

OPERATION PURPLE Camp

2026 Social Media Kit

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NMFA Social Media Handles by Platform (*direct links to each page are embedded*):

Facebook: @militaryfamily

Instagram: @militaryfamilyorg

X (formerly Twitter): @military_family

LinkedIn: @National Military Family Association

NMFA/OPC Hashtags:

#TogetherWereStronger

#OperationPurpleCamp

#MilitaryKidsServeToo

#MilitaryFamily

#MilFam

#NMFA

Sample Social Media Posts

POST #1 (*i.e. What is Operation Purple® Camp?*):

Adventure. Friendship. Confidence. 

NMFA's Operation Purple® Camp is a FREE, weeklong summer camp experience created exclusively for military-connected kids, because Military Kids Serve Too®.

Since 2004, more than 70,000 military kids and teens have zip-lined, surfed, created, explored, and connected with peers who get military life; building resilience and lifelong friendships along the way. Operation Purple® Camp combines classic camp fun with intentional skill-building and support that helps kids thrive long after camp ends!

 Applications are open through March 11.

 **[Insert Application Link Here]**

[Insert Hashtags Here]

POST #2 (i.e. Applications are Open)

 Applications are OPEN for NMFA's 2026 Operation Purple® Camp! 

This FREE, weeklong sleepaway camp gives military-connected kids the chance to unplug, try new adventures, and connect with other kids who understand what it means to grow up in a military family. From outdoor challenges to creative expression, every moment is designed to build confidence, connection, and pride in their service. 

Backed by 57 years of supporting military families and 20+ years of camp expertise, Operation Purple® Camp delivers an unforgettable experience with real, lasting impact.

 Apply by March 11!

 [\[Insert Application Link\]](#)

[\[Insert Hashtags Here\]](#)

POST #3 (i.e. Applications Closing Soon)

 Last call! Applications close March 11! 

The application period for NMFA's 2026 Operation Purple® Camp is wrapping up soon, and families who apply after March 11 will be added to the waitlist.

Apply now to give your military-connected child the chance to experience a FREE, weeklong summer camp filled with adventure and meaningful connections with peers who truly understand military life. 

 Apply Now: [\[Insert Application Link\]](#)

[\[Insert Hashtags Here\]](#)