



## NEWSLETTER / EMAIL SCRIPTS

Below are some sample scripts that you can use as a guide as you communicate what Blue Star Welcome Week is to your network. Just copy, paste, and personalize the message. Thank you for helping us spread the word and grow Blue Star Welcome Week!

### NEWSLETTER SCRIPT

*This newsletter script can be useful in local publications. You can easily customize it to fit your area. Thank you for helping us spread the word!*

Every year, approximately 600,000 military families – or roughly 33% of the All-Volunteer Force – relocate. Most of these families move to new duty stations, while some transition out of the military and others transition in. And most of these moves take place during the summer. While more than 70% of military families live off base in their local civilian communities, according to Blue Star Families' 2023 Military Family Lifestyle Survey, only 41% of military family respondents reported they felt a sense of belonging in their local community.

That's why we're declaring September 21st – 29th Blue Star Welcome Week! This exciting week is an opportunity for our community to welcome our military families and show them our appreciation for their service. Throughout the week, <<CITY NAME / SCHOOL / BUSINESS / ORG, etc.>> will help ease their transition through events, messages, and actions of welcome, and opportunities to make meaningful connections. Learn more about how you can participate in Blue Star Welcome Week at [bluestarwelcomeweek.org](https://bluestarwelcomeweek.org).

### EMAIL SCRIPT

*This email script can be useful for conveying information directly to your email contacts. You can easily customize it to fit your area. Thank you for helping us spread the word!*

Subject Line: Blue Star Welcome Week Starts September 21st

Email Copy:

Dear [Name],

Are you ready to welcome new families to your community? Every year, approximately 600,000 military families – or roughly 33% of the All-Volunteer Force – relocate. Most of these families move to new

duty stations, while some transition out of the military and others transition in. And most of these moves take place during the summer. While more than 70% of military families live off base in their local civilian communities, according to Blue Star Families' 2023 Military Family Lifestyle Survey, only 41% of military family respondents reported they felt a sense of belonging in their local community.

That's why we celebrate Blue Star Welcome Week from September 21st – 29th!

This exciting week is an opportunity for our community to welcome our military families and show them our appreciation for their service. Together, we will help ease their transition through events, messages, and actions of welcome, and opportunities to make meaningful connections.

Learn more about how you can participate in Blue Star Welcome Week at [bluestarwelcomeweek.org](https://bluestarwelcomeweek.org). I look forward to celebrating Blue Star Welcome Week together!

[YOUR NAME]