Texas Month of the Military Child Toolkit

Webpage Copy (Toolkit Landing Page)

Celebrate Month of the Military Child

Each April, we recognize the courage, adaptability, and resilience of military-connected children across our nation. The Texas Education Agency (TEA) in collaboration with the Military Child Education Coalition (MCEC) is proud to provide this toolkit to help schools, educators, and communities across our state join in honoring the nearly 230,000 military-connected students in Texas public school systems.

What's Included in the Toolkit:

- Social Media Graphics: Ready-to-use images designed for Facebook, Instagram, X (Twitter), and LinkedIn.
- Signature Graphic: An official image you can add to email signatures throughout the month.
- Email and Social Media Copy: Sample content for newsletters and communications.
- Month of the Military Child Proclamation
- Purple Up Day Information: Posters, Stickers, and T-shirt design for April 10, 2026—the day to wear purple in support of military children.
- Texas Military-Connected Student Facts: Key statistics to share with your community.

How to Use the Toolkit:

- Download the graphics for the platform you'll be using. (Click on the image in this PDF)
- Pair them with the sample captions provided (or write your own).
- Post and tag with #MonthOfTheMilitaryChild and #PurpleUp to amplify awareness.
- Add the signature graphic to your email footer to show ongoing support.
- Utilize additional resources to celebrate military children throughout the month of April.

Texas Month of the Military Child Toolkit Email & Social Media Copy

Email Copy (School or District Voice)

Version 1: General Announcement

Subject: Celebrating Month of the Military Child this April

April is Month of the Military Child, a time to recognize the courage, adaptability, and resilience of military-connected children across Texas. Here in [School/District Name], we are proud to celebrate the nearly 230,000 military-connected students enrolled in Texas public school systems.

Military children face unique challenges—moving on average 6 to 9 times during their K-12 education—yet they demonstrate remarkable strength and perseverance. This month, we honor their service alongside their families.

To help educators, parents, and community members join in this recognition, the Texas Education Agency (TEA) in collaboration with the Military Child Education Coalition (MCEC) have created a set of free resources, including social media graphics, activities, and tools to support military-connected students.

Purple Up Day - April 10, 2026

Join schools across Texas in wearing purple on April 10th to show support for military-connected children in our community.

Explore the Texas Month of the Military Child resources here: [Insert Link]

Together, we can honor military-connected children and ensure they feel supported in our schools every day of the year.

Highly Mobile and At-Risk (HMAR) Student Programs

Texas Education Agency

Military-Connected Students (MCS) Program

Version 2: Purple Up Day Focus

Subject: Purple Up! Celebrating Military Children on April 10th

April 10, 2026, is Purple Up Day—a day when we wear purple to show support for military-connected children. Here in [School/District Name], we're joining schools across Texas in celebrating the resilience and strength of military kids.

Did you know?

- Texas is home to nearly 230,000 military-connected students
- Military children move on average 6 to 9 times during their K-12 education
- Every school region in Texas has identified military-connected students

This April, during Month of the Military Child, the Texas Education Agency (TEA) in collaboration with the Military Child Education Coalition (MCEC) have created resources to help our community recognize and support these amazing students.

Get involved:

- Wear purple on April 10th
- Share stories of military-connected students in your school
- Explore TEA's toolkit: [Insert Link]

Let's show our military families they're valued members of our school community.

Highly Mobile and At-Risk (HMAR) Student Programs

Texas Education Agency

Military-Connected Students (MCS) Program

Social Media Copy (TEA-focused with MCEC partnership)

Post 1 – General Awareness

April is Month of the Military Child. [School name], along with the Texas Education Agency (TEA) in collaboration with the Military Child Education Coalition (MCEC), honors the courage, adaptability, and resilience of military-connected children across Texas. Nearly 230,000 military-connected students call Texas schools' home. #MonthOfTheMilitaryChild #PurpleUp #MilitaryKids

Post 2 – Purple Up Day Announcement

Mark your calendars! April 10th is Purple Up Day. Wear purple to show support for military-connected children in our schools and communities. Texas is proud to recognize the nearly 230,000 military-connected students who demonstrate remarkable strength every day. #PurpleUp #MonthOfTheMilitaryChild #MilitaryKids

Post 3 – Student-Centered + Resource Link

Our students are stronger because of the contributions of military-connected children. Military kids move on average 6-9 times during their K-12 education, showing incredible resilience. This April, explore the Texas Education Agency (TEA) in collaboration with the Military Child Education Coalition (MCEC) resources to support military-connected students: [link] #MonthOfTheMilitaryChild #MilitaryKids

