



 BLUE STAR
Welcome Week
Impact Report 2024



Blue Star Welcome Week

Blue Star Welcome Week is an annual initiative to inspire and engage our nation in a New American Tradition – to come together in a [spirit of welcome](#) for the 600,000 military families who move to new communities each year. Organizations, businesses, government entities, and individuals are all key partners as we engage in this collective effort to forge strong connections between our military family members and their local neighbors. Through Blue Star Welcome Week, we help [military families](#) feel [connected in the communities](#) where they live and serve.

2024 IMPACT

Blue Star Welcome Week 2024 events and outreach extended across the country, and even overseas. With 300 engagement opportunities across 195 communities, as well as virtually, Blue Star Welcome Week had something for everyone! This year we launched a Block Party Toolkit to encourage neighborhood get togethers as well as enhanced national partnerships to amplify our reach. In five short years, we've turned a moment into a movement.

This year Blue Star Welcome Week had participants from every state in the country.

Net Promoter Score	In-Person and Virtual Events	Unique Media Mentions	Partner Organizations Involved
97	300	93	174
8% ↑	29% ↑	365% ↑	24% ↑

(*growth percentages above are in comparison to 2023)

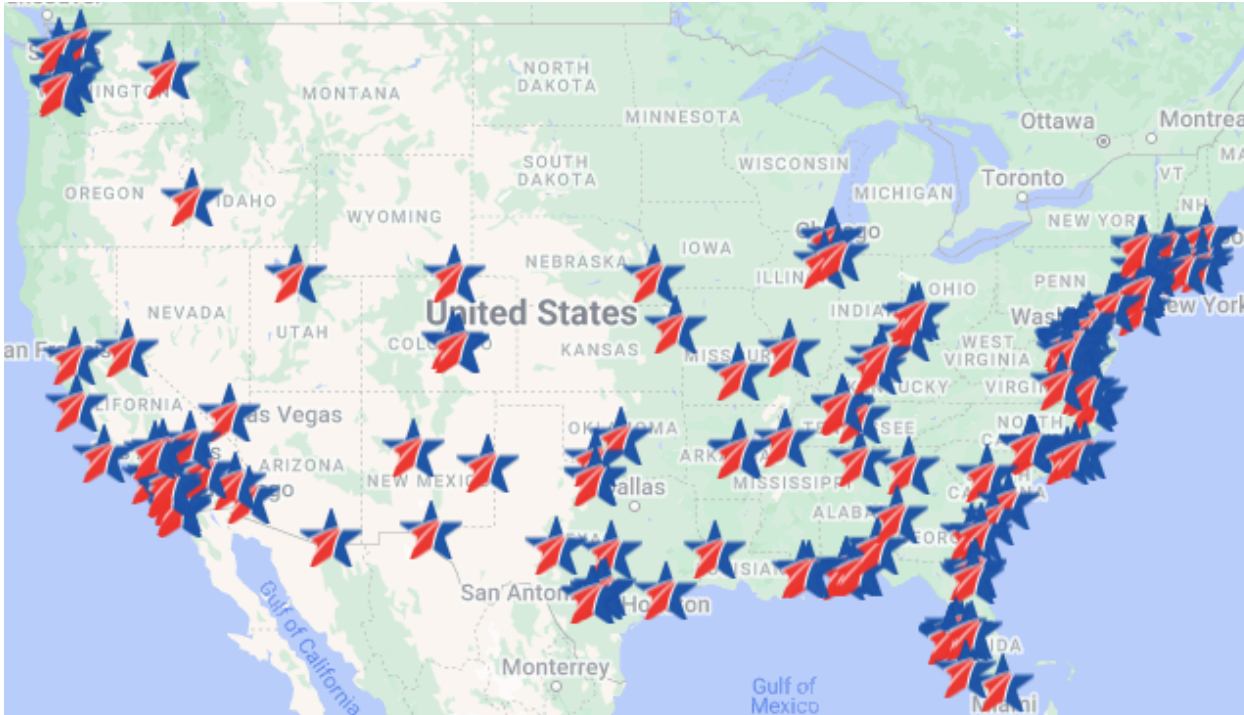


Our favorite part of the event was the camaraderie of Blue Star Families leadership with the families and how welcoming everybody is. No matter the event, we always meet someone new and make new and lasting relationships!





Blue Star Welcome Week 2024 Events



300

EVENTS

195

COMMUNITIES

37

STATES

Since launching Blue Star Welcome Week in 2020, Blue Star Families has:

Hosted over **800** events



Partnered with **350+** organizations



Engaged Military families in



Achieved a phenomenal Net Promoter Score of



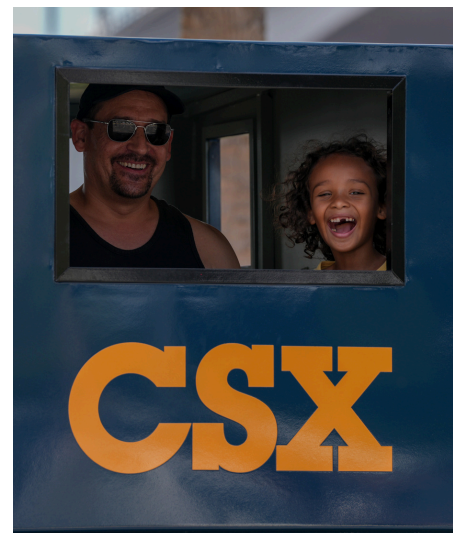
Let's keep the momentum going!



2024 Impact



I love what our [Blue Star Families] Chapter is doing – from the coffee chats, to goody bag giveaways, to fun localized experience giveaways like Legoland and the River Cruise ... I hope there is more of that throughout the year!





Do Your Part Initiative

Blue Star Welcome Week 2024 was made possible through the generous support of valued partners and dedicated volunteers. From schools hosting spirit weeks and honoring military students on morning announcements, to libraries handing out welcome packets for new military families, government officials sharing messages of support, and iHeart Radio broadcasting a special Welcome Week PSA – partners of all kinds joined the initiative to **do their part** in welcoming military families.

We are grateful for everyone who participated in Blue Star Welcome Week this year, and look forward to growing our reach in 2025!

Interested in getting involved?

Visit BlueStarWelcomeWeek.org or email Blue Star Welcome Week Director, Leah Love (llove@bluestarfam.org).





Our Partners

Thank you to our Blue Star Welcome Week 2024 sponsorship partners. We greatly appreciate your support!



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Morgan Stanley

