

 Blue Star
Welcome Week

Table of Contents

3	Welcome
6	Blue Star Welcome Week Proclamation
7	Social Media Toolkit
8	Press Release Template

Dear Government Official,

Every year, approximately 600,000 military families move to new communities. Most of these moves are not onto military installations, but into local neighborhoods where families can feel isolated. 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.

Join us by issuing a proclamation to designate September 27–October 5, 2025, as “Blue Star Welcome Week.”

As part of Welcome Week 2024, we received 49 proclamations and hosted more than 300 events. Our goal is to grow this initiative in 2025 to help even more military families feel welcome in their communities.

Proclamations are a great way to show how much a local community, and you as their elected official, cares and supports military and veteran families.

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 your city/state 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 by issuing a proclamation for Blue Star Welcome Week 2025!

Sincerely,

Kathy Roth-Douquet
CEO, Blue Star Families



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.

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 fourth Saturday in September and concluding eight days thereafter as “Blue Star Welcome Week”;

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

WHEREAS only 39% of military family respondents to the 2024 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 and their families;

WHEREAS we encourage community members nationwide to do their part and welcome military and veteran families into their communities: Now,

THEREFORE, be it resolved that I, {insert name}, {insert title}, do hereby proclaim September 27 through October 5, 2025, 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 27, 2025

CONTACT:
[INSERT PRESS RELEASE CONTACT INFORMATION]

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

[INSERT CITY, STATE] (September 27, 2025) — [INSERT ELECTED OFFICIAL] is officially recognizing the fourth 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 27–October 7, 2025, in an effort to raise awareness among Americans and build 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.

“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 2024 MFLS report](#) shows that only 39% of active-duty respondents feel a sense of belonging to their local civilian community. Blue Star

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)

Media Relations

Blue Star Families

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media@bluestarfam.org

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About Blue Star Families

[Blue Star Families](#) (BSF) is the nation's largest military and veteran family support organization. Its research-driven approach builds strong communities with a focus on human-centered design and innovative solutions. A "blue star family" is the family of a currently serving military member, including active duty, National Guard, reserve forces, and those transitioning out of service. Since its founding in 2009, BSF has delivered more than \$336 million in benefits and impacts more than 1.5 million people annually through an expansive network of chapters and outposts. For more information, click [here](#).

Thank You.

For questions, please contact:

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