

 Blue Star
Welcome Week 2024

September 21-29, 2024

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Dear Government Official,

You're invited to issue a proclamation to designate September 21 – 29, 2024, as "Blue Star Welcome Week."

Blue Star Welcome Week (BSWW) is a nationwide campaign hosted by Blue Star Families. It builds a sense of belonging for service members and their families. Blue Star Families is a national 501(c)(3) nonprofit organization. We seek to empower military families by connecting them with their neighbors, including individuals and organizations. Together, we create vibrant communities of mutual support.

Every year, approximately 600,000 military families move to new communities. Most of these moves are not onto military installations. Instead, they are in local neighborhoods where families can feel isolated. We designed BSWW to tackle this challenge. We provide local neighbors opportunities to welcome military families which shortens the length of time it takes them to make connections in their new communities.

As part of BSWW 2023 we received 59 proclamations and hosted more than 13,000 individuals at welcoming events. Our goal is to grow this initiative in 2024. We want to help even more military families feel welcome in their communities. Proclamations are a great way to show how much a local community cares. They also provide elected officials the opportunity to show support for military and Veteran families. **Will you issue a proclamation designating the last week in September as "Blue Star Welcome Week?"**

We've included everything you need: sample proclamation language, a social media toolkit, and a draft press release to amplify your participation. We will also feature you on the Blue Star Welcome Week website. For more information on Blue Star Welcome Week, visit bluestarwelcomeweek.org or email Leah Love at llove@bluestarfam.org.

We hope you will join us in our efforts to support service members and their families in making military families feel welcome in their communities 365 days a year!

Sincerely,

Kathy Roth-Douquet
CEO, Blue Star Families



Welcome

the 600,000 military families who moved to a new community this year!

Moving frequently as a military family — every two to three years, on average — can be stressful. To make matters even more challenging, according to Blue Star Families' annual Military Family Lifestyle Survey, only 41% of military families feel a sense of belonging to their local civilian community. But those who do have a sense of belonging are much more likely to thrive.

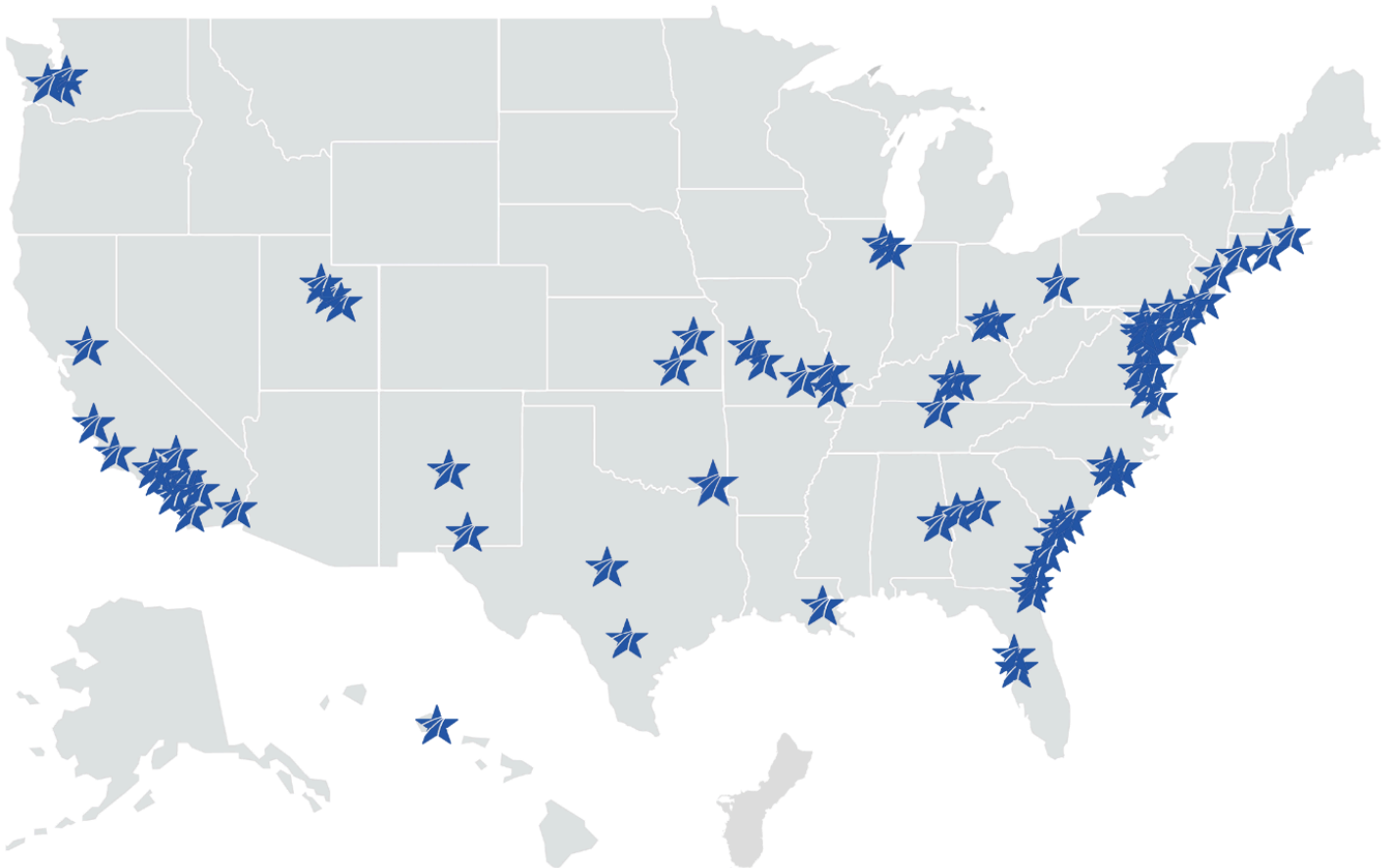
That's why Blue Star Families is designating the last week in September as "Blue Star Welcome Week." This week-long initiative is designed to alleviate transition challenges and support military families in communities across the country.

