



# 2020

## CHAMBER OF COMMERCE

### ANNUAL SURVEY RESULTS

# SURVEY



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**chambermaster**  
membership, marketing & website solutions



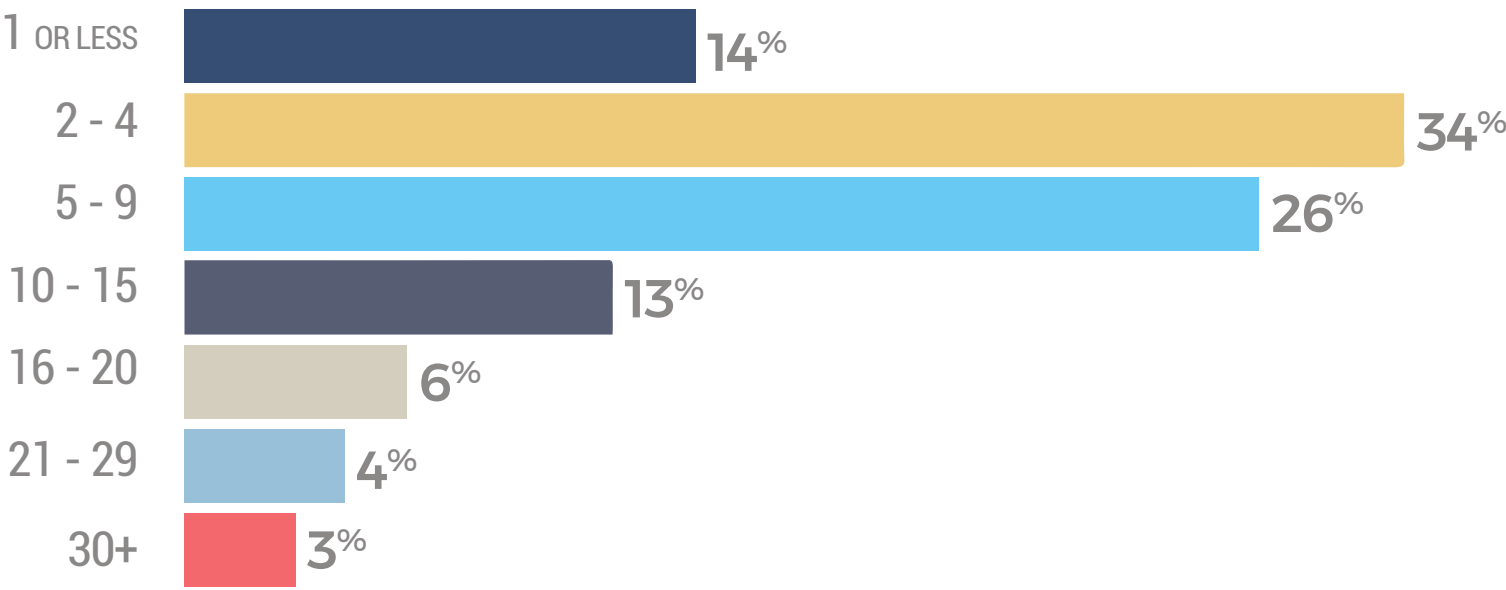
ChamberMaster surveyed over 200 chamber professionals across the U.S. and Canada. Topics included everything from staff turnover rates and most effective member benefit/affinity programs, to political endorsements and the top 5 reasons cited for improved member engagement. The results showed a number of interesting trends impacting today's chambers.

