



Hunt Military Communities

PCS PREP CAMPAIGN

WITH LAUREN WELDON, ARMY SPOUSE & PROFESSIONAL ORGANIZER



DID YOU
KNOW?

Did you know that 81% of military families feel the general public isn't aware of the challenges military service places on families?

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.



BLUE STAR IMPACT

Military families move three times more often than their civilian counterparts. In fact, roughly 600,000¹ 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 Michele 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/>



70,683
People Reached

7,898
Engagements

[Boost Post](#)

   You and 577 others

2.2K Comments 105 Shares

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)



NOTES OF GRATITUDE SURROUNDING THE CAMPAIGN



Melissa Braswell

love this! We've been here since September and I still can't decide where I want to put things 🙄
This PCS the hardest room for us has been the back room near the kitchen and believe it or not the pantry! I hate how cluttered it gets.
If I had to spend money on something though it would be the master bathroom or the pantry. 😊 Those two always seem to give us trouble.

Like · Reply · Message · 2w



Megan Casper

So helpful!! My kids play room- all those tiny little legos and LOL doll items. I would love to have a better system for them so they can also clean up on their own!

Like · Reply · Message · 2w



Jamie Knox

Love this! We PCS this summer so that list will be amazing. My hubby literally throws everything into his tool stand (can't think of the correct word right now) and he is going back to sea duty so while deployed I may have to reorganize it. Our biggest issue is our guest room/ office because it is neither. It's just become a junk room where we have papers on the bed and no place for a desk or filing cabinet. Stupid room design!

Like · Reply · Message · 2w



Megan Audette

Love the picture hanging tool kit! Help me organize for our new baby's room! Organizing and bringing a little one into the world are both overwhelming and we could use some help! ❤️

Like · Reply · Message · 2w



Mandy Reul

After watching the video, I thought Wow!! I absolutely loved the diy kits. Our bedroom is a bit of a mess as I recently have gone through a few surgeries so our bedroom has had to accommodate lots of hospital totes, etc.. Would love to be chosen so that my husband and I can re-organize our bedroom to make it more us

Like · Reply · Message · 2w



Krystal Grant Crutchfield

Great tips! I would love help organizing my family's home office area - particularly with paper storage.

Like · Reply · Message · 2w



*Thank you, Hunt Military Communities,
for being an outstanding Blue Star Partner!*