Show your support:

- Partner with your nearest Blue Star Chapter
- Offer discounts or other promotions at your business
- Host an event to welcome military families to your community

Blue Star Families offers military families a place to connect, find support, and build enduring relationships — wherever the mission takes them. Do Your Part — join us in welcoming military families to your community, not only during Blue Star Welcome Week but all year round.

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Through **Blue Star Welcome Week 2023** we hosted **233 events** in **151 communities**, including **4 overseas** — impacting more than **41K military family members** in **40 states** with more than **140 local** and national partner organizations.

Reach out to Leah Love (llove@bluestarfam.org), Director of Brand Marketing and Community Engagement, to find out how to get involved.

Do Your Part and join us for Blue Star Welcome Week 2024!

Blue Star Welcome Week Proclamation

WHEREAS Blue Star Families seeks to empower military families by connecting them with their neighbors — individuals and organizations — to create vibrant communities of mutual support;

WHEREAS Blue Star Families annually designates the week beginning the second to last Saturday in September and concluding eight days thereafter as “Blue Star Welcome Week”;

WHEREAS, during this week, we recognize the 600,000 active-duty and transitioning military families who move to new communities each year;

WHEREAS nearly half of these permanent change of station (PCS) moves occur during the summer;

WHEREAS only 41% of military family respondents to the 2023 Military Family Lifestyle Survey reported that they feel a sense of belonging to their local civilian community;

WHEREAS a sense of belonging is essential to the well-being and readiness of military families;

WHEREAS we commit to ensuring that military and Veteran families feel a strong sense of belonging to their local civilian communities;

WHEREAS we express gratitude for the sacrifices made by service members, transitioning Veterans, and their families;

WHEREAS we encourage civilians nationwide to welcome military and Veteran families into their communities: Now,

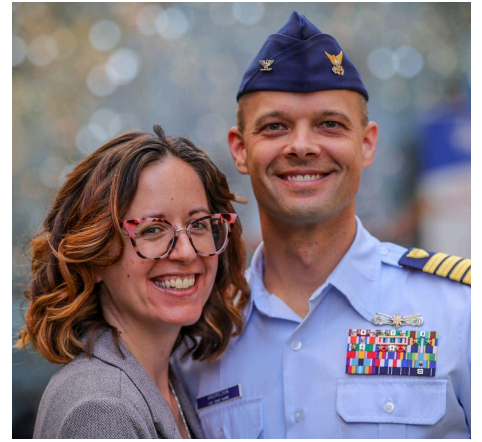
THEREFORE, be it resolved that I, {insert name}, {insert title}, do hereby proclaim September 21 through September 29, 2024, as

“Blue Star Welcome Week”

in the city/state of {insert city/state}.