ABOUT THE RESPONDENTS

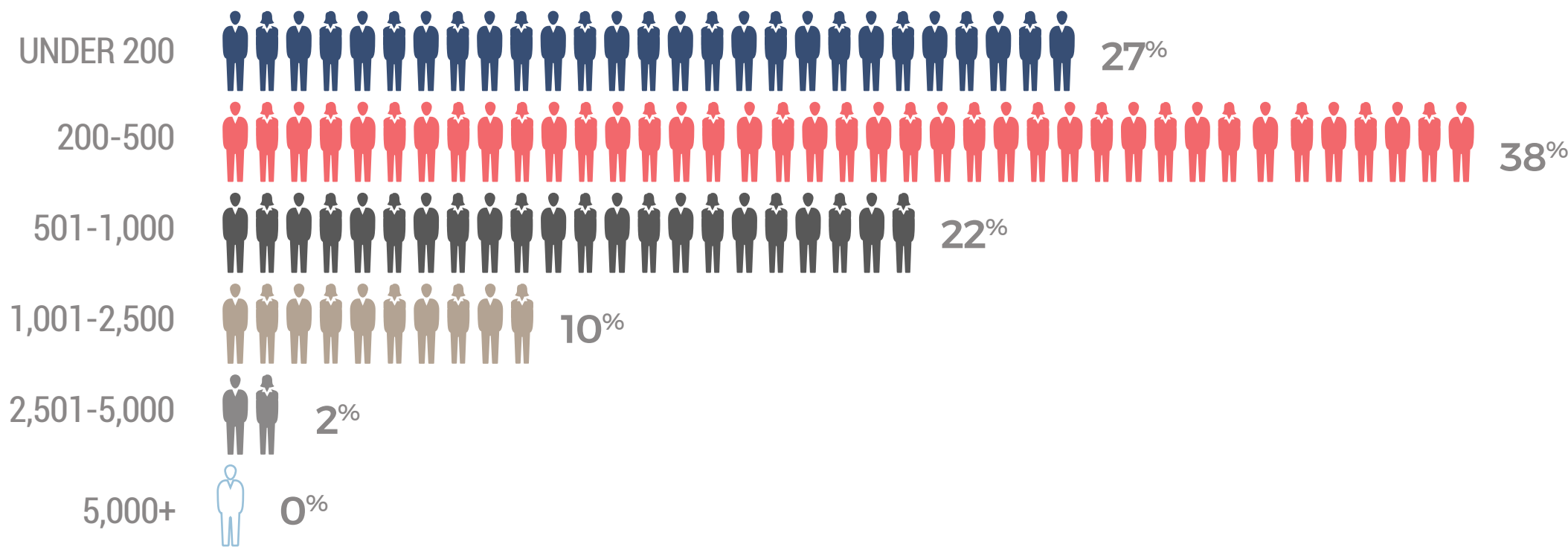
With over 200 survey responses, this year's respondents have a wide range of years of experience, membership sizes, and budgets.

On average, survey respondents had 5-7 years of experience in the membership industry.