Post 4 – Educator Voice + Resource Link

Teachers and staff across Texas play an important role in supporting military-connected students who face unique challenges, including frequent moves and family separations. This Month of the Military Child, explore the Texas Education Agency (TEA) in collaboration with the Military Child Education Coalition (MCEC) resources to strengthen that support: [link] #MonthOfTheMilitaryChild #MilitaryKids #PurpleUp

Post 5 – Purple Up Day Call to Action

This April 10th, join us in wearing purple for Purple Up Day! Let's show military-connected children across Texas that we see their strength, celebrate their resilience, and support their journey. #PurpleUp #MonthOfTheMilitaryChild #MilitaryKids

Post 6 – Future Service Connection

51% of military teens plan to serve in the Armed Forces as adults. This Month of the Military Child, we recognize their service—not just in the future, but today, as part of military families. #MonthOfTheMilitaryChild #MilitaryKids

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Social Media Copy (School or District Voice)

Post 1 – Local Recognition

This April, we celebrate Month of the Military Child. At [School/District Name], we are proud to recognize the courage and resilience of our military-connected students. Join us in honoring these amazing kids. #MonthOfTheMilitaryChild #PurpleUp #MilitaryKids

Post 2 – Purple Up Day Local

April 10th is Purple Up Day! [School/District Name] will be wearing purple to show support for military-connected children in our community. Join us in celebrating these resilient students. #PurpleUp #MonthOfTheMilitaryChild

Post 3 – Community Recognition

Our school community is stronger because of our military-connected students and families. This Month of the Military Child, we celebrate their contributions and the unique perspectives they bring to [School/District Name]. #MonthOfTheMilitaryChild #MilitaryKids

Post 4 – Student Support

Behind every military-connected child is a story of resilience, adaptability, and courage. This month, [School/District Name] recognizes the strength of our military kids and the support they deserve. #MonthOfTheMilitaryChild #MilitaryKids

Post 5 – Call to Action

April is Month of the Military Child. Explore the resources available through [School/District Name] to support the military-connected children who are part of our community. [link] #MonthOfTheMilitaryChild #PurpleUp

Suggested Hashtags

Primary: #MonthOfTheMilitaryChild #PurpleUp #MilitaryKids Secondary: #MilitaryFamilies #MilitaryChildren #TexasEducation #TEA

