



Become a Blue Star Welcome Week Partner

Each year more than 600,000 military families move to new communities. Blue Star Welcome Week is a national week of activation to ensure military families feel welcome and community members are inspired to do their part in supporting them. An important part of this initiative 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 2025?

September 27th—October 5th, 2025.

Why is this week so important?

According to the 2024 Military Family Lifestyle Survey, only 39% 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. And while more than 70% of families live off of the military installation in their local civilian neighborhoods, 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 turn this moment into a movement and empower military families to feel a greater sense of belonging to the community in which they live and serve.



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 your 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/resources.

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 of Brand Marketing and Community Engagement, at llove@bluestarfam.org.