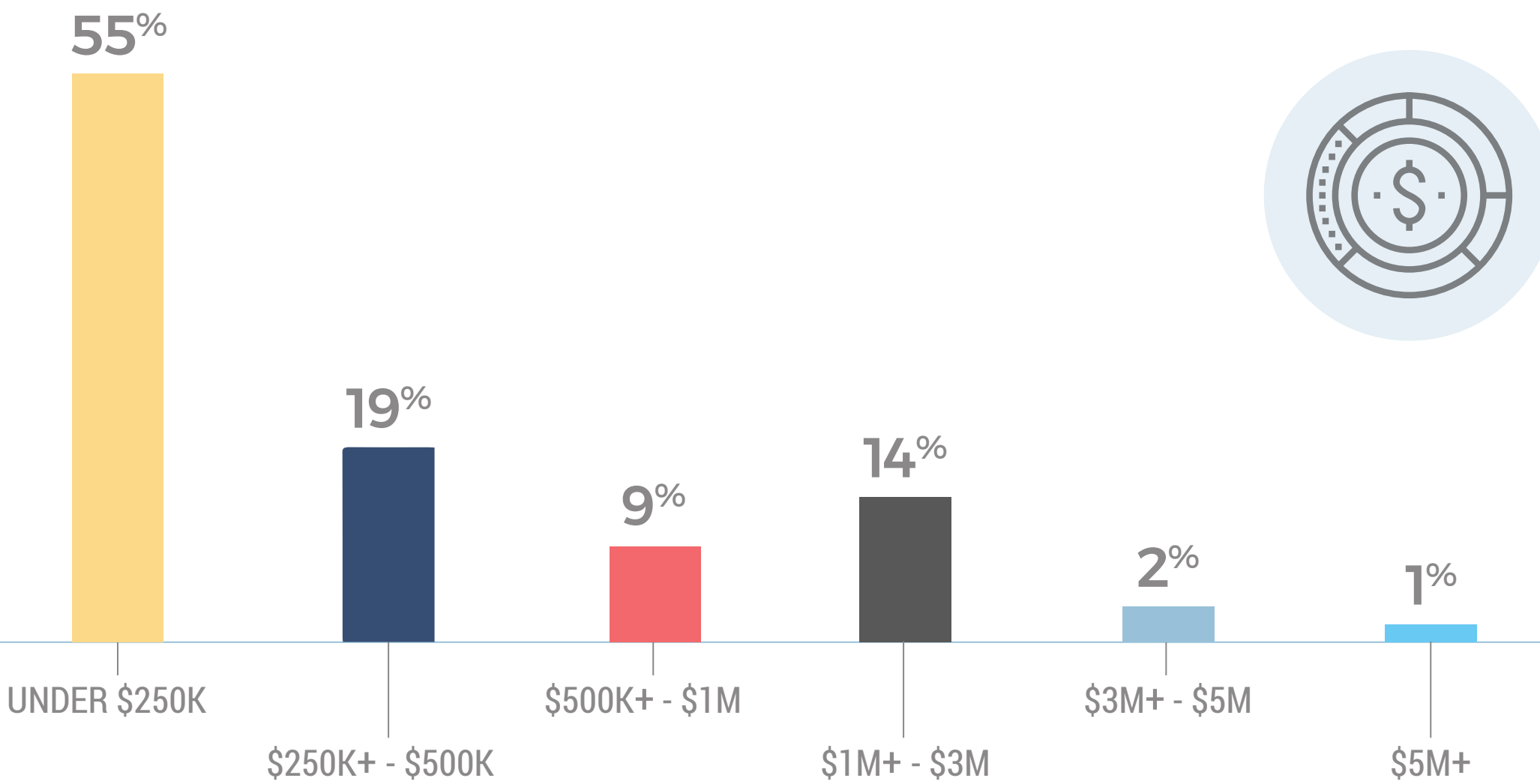
EXPERIENCE | TOTAL # OF YEARS EMPLOYED IN THE MEMBERSHIP INDUSTRY



NUMBER OF MEMBERS | PREDICTED MEMBER COUNT ON 1/1/2020