Highly Mobile and At-Risk (HMAR) Student Programs

Texas Education Agency

Military-Connected Students (MCS) Program

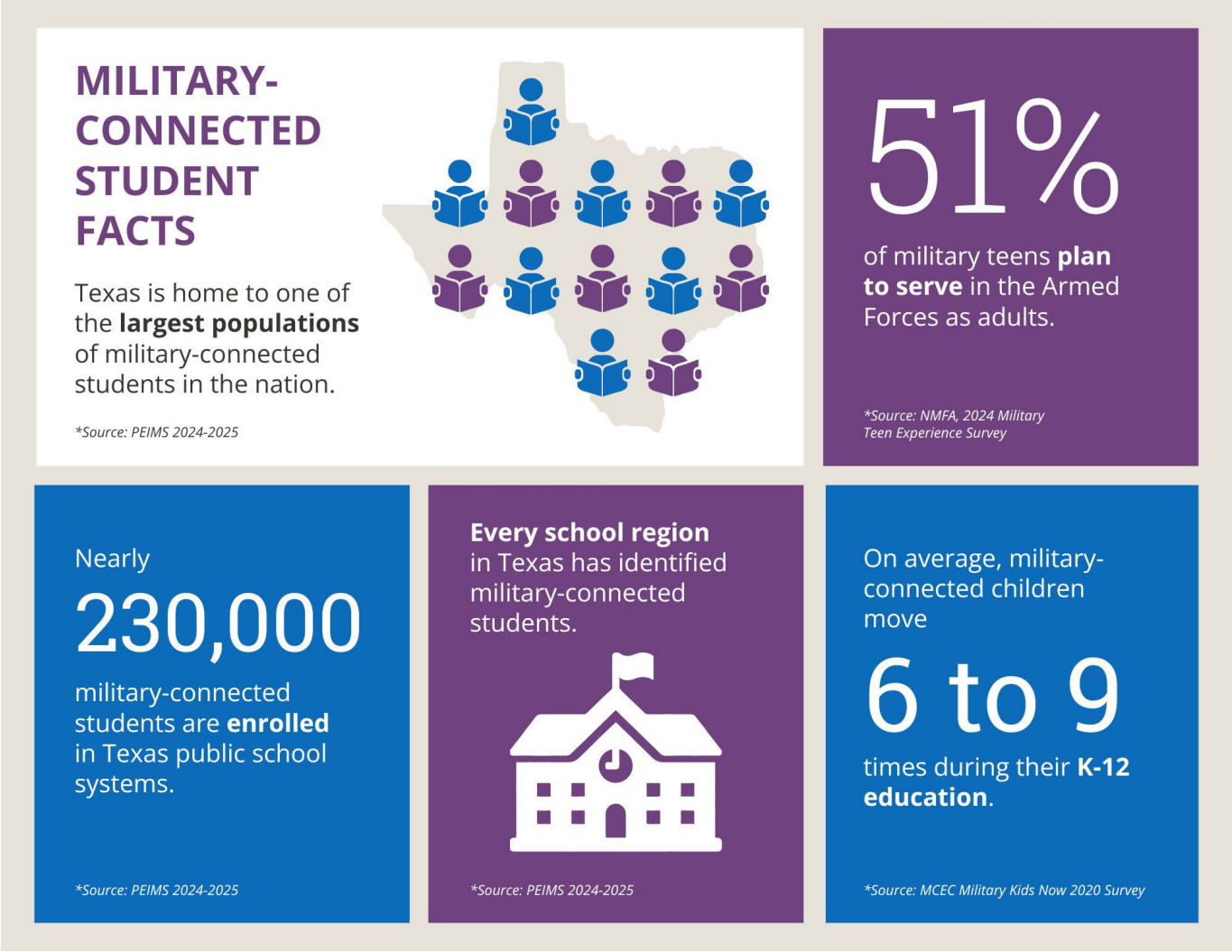
April 10, 2026

SOCIAL MEDIA POSTS

Highly Mobile and At-Risk (HMAR) Student Programs

Texas Education Agency

Military-Connected Students (MCS) Program

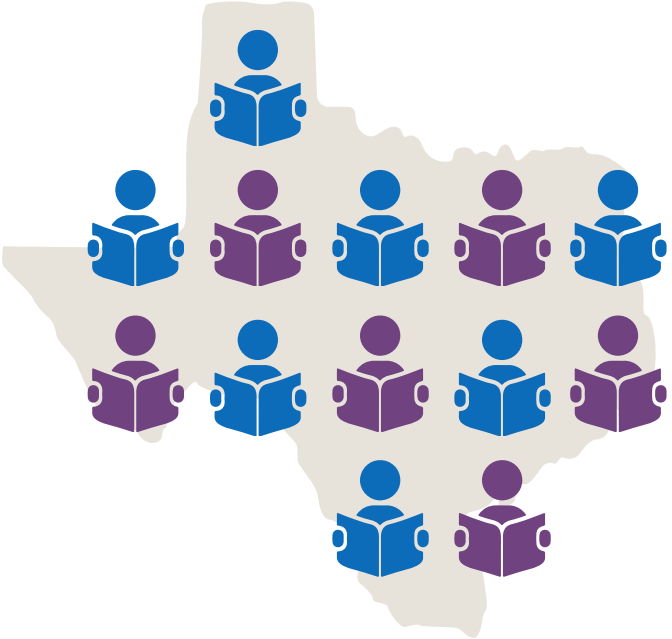


INFOGRAPHICS

MILITARY-CONNECTED STUDENT FACTS

Texas is home to one of the **largest populations** of military-connected students in the nation.

**Source: PEIMS 2024-2025*



51%

of military teens **plan to serve** in the Armed Forces as adults.

**Source: NMFA, 2024 Military Teen Experience Survey*

Nearly

230,000

military-connected students are **enrolled** in Texas public school systems.

**Source: PEIMS 2024-2025*

Every school region in Texas has identified military-connected students.

**Source: PEIMS 2024-2025*

On average, military-connected children move

6 to 9

times during their **K-12 education**.

**Source: MCEC Military Kids Now 2020 Survey*

Highly Mobile and At-Risk (HMAR) Student Programs

Texas Education Agency

Military-Connected Students (MCS) Program

T-SHIRT DESIGN

BRAVE
Global
FUN
STRONG
RESILIENT
SUPPORTING
MIGHTY MILITARY
Resourceful
ADAPTABLE
Kids
TOUGH

