

# Task Force & Short-Term Initiatives Profiles

## Strategic Task Forces

### Leadership Development Task Force

**Priority:** Leadership Development & Engagement

- Strengthens HBA's leadership pipeline and prepares future volunteer leaders.
- Identify prospective Chairs, Board members, and Officers.
- Promote HBA, PBA, and NAHB leadership opportunities.
- Support volunteer recruitment and succession planning.
- Recommend strategies to increase volunteer engagement.

**Estimated Time:** 1-hour meeting every other month; additional meetings during leadership recruitment and succession planning.

**Term:** Duration of the 2026–2028 Strategic Framework, unless extended.

### Membership Growth Task Force

**Priority:** Membership Growth & Member Value

- Develops strategies to achieve the Strategic Framework goal of a net 20% increase in Builder membership.
- Identify recruitment opportunities and prospects.
- Support Builder and Associate outreach.
- Recommend recruitment and retention strategies.
- Support membership campaigns and referral initiatives.

**Estimated Time:** 1-hour meeting every other month; additional participation in recruitment and outreach activities.

**Term:** Duration of the 2026–2028 Strategic Framework, unless extended.

### Non-Dues Revenue Task Force

**Priority:** Financial Stability & Sustainability

- Identifies opportunities to diversify revenue and strengthen HBA's long-term financial sustainability.
- Identify new non-dues revenue opportunities.
- Evaluate sponsorship, advertising, education, and partnerships.
- Recommend new revenue-generating initiatives.
- Evaluate the financial performance of existing programs.

**Estimated Time:** 1-hour meeting every other month; additional meetings as revenue opportunities are developed.

**Term:** Duration of the 2026–2028 Strategic Framework, unless extended.

## Short-Term Initiatives

### Parade of Homes

**Priorities:** Financial Stability & Sustainability / Membership Growth & Value

- Supports planning and promotion of HBA's annual Parade of Homes.
- Recruit participating builders and sponsors.
- Support marketing, advertising, and promotion.
- Assist with Parade activities and the Awards Gala.

**Estimated Time:** 4–6 meetings annually; increased involvement leading up to the Parade and Awards Gala.

### Showcase Home

**Priorities:** Financial Stability & Sustainability / Membership Growth & Value

- Partners with the participating Builder/Developer to coordinate and promote the Showcase Home.
- Coordinate vendors and project activities.
- Promote the home as a consumer destination.
- Support vocational education and HBA scholarships through tour donations.

**Estimated Time:** Meetings as needed during project development; increased involvement immediately before and during the Showcase Home.

*Task Forces are temporary by design...  
but their impact should be lasting*