ANNUAL OPERATING BUDGET | APPROXIMATE



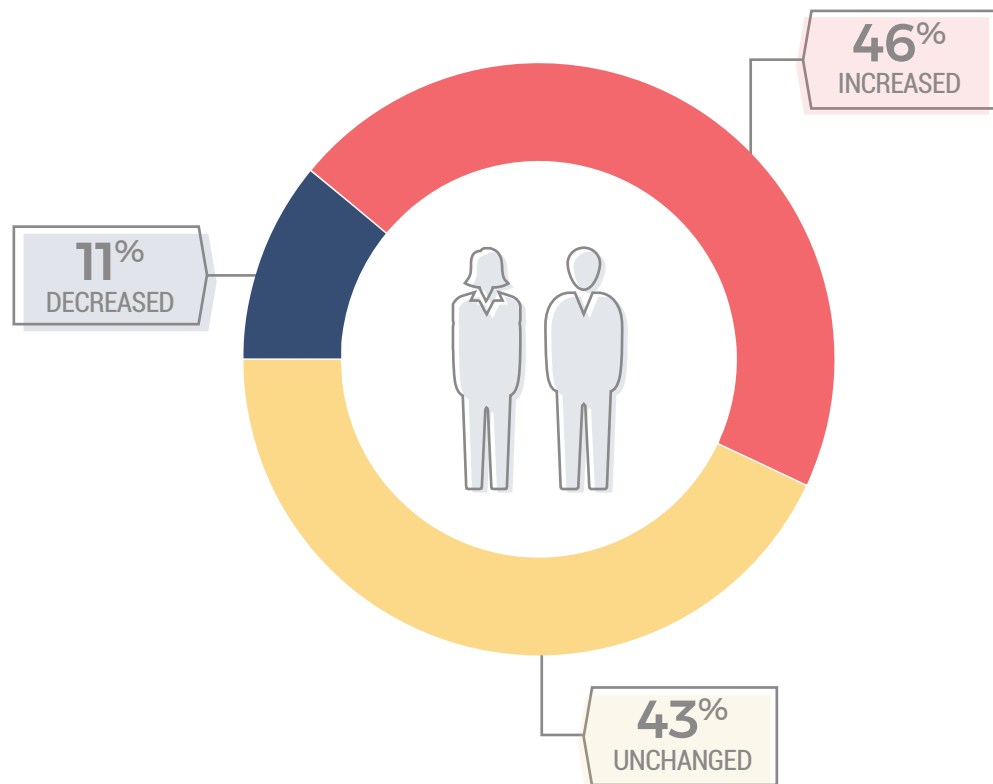
\*Due to rounding and checkbox questions, percentages may exceed or not appear to add up to 100%