WE SERVE,
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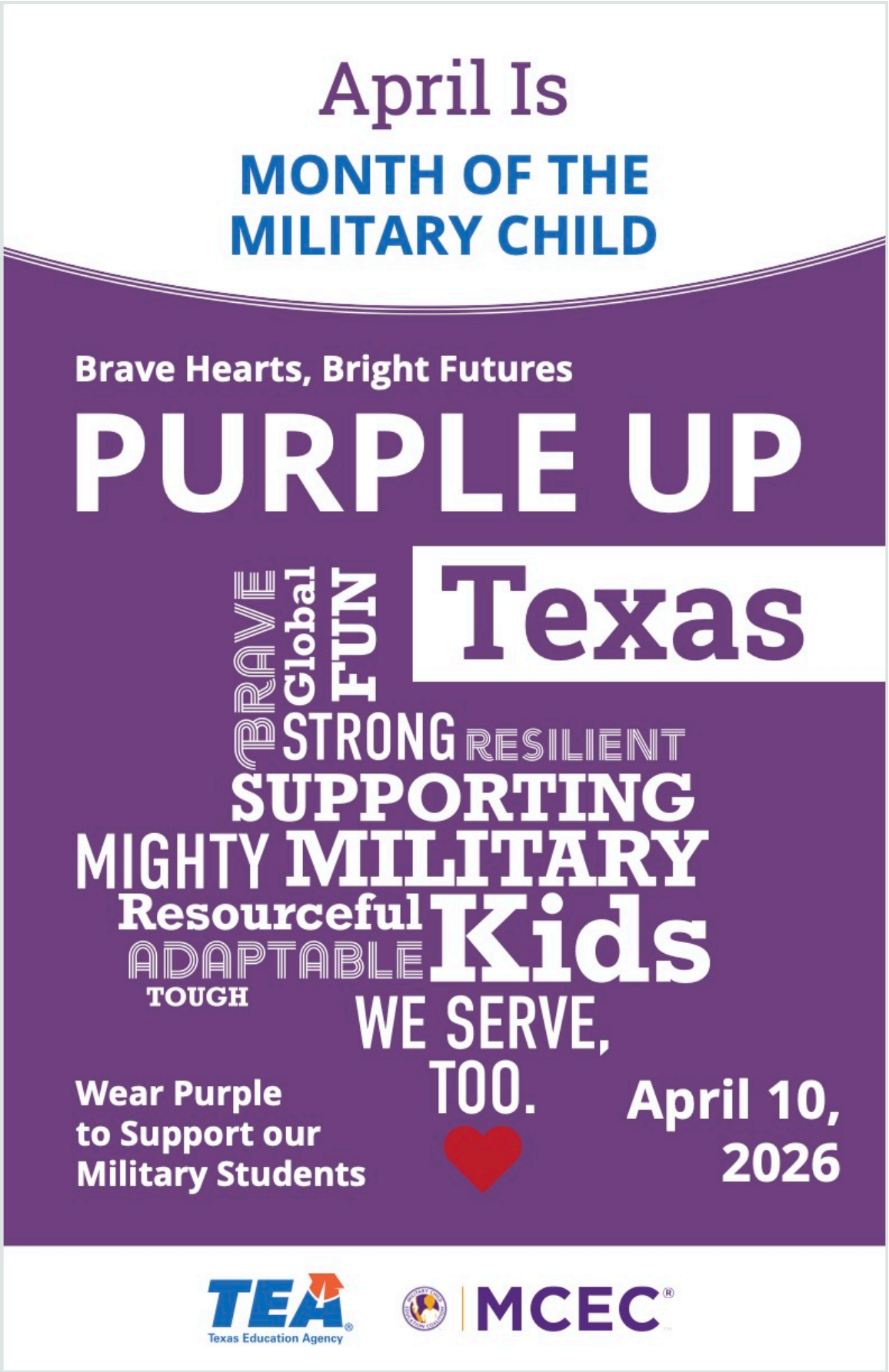
April Is
MONTH OF THE MILITARY CHILD
Brave Hearts, Bright Futures
PURPLE UP
Texas
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Wear Purple to Support our Military Students
April 10, 2026
TEA
Texas Education Agency
MCEC

Poster

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April 10, 2026

Texas Education Agency

MCEC®

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Wear Purple to Support our Military Students

April ___

_____

TEA® Texas Education Agency

MILITARY CHILD EDUCATION COALITION | MCEC®

MONTH OF THE MILITARY CHILD

PROCLAMATION

2026

_____

Recognizes Month of the Military Child

This April, _____ joins the Military Child Education Coalition (MCEC) in celebrating Month of the Military Child. Nearly 2 million children in military families face unique challenges, including frequent moves and family separations. These remarkable young people demonstrate incredible strength and courage while adapting to new schools, making new friends, and supporting their families' service to our nation.

We encourage our community to wear purple on **Purple Up Day! April 10, 2026** to show support for military children. Military kids are essential members of our community who deserve recognition for their strength and sacrifices. To learn more about supporting military-connected children, visit militarychild.org.

_____ _____

Name
Title
Organization

Date

#MOMC #PurpleUp #MonthoftheMilitaryChild

TEA Texas Education Agency | MCEC®

Proclamation

MONTH OF THE MILITARY CHILD

PROCLAMATION

2026

_____

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