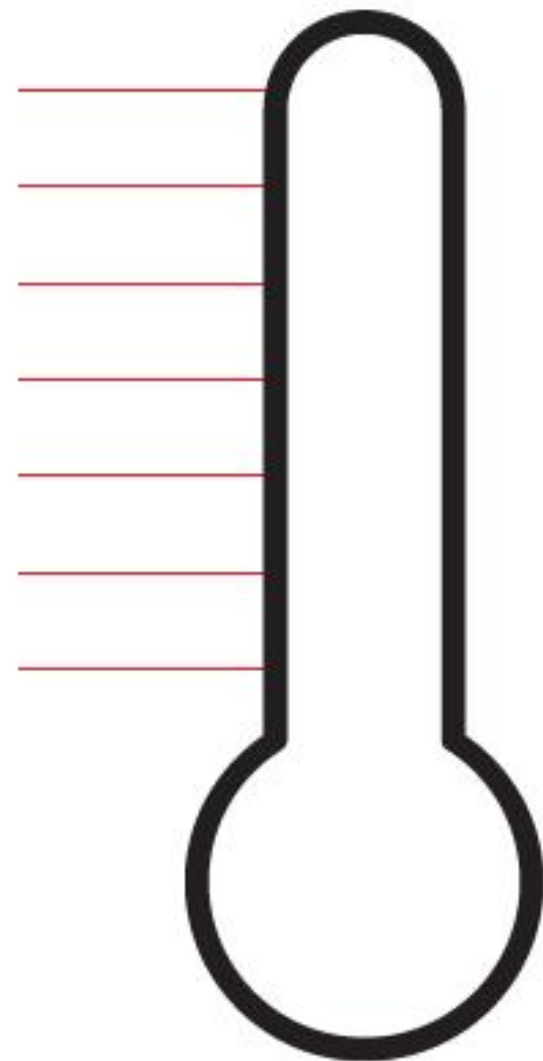


Join a community of  
**changemakers**

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**Thank you for your support.**

Our store goal



Walmart Canada will contribute an additional \$1,000,000 to help communities in need.



Canadian  
Red Cross

**Walmart**



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Canadian  
Red Cross

**Walmart**



# Red Cross Campaign Materials

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## Campaign Buttons

- Campaign Playbook
- Campaign Quick Reference
- Campaign Buttons (100)
- Fundraising Star Buttons



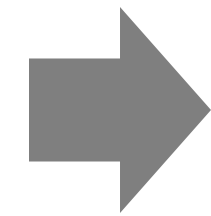
## Fundraising Star Buttons



# Materials on Walmart intranet (The Wire)

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- Campaign Video:
- Editable Event Poster:
- Fundraising Star Certificate
- Campaign Newsletters



Your generous support helps us respond to today's needs and tomorrow's emergencies. From house fires to wildfires, floods, or health crises, your support makes it possible for us to help each other in times of need. **Thank you!**

Your gift helps us provide items like:



Safe shelter



Warm clothing



Relief items

## Event Details

Event Name

Location

Date

Time



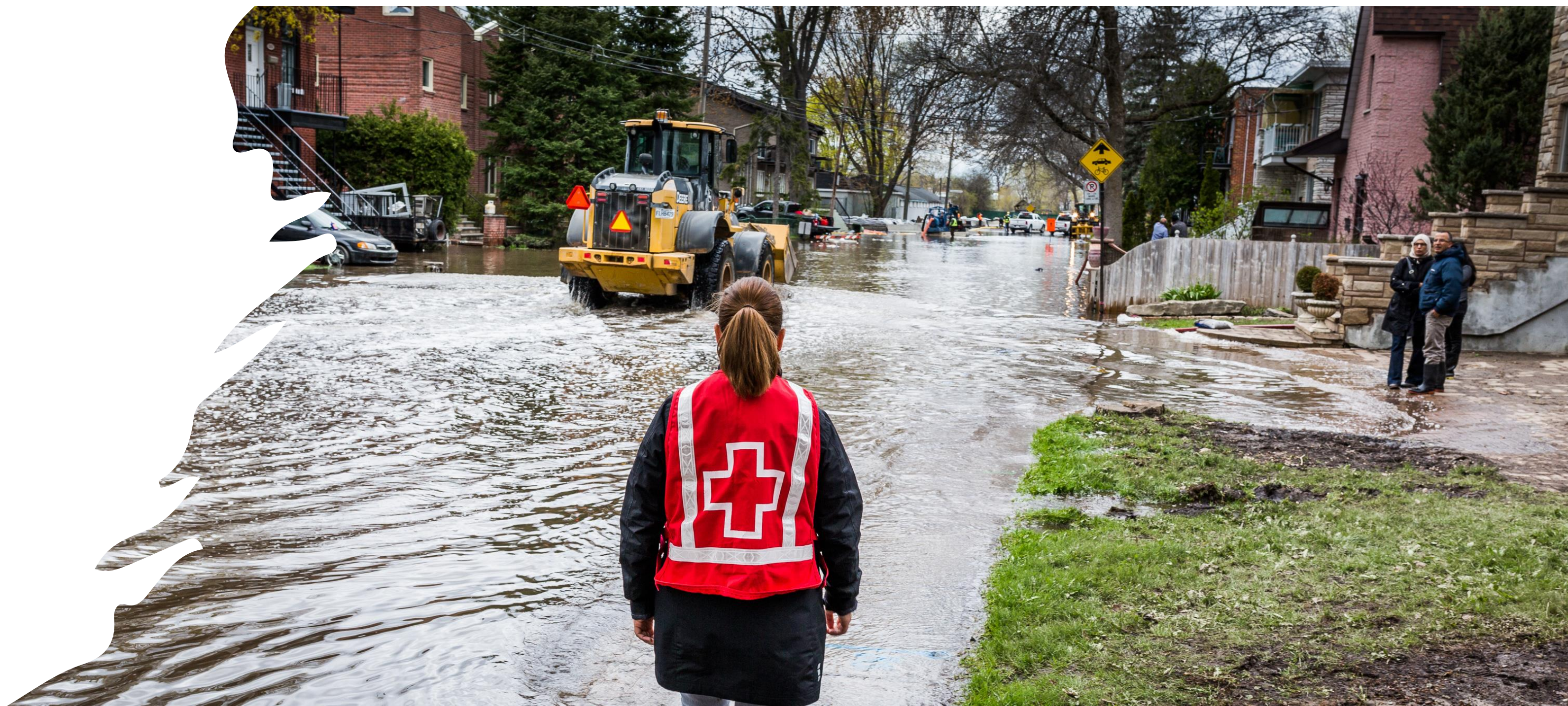
Canadian  
Red Cross

Walmart

**You are making a difference!**



**Your help is  
impacting the  
Red Cross  
Mission**





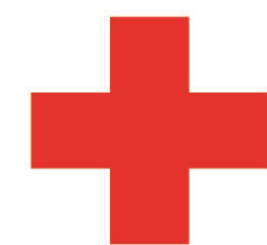
# YOU ARE READY!

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- Expect an email with your store contact information
- Make initial call to the Store Manager/Campaign Lead
- Prepare for your campaign kickoff call or visit



# Thank You! Merci !



Canadian  
Red Cross

Croix-Rouge  
canadienne

**Walmart**