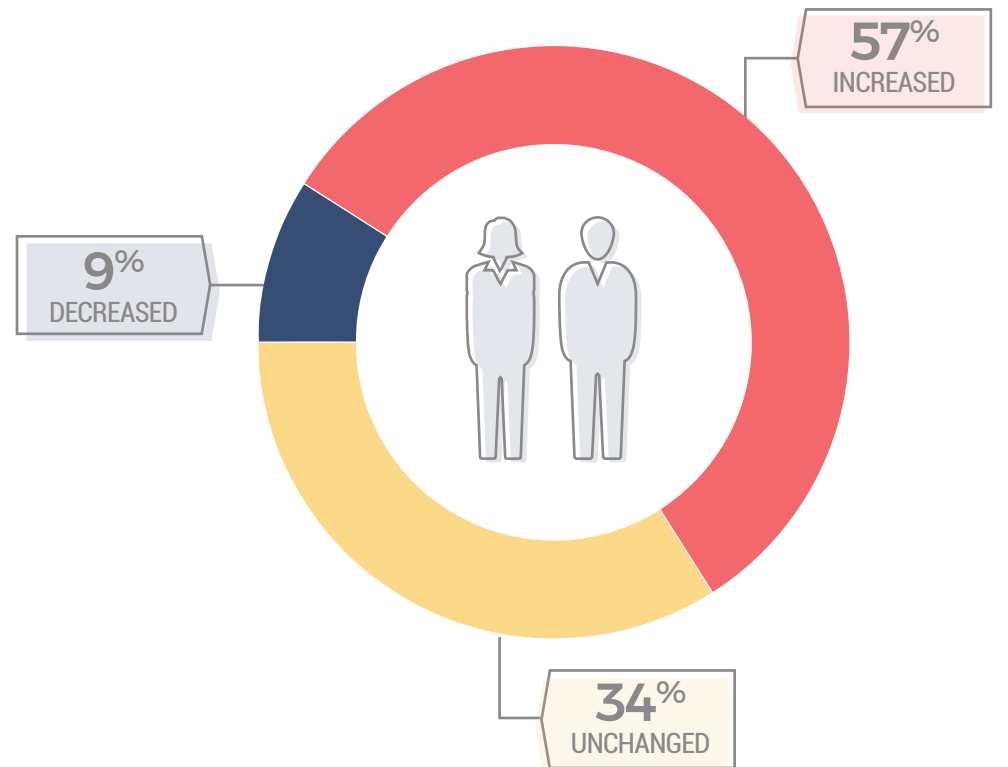


## MEMBERSHIP GROWTH

ANNUAL OVERALL **NET** MEMBERSHIP | YEAR-OVER-YEAR CHANGE

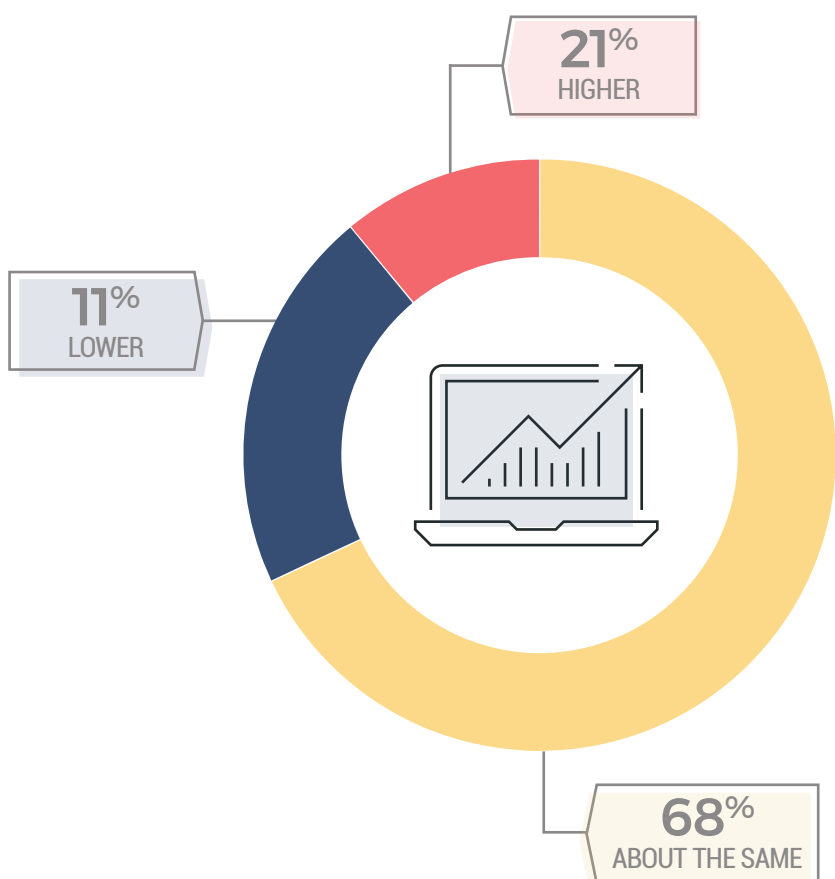


ANNUAL OVERALL **NEW** MEMBERSHIP | YEAR-OVER-YEAR CHANGE

