Military families tell us this time and time again in the Blue Star Families Annual Military Family Lifestyle Survey, and we’re on a mission to change that narrative.

We do this by partnering with civilian neighbors—both individuals and organizations—to create strong communities of support for military families to improve mission readiness. Through our research, we know that if military families aren’t thriving, their service members aren’t mission-ready, thus jeopardizing the entire force.
Blue Star Partners like YOU give us a platform to showcase what it means to serve as a military family and gain civilian support.

And through the 2021 PCS Prep campaign, we were able to reach

340,248 people

and engage

103,607 Blue Star Families members!

For that, you deserve a big THANK YOU!

HUNT MILITARY COMMUNITIES

DONATED

$50,000

cash

SPONSORED

1,000

military family members

Hunt Military Communities’ generous donation will underwrite Blue Star Families membership for 1,000 military family members, providing each of them with free access to our Blue Star Benefits, Programs, and Events for an entire year.
Together, we’ve not only reached thousands of people through our campaign, but we’ve also delivered real-life solutions to real-life challenges.

According to Blue Star Families’ research, the number of military families who chose to homeschool their oldest child jumped from 8% to 13% in the 2020-2021 school year.

As we all know, the COVID-19 pandemic changed how the entire world operated, including military families with kids who had to switch to a homeschool environment—whether they wanted to or not. And that switch brought about some new questions, like:

“How and where in my home do I create an organized, calm space to teach my kiddos, so they can remain focused on their work?”

Army spouse Lauren, owner of MANIFESTO [Home + Office], joined Blue Star Families to help answer that question during our PCS Prep campaign in January.

We asked Blue Star Nation what they needed help organizing the most, and as suspected, the overwhelming majority said their homeschool/virtual learning space for their kids. So, we put those story submissions to popular vote, and the Lewises, an Army family who homeschools five kids, won!

Thanks to Hunt Military Communities, they received $1,000 to spiff up their space, plus six hours of virtual organizing with Lauren. And in just two weeks, the family’s basement was transformed into a homeschool sanctuary.
Military families move three times more often than their civilian counterparts. In fact, roughly 600,000\(^1\) service members PCS (move) every year. Frequent moves are one of many things that make military life problematic because it’s unpredictable.

The stress of the unknown weighs heavily on our service members and families’ consciousness, and ultimately puts a strain on the force. We know this because they tell us in our annual Military Family Lifestyle Survey, and for help, they turn to Blue Star Families.

While we can’t eliminate the stress, we can bring comfort amidst the chaos by teaming up with Blue Star Partners like Hunt Military Communities and Lauren; this time, to teach military families how to organize their homes – the one thing we CAN control!

But, the work doesn’t end there...

We need your continued support. Our military’s readiness depends on strong service member families. Our community is counting on us to remain mission ready. And because of supporters like Hunt Military Communities, we’re able to deliver free events, programs, and resources that keep military families thriving and our nation strong.

Thank you for raising your hand to help. We hope to work together again!

\(^1\) U.S. Government Accountability Office
2021 DIGITAL CAMPAIGN HIGHLIGHTS

36 PIECES OF COVERAGE
340,248 ESTIMATED REACH
103,607 ENGAGEMENTS

Blue Star Families 🌟
Published by Michala Bradfield 🌟 - January 4 - 🌟

🎉 GIVEAWAY 🎉 - 10 $100 Container Store Gift Certificates

Lauren, a #MilSpouse and Certified Professional Organizer, is here to share her best trick for #PCSPrep because she knows firsthand how unpredictable and stressful MilLife can be (organizing is what keeps her sane 😊)

Watch her video, then leave a comment telling us which space or room YOU need help organizing the most. When you do, you’ll be entered for a chance to win one of ten $100 Container Store gift cards!

*Must be military associated to win. Winners will be selected at random. 😊😊😊

P.S. Download Lauren’s printable PCS Prep Kit here: https://bluestarfam.org/pcsprep/

100,066 FACEBOOK REACH
(10 POSTS)

6,098 INSTAGRAM REACH
(4 POSTS)

5,741 TWITTER REACH
(5 POSTS)

142,927 E-NEWS REACH
(3 SENDS)

82,392 VIDEO VIEWS
(5 VIDEOS)
Thank you, Hunt Military Communities, for being an outstanding Blue Star Partner!