

# Cross-collaboration between functions/departments

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While each regional department has its own scope, function and focus areas, none can work in a silo. Cross-collaboration between the departments is essential to create the overall HBA experience and deliver value. Here is a helpful [Department Cross Collaboration Grid.pptx](#) that shows you many (but likely not all) of the ways each regional function might interact and collaborate with the other regional functions:

Works with...	Membership experience	Volunteer Experience	Corporate Relations	Events and Education	Member Value Offerings	Marketing and Communications	Finance/Treasury	Market Research
<b>Membership experience</b>	<ul style="list-style-type: none"> <li>Filling leadership roles/communicating leadership needs/regional vol recognition</li> <li>Volunteer pool/value prop selling</li> <li>Leader recruitment</li> <li>Making the most of your membership collaboration to share volunteer info</li> </ul>	<ul style="list-style-type: none"> <li>Filling leadership roles/communicating leadership needs/regional vol recognition</li> <li>Volunteer pool/value prop selling</li> <li>Leader recruitment</li> <li>Making the most of your membership collaboration to share volunteer info</li> </ul>	<ul style="list-style-type: none"> <li>CP designee engagement</li> <li>Lunch and Learns</li> <li>CP employee engagement strategies</li> </ul>	<ul style="list-style-type: none"> <li>Radical hospitality/recruitment at events</li> <li>Following up with nonmember attendees post-event to engage (<i>individually or via marcom</i>)</li> </ul>	<ul style="list-style-type: none"> <li>Mentoring program participant engagement (focusing on those who joined just for the program)</li> <li>Driving new members to AGs (coordinate on recruitment events)</li> </ul>	<ul style="list-style-type: none"> <li>Member recruitment/engagement collateral design</li> <li>Member comms</li> <li>Community comms/engagement</li> <li>Recruitment event marketing</li> <li>Membership promotion via social media</li> </ul>	<ul style="list-style-type: none"> <li>Budgetary approvals</li> <li>Budgetary support and invoicing</li> <li>Expense reporting</li> </ul>	<ul style="list-style-type: none"> <li>Membership survey results</li> <li>Regional member/prospect metrics</li> <li>Demographics</li> <li>Any research needs</li> </ul>
<b>Volunteer Experience</b>	<ul style="list-style-type: none"> <li>Filling leadership roles/communicating leadership needs/regional vol recognition</li> <li>Volunteer pool/value prop selling</li> <li>Leader recruitment</li> <li>Making the most of your membership collaboration to share volunteer info</li> </ul>	<ul style="list-style-type: none"> <li>Filling leadership roles/communicating leadership needs/regional vol recognition</li> <li>Event recruitment</li> <li>Providing open opportunities to be shared on events</li> <li>Live recognition @ events</li> <li>Collaboration for annual volunteer recognition events</li> </ul>	<ul style="list-style-type: none"> <li>Filling leadership roles/communicating leadership needs/regional vol recognition</li> <li>Communicating CP employee recognition</li> <li>Helping to translate the skills/experience gained by volunteers back to the companies-how it helps you get ahead</li> </ul>	<ul style="list-style-type: none"> <li>Filling leadership roles/communicating leadership needs/regional vol recognition</li> <li>Event recruitment</li> <li>Providing open opportunities to be shared on events</li> <li>Live recognition @ events</li> <li>Collaboration for annual volunteer recognition events</li> </ul>	<ul style="list-style-type: none"> <li>Filling leadership roles/communicating leadership needs/regional vol recognition</li> <li>Engaging mentoring participants in volunteer opps</li> <li>Mentor guidance to push volunteer opps</li> </ul>	<ul style="list-style-type: none"> <li>Filling leadership roles/communicating leadership needs/regional vol recognition</li> <li>Communicating vol recognition</li> <li>Open role support (collateral design/visibility/comms)</li> </ul>	<ul style="list-style-type: none"> <li>Filling leadership roles/communicating leadership needs/regional vol recognition</li> <li>Volunteer recognition budget, award ordering and other budgetary approval</li> <li>Invoicing and expense reporting</li> </ul>	<ul style="list-style-type: none"> <li>Filling leadership roles/communicating leadership needs/regional vol recognition</li> <li>Volunteer survey or research needs</li> <li>Volunteer demographics in the context of member report</li> <li>Membership survey results</li> </ul>
