

# Blue Star Welcome Week 2025



**600K**

military families move  
each year

**70%**

move to homes not on  
military installations

**21%**

spend more than \$2,000 on  
unreimbursed moving costs

**6-9**

times military children move  
during their K-12 education

## In 2025 ...

we're looking to do more for more military families — we're looking to expand partnerships and increase engagement through asking individuals, small businesses, local organizations, schools, corporations, to all **DO YOUR PART.**

While frequent relocations are a specific challenge of military family life, the challenges associated with moving is something we can all help solve for these families. Now in its sixth year, **Blue Star Welcome Week helps military families get plugged into their new communities.**

## But we need partners like you to make this work.

Blue Star Welcome Week is all at once hyper-local and brilliantly national. Authentic and custom to the communities in which Blue Star Welcome Week events are held, everyone can do their part to engage and participate.

**We work individually with philanthropic sponsors to develop tailored options for support.** Recognition and engagement opportunities can include:

- **Logo recognition** on websites and T-shirts
- **Employee involvement:** Engagement and volunteer activities not only foster teamwork and camaraderie among employees but also offer them a meaningful way to contribute to their community.
- **Networking opportunities:** Invitations to national events and participation in local chapter advisory boards allow donors to connect with other supporters, potential partners, and community leaders.



# do your part



Through Blue Star Welcome Week 2024, we:



Hosted **300** events

Garnered a Net Promoter Score of **97**

Partnered with **174** local and national organizations

Landed **93** unique media mentions

Obtained a total potential media reach of **270 million**

Involved military families in every state in the country

## join us for

# Blue Star Welcome Week 2025

September 27 — October 5, 2025



Blue Star  
Families



Connect with us at  
[giving@bluestarfam.org](mailto:giving@bluestarfam.org)

[bluestarfam.org](https://bluestarfam.org)

