

## Campaign Materials

There are various campaign materials that will assist Walmart to promote the campaign in-store and support Associates to have a successful campaign.

### Walmart-produced Materials

These items are designed by Red Cross, printed by Walmart and distributed to their stores prior to the campaign via Walmart's Blue Bag (internal mail).

- **Cash Register Cling:** Clings with campaign creative will be posted on the light boxes above the cash registers.
- **Plexi-poster:** These campaign information posters will be posted in or around the checkout area, commonly on plexiglass screens that are being used to help protect customers and Associates during COVID-19.
- **Goal Poster:** The goal poster is a thermometer style design that keeps Associates updated on their progress toward the store's campaign goal.
- **Thank You Poster:** Includes a space to show the final amount the store has raised.

### Red Cross Campaign Materials – shipped to stores with Walmart's Blue Bag (internal mail)

- **Campaign Playbook:** Everything that the store leads need to support a successful campaign in a booklet.
- **Buttons (bag of 100):** Encourage Associates to wear buttons to show their support and promote the campaign.
- **Campaign Quick Reference:** Allows Associates to get the quick details about the Red Cross campaign.
- **Fundraising Star Tracking Sheet:** Used to record Associates who raise \$500 or more. Fundraising Stars are recognized with a certificate and Fundraising Star pin!
- **Fundraising Star Pins:** A supply of these to recognize the Fundraising Stars in your store. Issued along with certificate that can be found on Walmart's intranet (The Wire).
- **Store Instruction Sheet:** Provides important information on where the materials should be placed around the Walmart store.

### Materials available via Walmart intranet (The Wire)

- **Campaign Video:** One-minute photo montage with a thank you message. Ask your store lead to play where appropriate (e.g., front of store).
- **Editable Event Poster:** This poster is an excellent tool for in-store fundraising events – Associates simply fill in their store event details in the editable fields, print, and distribute as appropriate.
- **Fundraising Star Certificate:** It is important to identify those Associates who go above and beyond what is expected of them. The Red Cross has developed the Fundraising Star program to recognize Associates who raise \$500 or more through POS donations or other fundraising initiatives. Each Fundraising Star receives a Fundraising Star certificate and pin to celebrate their efforts.
- **Campaign Newsletters:** Serve as a great engagement piece to share with Associates. Each issue contains a Red Cross story, campaign highlights and photos, and a letter of encouragement from a Red Cross staff lead. During your campaign check-in meetings, be sure to ask the campaign lead or store manager if they have received the latest weekly newsletter and if they haven't, offer to share a digital copy with them.