



Ambassador Talking Points

Introductory Call

- Introduction and brief explanation of the virtual volunteer role.
- Thank manager(s) for campaign efforts and identify Campaign lead(s)
- Ensure materials have been received in good condition (adequate quantities, resolve any questions about use of resources)
- Establish if, when and type of campaign kick-off meeting the store plans to have. If not planned, suggest one and book it with them!
- Confirm timing, day of contact and details for kick-off call
- Leave your contact information (name and phone number)

Campaign Kick-Off

- Welcome and thank you to store Associates and managers for their campaign support
- Walmart is the largest corporate donor to Canadian Red Cross, to date contributing over \$54 million supporting communities and families affected by disaster
- With access to thousands of volunteers across Canada, when a disaster happens large or small, Red Cross can be there to respond
- The Canadian Red Cross responds to a disaster every 3 hours, assisting 175 Canadians daily
- 1 in 4 Canadians helped receive the Red Cross support thanks to the funds raised by the Walmart campaign
- Last year alone, 3,100+ disaster responses
 - 111,000+ Canadian helped with emergency assistance and recovery support
 - 3,100 households received assistance following a personal disaster, such as a house fire
 - 8,700 emergency management volunteers mobilized across Canada
 - 13,000+ friendly phone calls made to vulnerable individuals and families across the country through COVID- 19 response program
 - The goal across the country for 2021 is to raise \$3.5 million, plus a Walmart corporate match of up to \$820,000.
- The store goal is (Insert store goal)
- The impact of fundraising is amplified by corporate matching of up to \$2,000 per store when the minimum of \$2,000 is raised
- When asked to donate, some will say no, but many will say yes. However, the customers who agree to give can only do so if given the opportunity
- Describe to the store Associate “Fundraising Stars” recognition program for any Associate raising more than \$500
- 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
- In addition to the large-scale responses with media coverage, emphasize the importance of Walmart’s support in responding to local, smaller, and personal emergencies affecting communities where they live and work - share a short story of a local family or individual who has been helped.
- One last THANK YOU for the effort of all Associates over the coming weeks, the Canadian Red Cross appreciates all that Walmart does for the community
- If conducting via video conference, play video

Phone Check-ins

- Provide an update on the dollars received to date (in-store and across Canada)
- Request update on Fundraising Stars for recognition on the call if appropriate, or book a call to follow up
- Encourage campaign leads to use the Fundraising Star Tracking Sheet to identify Associates for recognition
- Remind campaign lead of the importance of asking each customer to support Canadian Red Cross
- Ask for any feedback from customers and respond to questions from Associates and managers
- Highlight weekly video update and campaign newsletters and point out any interesting information that would be of interest to the store. E.g., Local story, amount raised in the region, etc.
- If time allows, gauge interest in more in-depth description of:
 - What emergency preparedness means to Canadian Red Cross operations. Use actual examples, like floods, fires, COVID-19 etc
 - Pre-positioning of things like shelter supplies, enabling us to respond when and where a large flood or wildfire occurs
 - Recruiting, training and certifying volunteers on an ongoing basis so we are ready to carry out relief and recovery work
 - Current examples of relief (short-term) and recovery (longer-term) work in Canada
 - Relief, meeting basic and immediate needs like setting up evacuation sites and shelter, reunification of families separated in the face of mass disasters and providing clothing, hygiene/comfort/clean up kits
 - Recovery, assessment and referral for ongoing services needed for longer-term healing of families and individuals in the event of mass destruction or disruption of regular day-to-day life
 - Underline the ongoing COVID-19 efforts, accordingly to what's happening in your region
- Thank Associates and Walmart for all their efforts over the coming weeks and let them know you are available should they have any questions. Red Cross truly appreciates all that they do to help those in need.

Post Campaign Thank You

- Update on national, regional and store results
- Relay sincere gratitude for hard work and impart the immense impact the campaign will have on emergency response and relief this year in Canada
- Solicit any feedback, input or thoughts on the how the campaign unfolded and ask them if they used the various store materials (go through list if possible)