

## Campaign Timelines and Key Activities

Timeline	Action	Purpose	Responsible	Assets/Action Required
June 12- June 22, 2023	Ambassador Training: Self- guided + via MS Teams/telephone	<ul style="list-style-type: none"> <li>Prepare Ambassadors for Campaign</li> <li>Q&amp;A and role-play as needed</li> </ul>	Ambassador	<ul style="list-style-type: none"> <li>Complete self-guided portion</li> <li>Register for a training session and attend</li> </ul>
By June 23, 2023	Campaign materials delivered to stores (via Blue Bag)	<ul style="list-style-type: none"> <li>Campaign support package for store lead</li> </ul>	CRC/WM	
June 22- June 28, 2023	Initial Contact with Store Manager	<ul style="list-style-type: none"> <li>Introduce yourself as Red Cross Ambassador</li> <li>Identify Campaign Lead at store and how to connect with them</li> <li>Ask if they got Campaign materials (due by June 23) Flag any missing materials to CE Rep.</li> <li><b>Set up Campaign kickoff</b></li> </ul>	Ambassador	<ul style="list-style-type: none"> <li>Talking points/script</li> <li>Volunteer Store Information Checklist to capture key store info i.e., store manager, store lead, kickoff details</li> </ul>
Commence June 26, 2023	Campaign Kickoff Call/in person	<ul style="list-style-type: none"> <li>Welcome to Campaign</li> <li>Campaign Details</li> <li>Educate store lead/ Associates on the campaign &amp; inspire them regarding RC work</li> <li>Fundraising Stars</li> <li>Initial Thank You</li> </ul>	Ambassador	<ul style="list-style-type: none"> <li>Talking points/script</li> <li>Walmart Campaign Video</li> <li>Ambassador Cheat Sheet</li> </ul>
June 29, 2023	Campaign Begins			
Weekly Throughout the Campaign	Store Follow – Up (Campaign Leads/Store Manager – and Associates if possible	<ul style="list-style-type: none"> <li>Get/Give campaign updates</li> <li>Learn about/recognize Fundraising Stars</li> <li>Top-up inspiration</li> <li>Discuss any Issues</li> <li>Ask for photos/stories from the store – and share with your CRC lead</li> </ul>	Ambassador	<ul style="list-style-type: none"> <li>Talking points/scripts</li> <li>Include pre-packaged content but can be tailored to each store</li> </ul>
July 28, 2023	Campaign Ends			
July 31- August 4, 2023	Thank You Call	<ul style="list-style-type: none"> <li>Thank you call</li> <li>Store Recognition</li> <li>Campaign Update</li> <li>Fundraising Star Follow Up</li> </ul>	Ambassador	<ul style="list-style-type: none"> <li>Talking points/script</li> </ul>



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June 29- July 28, 2023	Admin Duties	<ul style="list-style-type: none"><li>• Tracking fundraising stars</li><li>• Reports on challenges/successes</li><li>• Track contact points/store statistics</li><li>• Capture and share campaign stories and pictures with Red Cross campaign Staff Lead to share them on Social Media campaign</li></ul>	Ambassador	<ul style="list-style-type: none"><li>• Fundraising Star Trackers</li><li>• Comments form on Web site</li><li>• Photo consent form</li></ul>
August 1-18, 2023	Post-Campaign	<ul style="list-style-type: none"><li>• Complete Ambassador survey</li><li>• Complete expense form</li></ul>	Ambassador	<ul style="list-style-type: none"><li>• Survey</li></ul>