

# Engagement

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The purpose of Engagement is to be the key voice for HBA's stakeholders: corporate partners, members, and volunteers. This is achieved by providing engagement and business development strategies to influence the geography strategy (i.e. building sustainable relationships with our existing and future CPs and elevating member and volunteer experiences with a personalized customer experience to retain and recruit new members and volunteers) and supporting regional Corporate Relations, Member Experience, and Volunteer Experience leaders..

The three engagement functions are:

1. **Corporate Relations:** building and nurturing regional relationships with companies to increase engagement, increase involvement with Corporate Partners (CPs) programs, encourage CP employee engagement, and explore mutually beneficial sponsorship opportunities. The committee will also support regional directors sharing best practices on CPs programs such as the Ambassador Program, CP Brunch, and business development/sponsorship opportunities.
  2. **Membership Experience:** promote the HBA membership value proposition and to engage with new and existing members through various retention initiatives.
  3. **Volunteer Experience:** recruit, engage, and retain volunteers and volunteer leaders. This highly engaged group will also be responsible for recognition initiatives and creating an environment encouraging volunteers to see HBA roles as leadership opportunities. They will also oversee onboarding, implementation, and award distribution.
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