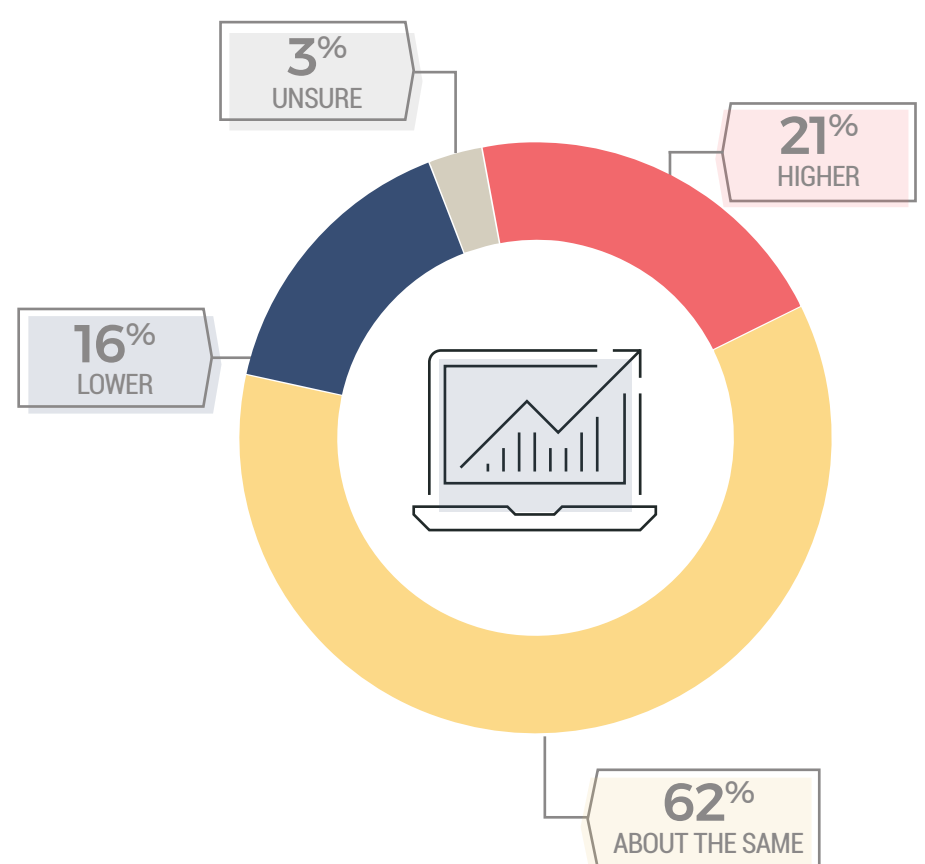


Chambers whose members recognize their value proposition reported higher renewal rates than those whose members don't recognize value proposition.