<b>Corporate Relations</b>	<ul style="list-style-type: none"> <li>CP designee engagement</li> <li>Lunch and Learns</li> <li>CP employee engagement strategies</li> </ul>	<ul style="list-style-type: none"> <li>Filling leadership roles/communicating leadership needs/regional vol recognition</li> <li>Communicating CP employee recognition</li> <li>Helping to translate the skills/experience gained by volunteers back to the companies-how it helps you get ahead</li> </ul>	<ul style="list-style-type: none"> <li>Event sponsorship/venue needs</li> <li>CP topic/strategic priorities</li> <li>Strategic event communications to companies</li> </ul>	<ul style="list-style-type: none"> <li>Event sponsorship/venue needs</li> <li>CP topic/strategic priorities</li> <li>Strategic event communications to companies</li> </ul>	<ul style="list-style-type: none"> <li>Program sponsorship and venue needs</li> <li>Strategic program communications to companies</li> <li>Company SIG/ internal network engagement and collaboration opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Strategic company communications planning for events, programs, promotions and other relevant news</li> <li>Collateral design</li> <li>CP marketing/visibility</li> </ul>	<ul style="list-style-type: none"> <li>Budgetary approvals, support and invoicing</li> <li>Expense reporting</li> <li>Sponsorship (cash and in-kind) agreement approval/signature</li> </ul>	<ul style="list-style-type: none"> <li>CP survey results, engagement metrics</li> <li>Regional company and CP metrics, employee/member metrics</li> <li>Industry research</li> <li>Research sponsors and partners</li> </ul>
<b>Events and Education</b>	<ul style="list-style-type: none"> <li>Radical hospitality/recruitment at events</li> <li>Following up with nonmember attendees post-event to engage (<i>individually or via marcom</i>)</li> </ul>	<ul style="list-style-type: none"> <li>Filling leadership roles/communicating leadership needs/regional vol recognition</li> <li>Event recruitment</li> <li>Providing open opportunities to be shared on events</li> <li>Live recognition @ events</li> <li>Collaboration for annual volunteer recognition events</li> </ul>	<ul style="list-style-type: none"> <li>Event sponsorship/venue needs</li> <li>CP topic/strategic priorities</li> <li>Strategic event communications to companies</li> </ul>	<ul style="list-style-type: none"> <li>Event/program coordination and calendaring (annual and quarterly)</li> <li>Program/AG promotion during live events</li> <li>Sponsorship and marketing needs alignment</li> <li>Event promotion to appropriate AG membership</li> </ul>	<ul style="list-style-type: none"> <li>Event/program coordination and calendaring (annual and quarterly)</li> <li>Program/AG promotion during live events</li> <li>Sponsorship and marketing needs alignment</li> <li>Event promotion to appropriate AG membership</li> </ul>	<ul style="list-style-type: none"> <li>Strategic annual/quarterly event promotion planning</li> <li>Event collateral design</li> <li>Social media event promotion</li> <li>Copy writing/editing</li> <li>Community promotion coordination</li> </ul>	<ul style="list-style-type: none"> <li>Budgetary approvals, support and invoicing</li> <li>Communication and alignment on revenue targets</li> <li>Expense reporting</li> <li>Event sponsorship (cash and in-kind) agreement approval/signature as needed</li> </ul>	<ul style="list-style-type: none"> <li>Event feedback surveys/analysis</li> <li>Event survey distribution/promotion</li> <li>Education surveys</li> <li>Member, CP and relevancy data/survey results appropriate to inform events/education</li> </ul>
