



# HBA Messaging Architecture Toolkit

Last Modified on 07/19/2022 9:28 am EDT

As a follow-up to the recent interactive Strategic Plan webinars, a toolkit has been created for you. Take a look at the materials as a review and refresher. Or for use in sharing updates with your peers, members, and other key stakeholders.

Similar to the webinar series, the toolkit materials share the nuanced lexicon changes to HBA's mission and offer more background on HBA's Vision and 2022-2025 Strategic Plan—first introduced during last December's Annual Business Meeting.

The toolkit available here on our Volunteer Resource Center contains the following materials:

- [PowerPoint Presentation.pptx](#) 
- [Talking Points.docx](#) 
- [FAQs.docx](#) 
- [Mission and Vision 2022.pptx](#) 
- [HBA's Mission and Vision video](#)
- [Polling Results.docx](#) 
- [2022 HBA Messaging Architecture.docx](#) 

If you didn't have the chance to participate in one of the seven webinars hosted by members of HBA's Global Board, you can view and listen to one of them via the links below.

- [27 June](#)
- [29 June](#)
- [30 June \(6:00 AM ET\)](#)
- [30 June \(11:00 AM ET\)](#)
- [7 July](#)

Additionally, please share the updated Mission and Vision with all volunteers in your network and update all collateral materials to reflect the changes by 31 July 2022.

The HBA is so grateful for our "boots-on-the-ground" volunteer leader community, and we are here to support you. Please do not hesitate to ask questions or share feedback via the email [boardstratplanning@hbanet.org](mailto:boardstratplanning@hbanet.org).

---