



Ambassador Speaking Notes for Walmart Associate Engagement Meetings

As volunteer ambassadors of the 2023 Walmart campaign, you will have multiple opportunities to engage with your assigned Walmart store Associates throughout the campaign period, whether virtually or in-person. Such engagements are great opportunities to inform, inspire, and thank our Walmart Associates for all that they do throughout the campaign. These Associate engagement meetings can also help stores reach and even surpass their fundraising goals. See below for different ways to engage with your Associates beyond your weekly store check-ins and some corresponding speaking notes. Feel free to make them your own - you know your store(s) best!

Introductory Store Call or Visit

- Introduction and brief explanation of your virtual or in-person 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 Associate engagement meeting(s) the store plans to have throughout the campaign. If not planned, suggest and book these engagement opportunities with them!
- Confirm dates and times, and contact details for all upcoming virtual and/or in-person Associate engagement meetings
- Leave your contact information (name and phone number)

Examples of Associate Engagement Meetings

With the ultimate goal of inspiring our Walmart Associates whether by sharing the significance of the Walmart campaign, celebrating the achievements of all the Associates, or sharing up-to-date results of this year's campaign, here are some engagement opportunities that you can be a part of:

- Campaign Kick-Off - this is done typically around the beginning of a campaign to celebrate the start of the campaign period, and can be your first Associate engagement meeting
- Update(s) from the Canadian Red Cross – this can be great for those weeks in the middle of the campaign where the Associates can benefit from some extra encouragement for re-engagement and a boost to their campaign enthusiasm, especially during weeks 2 and 3

Speaking Notes

For all your Associate engagement meetings, leverage this year's campaign theme, "Be there for your neighbour," to help craft your messaging. Here are some suggested topics and facts for you to address during your various Associate engagement meetings:

Campaign kick-off and/or additional Associate engagement meetings

- Welcome and thank the store Associates and managers for their campaign support
- Introduce the Walmart Campaign
 - Walmart is the largest corporate donor to the Canadian Red Cross, having contributed over \$64 million to date in support of communities and families affected by disaster
 - This is the 20th year of the partnership between Canadian Red Cross and Walmart Canada
 - The goal across the country for 2023 is to raise \$3.5 million, plus a Walmart contribution of \$1,000,000
 - The store goal is (Insert store goal)
- Introduce the significance of donating to the Walmart campaign
 - By giving towards the Walmart campaign, you can stand with your neighbours across Canada
 - When you ask a customer to donate to the Canadian Red Cross, you are directly helping neighbours in need who are facing emergencies in our own communities and across Canada
 - 46,000 Canadians were helped by the Red Cross thanks to Walmart Associates in 2022

- Share about the work of the Canadian Red Cross
 - The Canadian Red Cross is one of 192 Red Cross Red Crescent Societies worldwide, making it part of the largest humanitarian organization in the world
 - 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, and 1 in 4 Canadians receive Red Cross support thanks to the funds raised by the Walmart campaign
 - Last year alone, there were 100+ large-scale emergencies supported by the Canadian Red Cross
 - Almost 46,000 people supported after a personal disaster like a house fire
 - 26 Indigenous communities supported with evacuations from floods to fires
 - 2,275 people participated in Disaster Preparedness Workshops
 - 96,000 households assisted after Hurricane Fiona hit Atlantic Canada last year
 - 14,200 active volunteers from coast-to-coast
 - Here is what community donations can potentially provide towards emergency relief:
 - \$3 could provide a comfort kit with hygiene items to give a sense of dignity
 - \$7 could provide a teddy bear to a child in need of comfort
 - \$13 could provide a pillow and blanket for someone who needs to rest
 - \$45 could provide a clean-up kit to help people return to their homes
 - \$60 could provide a cot for someone who has been forced from their home
 - \$100 could provide baby products for two infants
- Introduce the store Associates to “Fundraising Stars” - our recognition program for any Associate raising more than \$500
- Share some guidance for the Associates
 - When asked to donate, some customers will say no, but many will say yes. However, the customers who do give do so because you asked - THANK YOU FOR ASKING!!
 - Wear your campaign button for customers to see, to show your support for the Canadian Red Cross
 - You can help to plan a fun, special fundraising event at your store with your co-workers to encourage more participation and engagement across the store
 - 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
- Thank the Associates
 - 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
 - Thank the effort of all Associates over the coming weeks, the Canadian Red Cross appreciates all that Walmart does for the community
- If time allows, play the Walmart video

Weekly Phone Check-ins or In-Store Visits

- Provide an update on the dollars received to date (in-store and across Canada)
- Request update on Fundraising Stars for recognition if appropriate. 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 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 discussions such as:



- What emergency preparedness means to Canadian Red Cross operations use actual examples, like floods, fires, 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
- Thank Associates for all their efforts over the coming weeks and let them know you are available should they have any questions. The 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 how the campaign unfolded and ask them if they used the various store materials (go through list, if possible)