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Welcome to "Seedlings"

This is an email from your Regional Advocate, Elizabeth Biddle. The purpose is to give you some ideas or "seedlings" to help your chapter in any way possible. This issue is devoted to how you can develop outreach programs to promote Ikebana and your chapter.

Many of you have discussed outreach and how to develop "friendships" to spread Ikebana. Below are three "seedlings" or ideas that might get you started on this task. We realize that many of these special events have been cancelled for this year due to the COVID-19 virus. However, this makes it also an opportune time to begin establishing relationships for next season.

We know that some chapters have associated themselves with these types of events and organizations and though, these things take time to develop, they can produce meaningful relationships that provide benefits for all involved. If you want some specifics, I am happy to talk with you about them. Just give me a call at or send me a text ((571) 218-0895) or [email](#) and let's set up a time to talk specifics.

CHERRY BLOSSOM TIME

First, [attached is a list of Festivals, Events, and Cherry Blossom viewing throughout the U.S.A.](#) Use this list to find cultural programs during this special time by volunteering for the blooming of cherry trees. Some areas have day long events, while other have weeks of events. Regardless of the timeframe, use this opportunistic time to highlight Ikebana. You want to "get noticed" and develop visibility by opening dialogue about Ikebana and how Ikebana could be part of the program of events. Sometimes you may get free publicity. A continued participation year after year will open opportunities you might not consider. Think big but start small.

- Provide an arrangement at the welcome, registration, event information table, visitor centers
 - Offer to work at the welcome or registration desk
- Provide a demonstration of 1-4 arrangements using multiple or any school of Ikebana you can
- Exhibit during the event or festival in visitor centers
- Offer a workshop during the event
- Seek assistance from your local Ikebana schools.
- Find the individual(s) who is working on the event, invite them to one of your chapter meetings or events.
 - Ensure you have the right individual by asking questions about how to be involved.
- Use information you have developed to recruit members.

[Click here](#) to view a short story on how a chapter has aligned themselves with a Cherry Blossom festival that has been successful in growing their membership.

JAPANESE CONSULATES

If these events are not in your area, we encourage you to use the [second list compiled of the Japanese Consulates in the United States](#) to connect with cultural programs available. Click on the State and City name (holding down the Ctrl button) and you will be linked to the website. Look under *ABOUT* or *CONTACTS* for information on who to contact or *CULTURAL & EDUCATION*. Send an email and follow up with a phone call. You could offer:

- Demonstrations
- Classes or workshops
- Flower arrangements for their events (Emperors Birthday, Golden Week, etc.)

BOTANICAL GARDENS, ARBORETUM, GARDENS AND PARKS

Still another possible place to develop "friendships" is through a local Botanical Garden, Arboretum Gardens or Parks. These organizations provide active resources for individuals who love nature. Take the time to discover what they might be providing to the general public and offer to enhance their educational opportunities with a bit of Japanese culture. [Click here](#) for a short story on how one chapter has "grown" with their relationship with a Botanical Garden.

For many chapters, doing all of the above is an enormous task. However, we want to offer these "seedlings" in hopes that they will assist you in development of future programs. Programs and partnerships that will deepen your outreach and expand Ikebana to your community. When we plant seeds, what grows provides a beautiful garden.

Let me hear from you. I am hear to help.

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Facebook page for North America



Ikebana North/Central American Region Website

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