


Cross-collaboration between functions/departments

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While each function and regional department has its own scope and focus areas, none can function in a silo. Cross-collaboration between the functions is essential to create the overall HBA experience and deliver value. Here is a detailed (but helpful!) Function 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 functions:

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