ANNUAL **OVERALL** RENEWAL RATE | YEAR-OVER-YEAR CHANGE

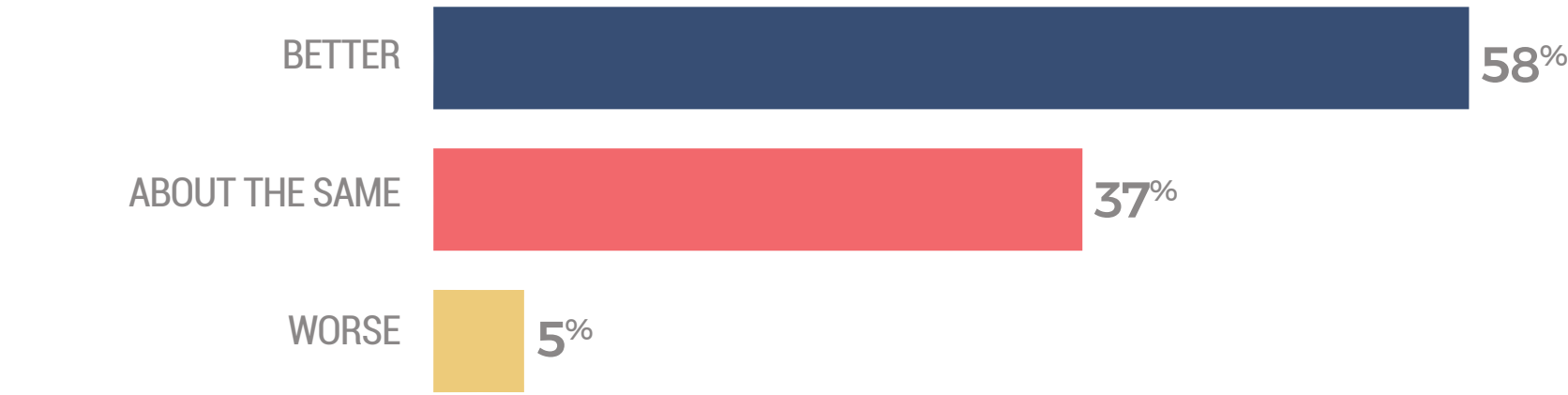


ANNUAL **NEW-MEMBER** RENEWAL RATE | YEAR-OVER-YEAR CHANGE



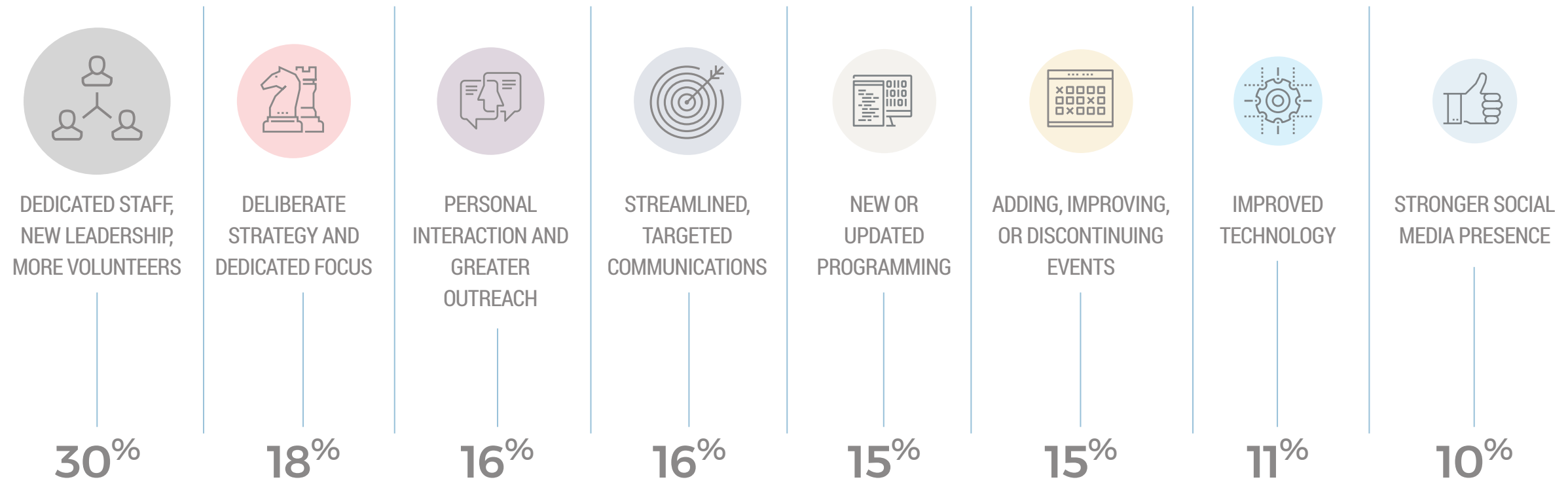
MEMBER ENGAGEMENT

OVERALL MEMBER ENGAGEMENT | YEAR-OVER-YEAR CHANGE



MEMBER ENGAGEMENT IMPROVEMENTS | RESPONDENTS INDICATING INCREASED ENGAGEMENT ATTRIBUTED THE IMPROVEMENT TO:

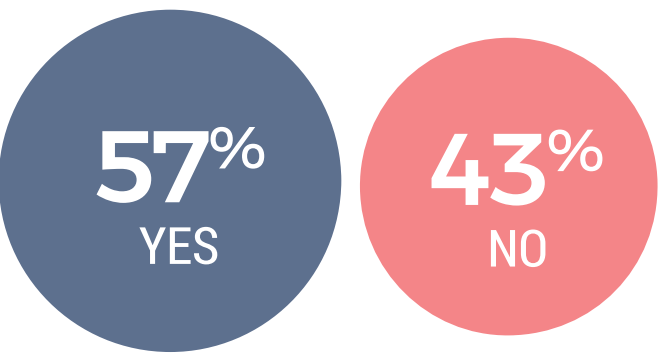
TOP 8 ANSWERS



Chambers whose members recognize their value proposition reported higher engagement rates than those whose members don't recognize value proposition.