Social Media Toolkit

Visit our online toolkit at
welcomeweek.bluestarfam.org/toolkit-supporters
for social media sample posts, graphics, and more!



Press Release Template

FOR IMMEDIATE RELEASE
SEPTEMBER 21, 2024

CONTACT:
[INSERT PRESS RELEASE CONTACT INFORMATION]

[INSERT ELECTED OFFICIAL] Proclaims the Second to Last Saturday in September and Eight Days Thereafter as Blue Star Welcome Week to Recognize Hundreds of Thousands of U.S. Military-Connected Families Transitioning to New Duty Stations and Communities

[INSERT CITY, STATE] (September 21, 2024) — [INSERT ELECTED OFFICIAL] is officially recognizing the second to last Saturday in September and the eight days thereafter as [Blue Star Welcome Week](#). [HE/SHE] is proud to partner with [Blue Star Families](#), a nonprofit dedicated to supporting military families and strengthening communities across the United States, from September 21 – 29, 2024, in an effort to raise awareness among Americans and build grassroots support for our military families.

[INSERT QUOTE FROM ELECTED OFFICIAL]

For a full week, Blue Star Families and community partners are providing fun and creative opportunities for the hundreds of thousands of relocating military families to meet and engage with members of their new communities, alleviate the challenges of frequent relocations, and create a greater sense of belonging in their new homes. Various Blue Star Welcome Week activities for families include in-person and virtual events, receiving messages of welcome and appreciation from communities across the country, and entering welcome gift giveaways.

“Every year, hundreds of thousands of America’s military families sacrifice the comfort of their living situation in order to continue their commitment to military service,” said Kathy Roth-Douquet, CEO of Blue Star Families. “Blue Star Welcome Week is an initiative designed to recognize transitioning military families across the country, provide a platform for resource sharing, and welcome them by providing opportunities to make meaningful connections to their new communities.”

Each year, Blue Star Families conducts the [Military Family Lifestyle Survey \(MFLS\)](#) — the largest, most comprehensive survey of its kind — that acts as a listening tool for military families to sound

off on what is and is not working for them. [Data from the 2023 MFLS report](#) shows that only 41% of active-duty respondents feel a sense of belonging to their local civilian community. Blue Star Welcome Week addresses this by creating opportunities for community engagement that bring together local supporters, neighbors, and military families to help build stronger, integrated connections, and ease the stress of frequent moves.

Blue Star Welcome Week is made possible through the support of valued partners, dozens of local small businesses, nonprofit partner organizations, and more. Support from corporate sponsors, private foundations, and individual donors sustains Blue Star Families and its mission to strengthen America's military families by offering services and programs such as Blue Star Welcome Week.

To learn more about Blue Star Welcome Week events and opportunities to get involved, visit bluestarwelcomeweek.org.

(optional)

Blue Star Families Media Contact:

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About Blue Star Families

Blue Star Families is the nation's largest grassroots military family support organization, with a mission to support military families to improve military readiness. Its distinctive approach builds stronger communities around military families through knowledge and programs that address the unique needs of those who serve. Blue Star Families' nationally recognized surveys and analysis give military families an important voice that informs policymakers and its military family programs. It uses the power of its collective resources and cross-sector collaborations to make a difference in the lives of hundreds of thousands of members of military families to strengthen the troops, their families, and our nation as a whole. For more information, visit bluestarfam.org.

Thank You.

For questions, please contact:

Leah Love

Director, Brand Marketing and Community Engagement

llove@bluestarfam.org

 Blue Star
Welcome Week