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***EVERY MOMENT COUNTS* CAMPAIGN**

* **What is *Every Moment Counts*?**

*Every Moment Counts* is a national campaign to rally Americans to honor and create moments that matter for our troops and their families. By clearly communicating the significance of these moments, and humanizing their impact on families, USO can help shift the civilian perspective on military service and inspire Americans to help show their gratitude to our troops and their families. The campaign invites Americans to join USO in honoring and creating moments that count through a custom landing page on USO.org that allows them to pledge and give their gratitude for our troops.

* **Why did the USO decide to create this campaign and why now?**

*Every Moment Counts* refers to the countless, every day moments – from the front porch to the front lines – that our troops and their families sacrifice due to their commitment and service to our country. Too many people don’t fully understand these challenges – big and small – from family dinners and date nights, children’s births and bedtime stories, the holidays and school dances that our troops and their families miss, and many of us unknowingly take these everyday moments in our lives for granted.

*Every Moment Counts* matters today more than ever because the challenges of military life do not end when deployment does. From training and constant preparation to reintegration and rehabilitation, the sacrifice of a service member endures. For this reason, USO is committed to helping our troops and their families throughout their service – making every moment count – whether they are deployed or returning home.

* **When did the campaign launch?**

*Every Moment Counts* launched Veterans Day weekend, November 8, 2013.

* **How can individuals get involved?**

To get involved,Americans can to go to [USOmoments.org](http://www.usomoments.org/) to “Take a Moment” to thank our troops and their learn more about the challenges they and their families face, or to “Give a Moment” by donating to the USO to help provide the programs and resources that support our troops around the world. USO supporters will have a chance to go online and share their moments, thank our troops, and make a donation to USO to help us continue to offer the services that support our troops and their families. They can also join the conversation on [Facebook](https://www.facebook.com/theUSO) or [Twitter](https://twitter.com/the_USO) using #USOmoments.

* **How will *Every Moment Counts* impact our troops?**

*Every Moment Counts* will support our troops by bringing attention and awareness to the real challenges of military life. By rallying Americans to show their gratitude by committing to help USO create and provide real, every day moments for our troops and their families we will raise dollars to support USO programs directly impact our troops and their families. We will also work to evolve the public perception of military service, helping Americans fully understand the real challenges – big and small – that our troops and their families face.

* **What USO programs are a part of *Every Moment Counts*?**

Everything we do helps support our troops and their families so that they can make every moment count with their families and loved ones. In fact, just last year, the USO provided 9 million moments at USO locations for troops and their families to connect through the following programs and initiatives:

For our deployed troops, USO centers, Operation Phone Home®, USO2GO Shipments, Holiday Boxes and USO’s Skype Babies programs make every moment count by offering a connection to the comforts and life back home through free phone calls and internet at all of the USO centers.

For the families of our troops, *With You All the Way! program and tour,* , Stronger Families Oxygen Seminars, No Dough Dinners, the USO and What to Expect presents Special Delivery and Operation That’s My Dress help to ensure that military families are cared for while their service member is deployed as well as help children and military spouses throughout the reintegration process.

For our wounded troops, their families and caregivers USO Warrior and Family Care programs like USO and Hire Heroes USA Transition Workshops and Career Opportunity Days, , Warrior Care Packs, and the USO Caregivers Conference help make every moment count during rehabilitation and recovery and help families with reintegration and adjusting to their “new normal”..

For the families of the fallen, our USO centers are located in the heart of Dover Air Force Base to support families of the fallen as well as inside the Air Force Mortuary Affairs to support troops who are assigned there. Additionally, our partnership with best-in-class partners like the Tragedy Assistance Program for Survivors (TAPS) offers support and comfort in the moments when it absolutely counts the most.

* **How can individuals find out more about *Every Moment Counts*?**

*Every Moment Counts* invites Americans to join the USO in honoring and creating moments that count. To learn more visit [USOmoments.org](http://www.usomoments.org/) or join the conversation on [Facebook](https://www.facebook.com/theUSO) or [Twitter](https://twitter.com/the_USO) using #USOmoments.

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