



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



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