<b>Member Value Offerings</b>	<ul style="list-style-type: none"> <li>Mentoring program participant engagement (focusing on those who joined just for the program)</li> <li>Driving new members to AGs (coordinate on recruitment events)</li> </ul>	<ul style="list-style-type: none"> <li>Filling leadership roles/communicating leadership needs/regional vol recognition</li> <li>Engaging mentoring participants in volunteer opps</li> <li>Mentor guidance to push volunteer opps</li> </ul>	<ul style="list-style-type: none"> <li>Program sponsorship and venue needs</li> <li>Strategic program communications to companies</li> <li>Company SIG/ internal network engagement and collaboration opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Event/program coordination and calendaring (annual and quarterly)</li> <li>Event collateral design</li> <li>Social media event promotion</li> <li>Copy writing/editing</li> <li>Community promotion coordination</li> </ul>	<ul style="list-style-type: none"> <li>Strategic annual/quarterly event/program/AG promotion planning</li> <li>Program and event collateral design</li> <li>Social media program/event promotion</li> <li>Copy writing/editing</li> <li>Community promotion coordination</li> </ul>	<ul style="list-style-type: none"> <li>Budgetary approvals, support and invoicing</li> <li>Communication and alignment on revenue targets</li> <li>Expense reporting</li> <li>Event sponsorship (cash and in-kind) agreement approval/signature as needed</li> </ul>	<ul style="list-style-type: none"> <li>Member, CP and relevancy data/survey results appropriate to inform planning and needs</li> <li>Any research or demographic needs/analysis</li> <li>Program/event feedback surveys</li> </ul>	
<b>Marketing and Communications</b>	<ul style="list-style-type: none"> <li>Member recruitment/engagement collateral design</li> <li>Member comms</li> <li>Community comms/engagement</li> <li>Recruitment event marketing</li> <li>Membership promotion via social media</li> </ul>	<ul style="list-style-type: none"> <li>Filling leadership roles/communicating leadership needs/regional vol recognition</li> <li>Communicating vol recognition</li> <li>Open role support (collateral design/visibility/comms)</li> </ul>	<ul style="list-style-type: none"> <li>Strategic company communications planning for events, programs, promotions and other relevant news</li> <li>Collateral design</li> <li>CP marketing/visibility</li> </ul>	<ul style="list-style-type: none"> <li>Strategic annual/quarterly event promotion planning</li> <li>Event collateral design</li> <li>Social media event promotion</li> <li>Copy writing/editing</li> <li>Community promotion coordination</li> </ul>	<ul style="list-style-type: none"> <li>Strategic annual/quarterly event/program/AG promotion planning</li> <li>Program and event collateral design</li> <li>Social media program/event promotion</li> <li>Copy writing/editing</li> <li>Community promotion coordination</li> </ul>	<ul style="list-style-type: none"> <li>Budgetary approvals, support and invoicing</li> <li>Expense reporting</li> </ul>	<ul style="list-style-type: none"> <li>Budgetary approvals, support and invoicing</li> <li>Expense reporting</li> </ul>	<ul style="list-style-type: none"> <li>Social media analytics</li> <li>Relevancy and language alignment</li> <li>Survey and research promotion/communications</li> </ul>
<b>Finance/Treasury</b>	<ul style="list-style-type: none"> <li>Budgetary approvals</li> <li>Budgetary support and invoicing</li> <li>Expense reporting</li> </ul>	<ul style="list-style-type: none"> <li>Filling leadership roles/communicating leadership needs/regional vol recognition</li> <li>Volunteer recognition budget, award ordering and other budgetary approval</li> <li>Invoicing and expense reporting</li> </ul>	<ul style="list-style-type: none"> <li>Budgetary approvals, support and invoicing</li> <li>Expense reporting</li> <li>Sponsorship (cash and in-kind) agreement approval/signature</li> </ul>	<ul style="list-style-type: none"> <li>Budgetary approvals, support and invoicing</li> <li>Expense reporting</li> <li>Event sponsorship (cash and in-kind) agreement approval/signature as needed</li> </ul>	<ul style="list-style-type: none"> <li>Budgetary approvals, support and invoicing</li> <li>Communication and alignment on revenue targets</li> <li>Expense reporting</li> <li>Event sponsorship (cash and in-kind) agreement approval/signature as needed</li> </ul>	<ul style="list-style-type: none"> <li>Budgetary approvals, support and invoicing</li> <li>Expense reporting</li> </ul>	<ul style="list-style-type: none"> <li>Budgetary approvals, support and invoicing</li> <li>Expense reporting</li> </ul>	<ul style="list-style-type: none"> <li>Budgetary approvals, support and invoicing</li> <li>Expense reporting</li> <li>Financial analyses as requested</li> </ul>
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