



# Museums Toolkit

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.

As centers of community connection, museums are uniquely positioned to get involved. They often highlight local and national treasures, provide meaningful ways for community members to engage, and serve as trusted spaces for storytelling. Museums can play a powerful role in honoring and sharing the experiences of military families — preserving their history, celebrating their contributions, and fostering greater understanding of the military-connected community.

**Join us for Blue Star Welcome Week 2025 to help military families feel connected in the communities where they live and serve.**

## Blue Star Welcome Week FAQ

### When is Blue Star Welcome Week 2025?

September 27th–October 5th

### 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 communities, 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.

### Where can I find more information?

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

### Get Involved

Examples of Blue Star Welcome Week Museum Events and Programs

- Log museum events occurring during Welcome Week as [partner events](#).
- Post a sign at your check-in desk that welcomes military families.
- Welcome military families for a special admission day and register it as a [partner event](#).
- Extend complimentary access to a featured exhibit for military families as part of your [partner event](#).
- Share a welcoming message to military families September 27th–October 5th through social media, using #BlueStarWelcomeWeek.

### Online Toolkit

Sample social media posts, graphics, and more can be found at [welcomeweek.bluestarfam.org/resources](https://welcomeweek.bluestarfam.org/resources).

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](mailto:llove@bluestarfam.org).