



Become a Blue Star Welcome Week Partner

Blue Star Welcome Week was created to recognize the 600,000 military families who move to new communities each year, while raising awareness and building support for military families across the country. An important part of Blue Star Welcome Week is getting the commitment of organizations, businesses, schools, and others to join us in helping to forge strong connections between military family members and their local neighbors.

Be a part of Blue Star Welcome Week by hosting a gathering, providing a discount, or organizing a hiring event for military spouses and Veterans. Those are just a few of many opportunities to get creative in welcoming military families to your community!

Blue Star Welcome Week FAQ

When is Blue Star Welcome Week 2024?

September 21–29, 2024

Why is this week so important?

According to the 2023 Military Family Lifestyle Survey, only 41% of active-duty respondents feel a sense of belonging to their local civilian community.

The average military family moves three times as often as their civilian peers. The majority of these permanent change of station (PCS) moves take place during the summer in June, July, and August. More than 70% of families live off of the military installation in their local civilian communities and they do not feel a strong sense of belonging to those communities.

Why are Blue Star Welcome Week partners needed?

Blue Star Welcome Week is how we get upstream of the lack-of-belonging problem and help our military families thrive. We know that if you can create a moment of welcome when people move, everything else improves — financial challenges, mental and physical health, and so much more! Together, we can spread this initiative to more communities across the country, empowering more military families to feel a greater sense of belonging.



Get Involved

Examples of Blue Star Welcome Week Events and Programs

- Businesses: Host a military spouse hiring event.
- Restaurants: Host a discount night or provide special giveaways for military families.
- Community organizations: Arrange an open house for military families or provide a packet of resources to share about local landmarks.
- Local attractions: Provide free admission or a unique experience for military families.

Any opportunity to invite military families to engage with their community is a win!

Hosting an Event

- Tell us what you have planned on our [partner event registration page](#).
- Explore our online [toolkit of resources](#).
- Expect a follow-up from our team — we would love to hear about your event and any feedback you may have.

Online Blue Star Welcome Week Toolkit

Sample social media posts, graphics, and more can be found at welcomeweek.bluestarfam.org/toolkit.

Where Can I Find More Information?

bluestarwelcomeweek.org

For general questions or more information about partnering on Blue Star Welcome Week, reach out to Leah Love, Director, Brand Marketing and Community Engagement at llove@bluestarfam.org.