



Canadian
Red Cross

Croix-Rouge
canadienne

Walmart

Expectations and Responsibilities of Red Cross Walmart Ambassadors

- **Help drive impact in your designated store(s)** by supporting overall campaign execution and encouraging meaningful engagement.
- **Connect with the key Walmart team member leading the Red Cross campaign** to introduce yourself and foster collaboration before the campaign begins. If you're unable to reach them, it's okay—you can always contact walmartcampaign@redcross.ca for support.
- **Engage with Associates and Managers** by speaking on behalf of the Red Cross during Walmart kickoff events, meetings, and check-ins—whether in-store or virtually.
- **To support** additional store fundraising activities if requested.
- **Share powerful stories** that highlight the incredible impact of Walmart's partnership with the Red Cross and communicate Associate experiences or special requests to walmartcampaign@redcross.ca.
- **Build relationships with store managers and key Associates**, creating a sense of community and shared purpose throughout the campaign.
- **Be a proud representative of the Canadian Red Cross**, inspiring Associates and Managers to see themselves as part of a movement that changes lives.
- **Motivate and uplift Walmart teams**, reinforcing that they are not just fundraising—they are joining a community of Changemakers who help the Red Cross provide relief for neighbours across the street and across the country.