



## Campaign Timelines and Key Activities

Timeline	Action	Purpose	Responsible	Assets/Action Required
June 14- June 25, 2025	Ambassador Training: Self-guided + via MS Teams Drop-In Sessions	<ul style="list-style-type: none"> <li>Prepare Ambassadors for Campaign</li> <li>Q&amp;A as needed</li> </ul>	Ambassador	<ul style="list-style-type: none"> <li>Complete self-guided portion</li> <li>Register for a Drop-in training session</li> </ul>
By June 11 or 12, 2025	Campaign materials delivered to stores (via Blue Bag)	<ul style="list-style-type: none"> <li>Campaign support package for store lead</li> </ul>	CRC/WM	
June 23- June 27, 2025  (or earlier)	Initial Contact with Store Manager	<ul style="list-style-type: none"> <li>Introduce yourself as Red Cross Ambassador</li> <li>Identify Campaign Lead at store and how to connect with them</li> <li>Ask if they received Campaign materials (due by June 20). Flag any missing materials to walmartcampaign@redcross.ca.</li> <li><b>Set up Campaign kickoff meeting with store (if desired by store)</b></li> </ul>	Ambassador	<ul style="list-style-type: none"> <li>Talking points/script</li> <li>Volunteer Store Information Checklist to capture key store info i.e., store manager, store lead, kickoff details</li> </ul>
Commence June 26, 2025	Campaign Kickoff Call/in-person	<ul style="list-style-type: none"> <li>Welcome to Campaign</li> <li>Campaign Details</li> <li>Educate store lead/ Associates on the campaign &amp; inspire them regarding CRC work</li> <li>Initial Thank You</li> </ul>	Ambassador	<ul style="list-style-type: none"> <li>Talking points/script</li> <li>Walmart Campaign Video</li> <li>Ambassador Cheat Sheet</li> </ul>
June 26, 2025	Campaign Begins			
Weekly Throughout the Campaign	Store Follow – Up (Campaign Leads/Store Manager – and Associates if possible)	<ul style="list-style-type: none"> <li>Get/Give campaign updates</li> <li>Top-up inspiration</li> <li>Discuss any issues</li> <li>Ask for photos/stories from the store – and share on the store contact sheet, store photos sheet (smartsheets)</li> </ul>	Ambassador	<ul style="list-style-type: none"> <li>Talking points/scripts</li> <li>Include pre-packaged content but can be tailored to each store</li> <li>SmartSheets</li> </ul>
July 25, 2025	Campaign Ends			
July 28- August 4, 2025	Thank You Call	<ul style="list-style-type: none"> <li>Thank you call</li> <li>Store Recognition</li> <li>Campaign Update</li> </ul>	Ambassador	<ul style="list-style-type: none"> <li>Talking points/script</li> </ul>
June 28-	Admin Duties		Ambassador	



Canadian  
Red Cross

Croix-Rouge  
canadienne

Walmart

August 4, 2025		<ul style="list-style-type: none"><li>• Reports on challenges/successes</li><li>• Track contact points/store statistics</li><li>• Capture and share campaign stories and pictures with walmartcampaign@redcross.ca</li></ul>		<ul style="list-style-type: none"><li>• Comments form on Web site</li><li>• Photo consent form</li><li>• Smartsheets (Store contact form, Store Photo Form)</li></ul>
August 6-27, 2025	Post-Campaign	<ul style="list-style-type: none"><li>• Complete Ambassador survey</li><li>• Complete expense form</li></ul>	Ambassador	<ul style="list-style-type: none"><li>• Survey</li><li>• Expense form</li></ul>