



## 2017 NATIONAL CHERRY BLOSSOM FESTIVAL GOODWILL AMBASSADOR APPLICATION

Deadline: Wednesday, November 23, 2016

Application packets and letters of recommendation are to be emailed to [cmurphy@ncbfdc.org](mailto:cmurphy@ncbfdc.org) or delivered to:

National Cherry Blossom Festival  
Goodwill Ambassador Committee  
1250 H Street, NW Suite 1000  
Washington, D.C. 20005  
ATTN: Caitlin Murphy

Questions & Inquiries: Contact Caitlin Murphy at [cmurphy@ncbfdc.org](mailto:cmurphy@ncbfdc.org) or (202) 661-7595

The National Cherry Blossom Festival invites you to apply to 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 16, 2017.**

In previous years, Goodwill Ambassadors have had the opportunity to attend Festival events and meet the Ambassador of Japan as well as other 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 through:

- Planning and leading hands-on activities for children at the Festival's events (Smithsonian American Art Museum Cherry Blossom Family Festival, Blossom Kite Festival, Southwest Fireworks Festival, and Anacostia River Festival)
- 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 the history of the gift of trees and Japanese language and culture.
- Fostering US-Japan relations through attendance at Festival events and cultural exchange programs

## 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 4-8 hour weekend training and planning sessions in January and early February**
  - Tentative dates: January 21, January 28, February 4, and March 4, 2017
- **10-20 hours per week to Festival-related activities between March 1 and April 16, 2017. Hours will vary based on the Festival schedule and preparation of activities for the events listed below.**
  - A number of events occur during the week or during the day in addition to the weekends. Goodwill Ambassadors will also schedule time with the Program Manager to work on activity planning and preparation of supplies.

- Events are held in Washington, DC and in the surrounding suburbs.

#### Schedule of Events

- Press Conference – Wednesday, March 1
- Pink Tie Party fundraiser –Thursday, March 16
- Smithsonian American Art Museum Cherry Blossom Family Festival – Saturday, March 25
- Opening Ceremony – Saturday, March 25
- Blossom Kite Festival – Saturday, April 1
- Lantern Lighting – Sunday, April 2
- National Cherry Blossom Festival Parade® – Saturday, April 8
- Anacostia River Festival – Sunday, April 9
- Southwest Fireworks Festival – Saturday, April 15
- National Japanese American Memorial Foundation Freedom Walk – Date TBD
- Several tree plantings, school presentations and other obligations will also 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 in-person interview with the Goodwill Ambassador Committee the week of November 16. 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
- Reside temporarily or permanently in DC or the immediate region January – May 2017
- Individuals with Japanese language ability or a knowledge of Japan are preferred

#### **B. Application Requirements**

- ✓ The completed application form (available for download on the Festival website)
- ✓ Submit 3 short essays – 500 words each. Please include your name on every page of your application.
  1. What is your motivation for applying to the National Cherry Blossom Festival’s Goodwill Ambassador program? More specifically, please include how participating in the program and Festival will enable you to pursue personal or professional goals, or contribute to the Festival and US-Japan relations.
  2. How do your skills and personality make you an ideal representative for the Festival in public settings, and for working with your peers to coordinate schedules and lead hands-on activities during the Festival?

### 3. Activity Planning

Propose a hands-on activity for children at an activity booth at one of the National Cherry Blossom Festival's events. 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. Assume that you will have a budget of \$400 for supplies and must prepare for 1,000 to 1,500 children. Also, explain why you chose the project.

- ✓ 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- **Recommendation letter MUST be received by Wednesday, November 23, 2016.**

**IMPORTANT: Applications are NOT considered complete unless all materials are received by the deadline of Wednesday, November 23, 2016.**

### C. Submission Details

Applications may be sent via email to [cmurphy@ncbfdc.org](mailto:cmurphy@ncbfdc.org) or by mail to:

National Cherry Blossom Festival  
Goodwill Ambassador Committee  
1250 H Street, NW Suite 1000  
Washington, D.C. 20005  
ATTN: Caitlin Murphy

For all submissions, please include page numbers and add a header or footer with your name on every page submitted.

IMPORTANT: Email submissions must adhere to the following:

- File size less than 8 MB
- File names should NOT include multiple dots. It will get stuck in a spam filter and may not be delivered.  
Correct format: John Smith GWA.docx  
Incorrect format: John.Smith.GWA.docx
- Please call to confirm receipt of emailed submissions if you do not receive a confirmation email.