



In support of / En soutien à



Canadian
Red Cross

Croix-Rouge
canadienne

Expectations and Responsibilities of Red Cross Walmart Ambassadors

- To support overall campaign execution in your designated store(s).
- To identify the Walmart staff member most responsible for the Red Cross campaign and introduce yourself prior to the commencement of the campaign.
- To contact and speak on behalf of the Red Cross at Walmart kickoff (in-store or virtually) and check in calls or visits.
- To identify and recognize key Walmart Associate “Fundraising Stars” (Associates raising \$500+) with the assistance of the store manager or their staff lead.
- To support additional store fundraising activities if/when requested.
- To communicate media opportunities, Associate stories and special requests to the Red Cross Community Engagement staff member in your region.
- To build and maintain good relationships with store managers and key Associates.