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](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.