



2024 NATIONAL CHERRY BLOSSOM FESTIVAL GOODWILL AMBASSADOR APPLICATION

Deadline: Monday, December 11th, 2023

Application form and all support materials (responses to questions and letters of recommendations) must be completed and uploaded [ONLINE](#).

Questions & Inquiries: Contact Aysha Malik at amalik@ncbfdc.org or (202) 638-8374

The National Cherry Blossom Festival invites you to apply for one of the Festival's most highly regarded, signature programs: the Goodwill Ambassador Program. We are looking for talented, energetic individuals who have a true passion for international relationships and the National Cherry Blossom Festival.

The Festival and the Goodwill Ambassador Program is coordinated by the National Cherry Blossom Festival, Inc., a 501(c)(3) not-for-profit organization dedicated to promoting the beauty of nature and international friendship through year-round programs, events, and educational initiatives that enhance our environment, showcase arts and culture, and build community spirit.

OVERVIEW

The National Cherry Blossom Festival is an annual event that celebrates springtime in Washington, DC as well as the 1912 gift of the cherry blossom trees and the enduring friendship between the people of the United States and Japan. **The duration of this year's Festival is March 20 through April 14, 2024.**

In previous years, Goodwill Ambassadors have had the opportunity to attend Festival events, and meet the Ambassador of Japan and leaders in the Washington, DC community. Many Goodwill Ambassadors view the experience as having been an essential step in deepening their connection to Japan or influencing their professional careers by utilizing contacts they made during the program. Goodwill Ambassadors engage with the local community and are an indispensable resource for Festival attendees and the Festival.

PURPOSE AND SCOPE OF WORK

The experience of a Goodwill Ambassador is a rewarding and once-in-a-lifetime opportunity. The Festival's official Goodwill Ambassadors are actively engaged with the Festival by:

- Acting as "cultural delegates" in propelling awareness of the Festival's roots through attendance at Festival events and cultural exchange programs
- Representing the Festival at events including tree plantings, and community events affiliated with the National Cherry Blossom Festival or Japanese/Japanese American community
- Acting as cultural and educational liaisons at Washington, DC-area schools to teach children about history of the gift of trees and Japanese language and culture.

TIME COMMITMENT

Prior to applying, interested individuals should consider their availability to commit a **significant** amount of time to this position throughout the spring. Training sessions begin in January and events conclude with a final dinner at the end of April/early May. Typically, Goodwill Ambassadors attend:

- **Several 1-2 hour training and planning sessions in January, February and early March**
 - Tentative dates: bi-weekly beginning the week of January 8th
- **15-20 hours per week to Festival-related activities between March 20 and April 14, 2024. Hours will vary based on the Festival schedule and preparation of activities for the events listed below.**

- Several events occur during the week or during the day in addition to the weekends. As appearance requests come, we will cross reference with your class/work schedules to accommodate.
- Events are held in Washington, DC and in the surrounding suburbs

Schedule of Events

- Press Conference – Early March 2023 (TBC)
- Opening Ceremony – March 23, 2024
- Blossom Kite Festival – March 30, 2024
- Petalpalooza – April 6, 2024 (Rain date: April 7, 2024)
- Lantern Lighting Ceremony – April (TBC)
- National Cherry Blossom Festival Parade® – April 13, 2024 (Rain Date: April 14)
- Anacostia River Festival –April TBC
- Several tree plantings, school presentations, NCBF VIP Only Events, Participating Partner events, and other obligations will be added to the Goodwill Ambassador schedule during March and April.

Note: Some of the above dates are subject to change. All scheduled events and training sessions will be planned to best fit with the schedules of the selected individuals, taking into consideration class requirements, work schedules, holidays and school breaks. However, there are many events that are considered mandatory.

This is a volunteer position and Goodwill Ambassadors receive no financial compensation for their time. A small travel stipend will be provided.

APPLICATION/QUALIFICATION PROCESS

To become a Goodwill Ambassador, applicants must meet the candidate requirements and submit the outlined application materials by the deadline. After an initial review, individuals will be selected for an interview with the Goodwill Ambassador Committee the week of December 18. A maximum of 6-8 candidates will be selected for the Program.

A. Candidate Requirements

- Age range: Current university students (college sophomores, juniors, seniors preferred) and recent college graduates
- **NEW** – COVID vaccine status: all selected individuals into the 2024 Goodwill Ambassador program will be required to provide proof of COVID-19 vaccination (e.g., medical note, vaccination card or certificate from a medical practitioner).
- Reside temporarily or permanently in DC or the immediate region January – May 2024
- Individuals with an interest in Japanese humanities, arts, and culture, event management, art and hospitality.
- Individuals with Japanese language ability or a knowledge of Japan are preferred
- Provide your own khaki pants and black dress pants to wear with uniformed top
- Provide your own white button down shirt to wear with uniformed bottom

B. Application Requirements

- ✓ The completed application form (complete [ONLINE](#))

- ✓ A resume with your educational and professional background, leadership positions, knowledge of Japanese or other foreign languages, awards/honors, participation in clubs/organizations and other special interests.
- ✓ One current photograph
- ✓ One letter of recommendation from a professor or employer
- ✓ Submit 1 short essay – 500 words maximum.

What is your motivation for applying to the National Cherry Blossom Festival's Goodwill Ambassador Program? How do your skills and personality make you an ideal representative for the Festival in public settings, and for working with your peers to propel awareness of the Festival's history to a diverse audience? How will participating in the program and Festival enable you to pursue personal or professional goals or contribute to the Festival and US-Japan relations.

- ✓ Submit 1 video recording of you leading a hands-on activity. The receiving audience is a group of elementary aged students who being introduced to Japanese culture and the history of the Festival for the first time. The activity you propose should teach children about one or more of the following: international friendship, Japanese culture, kites, cherry blossoms in Washington, DC, or spring. The activity should take no more than 15 minutes for each child to complete.

NOTE: You will then need to upload the video file to a cloud-based sharing service like Dropbox or Google Drive, then submit the shared URL in the online form. If you have any technical difficulties with uploading, you may email your video to amalik@ncbfdc.org.

KEY CONSIDERATION: Applications cannot be saved while “in progress” so it is important that you have all items ready to upload prior to completing your submission. Applications are NOT considered complete unless all materials are received by the deadline of Monday, December 11, 2023.

C. Submission Details

All applicants must complete and upload support materials to the [ONLINE FORM](#)

Once the ONLINE FORM is completed, you will receive confirmation via email. Please make sure to white list amalik@ncbfdc.org to ensure delivery to your inbox.

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