



We need your help.

Military personnel are on the frontlines in the war against COVID-19.



Our service members have been deployed across the nation, to help fight the current battle. Here are just some of the ways in which they are engaged:

- The National Guard is delivering food to families in need.
- The USNS Comfort and USNS Mercy deployed to New York and Los Angeles to add hospital capacity.
- The Army Corps of Engineers is building temporary hospitals in key cities.
- Military doctors are relieving overwhelmed doctors in New York.

Adding to the uncertainty of this already stressful time, military families are facing their own unique challenges, for e.g.; service members deployed overseas are not allowed to come home, and families in the middle of moving from one duty station to another are stuck without homes.



#HomeHaircutChallenge

Rally YOUR troops - an employee engagement opportunity your employees can participate in virtually.

This week, Blue Star Families launched the [#HomeHaircutChallenge](#). It's our way of bringing the nation together VIRTUALLY, in support of our military service members and their families, to brighten spirits as we wade through uncharted territory, *together*. Please ask your employees to:

1. Perform a DIY haircut (or beard trim or hair color!) on themselves or someone else.
2. Let us know they've joined the challenge by posting a video or photo of their efforts on social media and tag Blue Star Families along with **#HomeHaircutChallenge**. Be sure to include whether they **#NailedIt** or **#FailedIt**.
3. Tag and challenge a friend to keep the movement going!

We ask that they encourage folks – if they're in the fortunate position to offer support – to donate the amount they saved on their haircut to help further Blue Star Families urgent COVID-19 efforts. We'll use the funds to continue creating the programs and expertise needed to empower our members during this time.

Sample Post: *Feel free to copy it word for word or make it your own.*

FACEBOOK/INSTAGRAM: *I entered the #HomeHaircutChallenge today to thank our military and their families for their frontline support during COVID-19. The money I saved by doing it myself will be donated to @BlueStarFamilies. Check out my attempt at cutting Nick's hair. #NailedIt*

@SarahSmith you're it! Enter the challenge and donate here: <https://bluestarfam.us/homehaircutchallenge>





TWITTER: Today I entered the #HomeHaircutChallenge to thank our military and their families for their frontline support during COVID-19. The money I saved will be donated to @BlueStarFamily. Your turn! Enter here: bluestarfam.org/homehaircutchallenge.