MEMBER ENGAGEMENT TRACKING

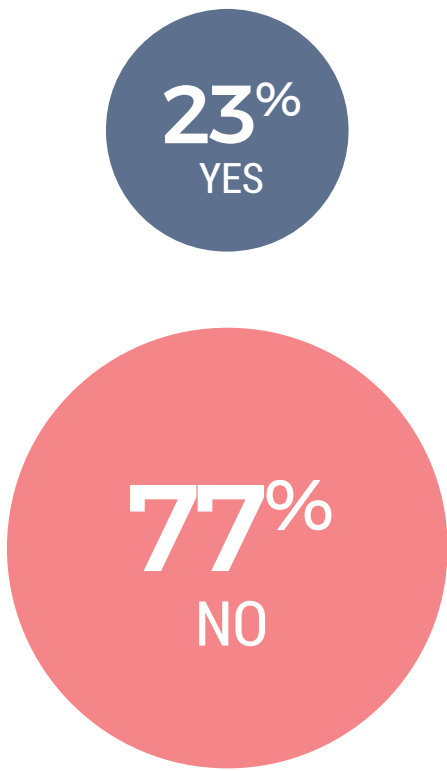
Do you use a formal process and/or a software system to track member engagement?



Of chambers reporting increased member engagement, 60% use a process/system for tracking.

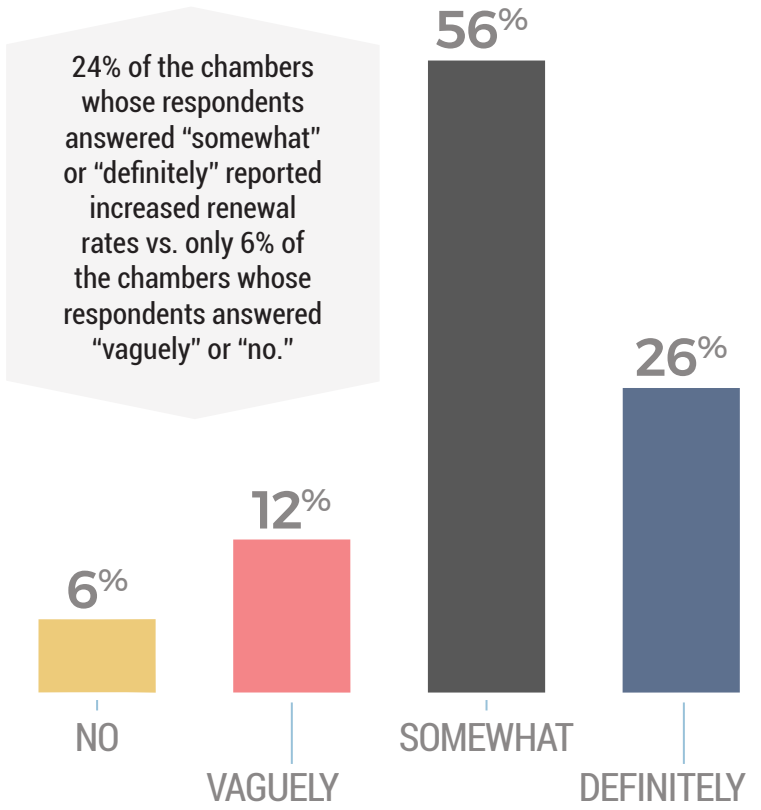
MEMBER EXIT SURVEYS

Do you send exit surveys to members who have dropped their membership?



VALUE PROPOSITION RECOGNITION

Do you think members recognize your chamber's value proposition?

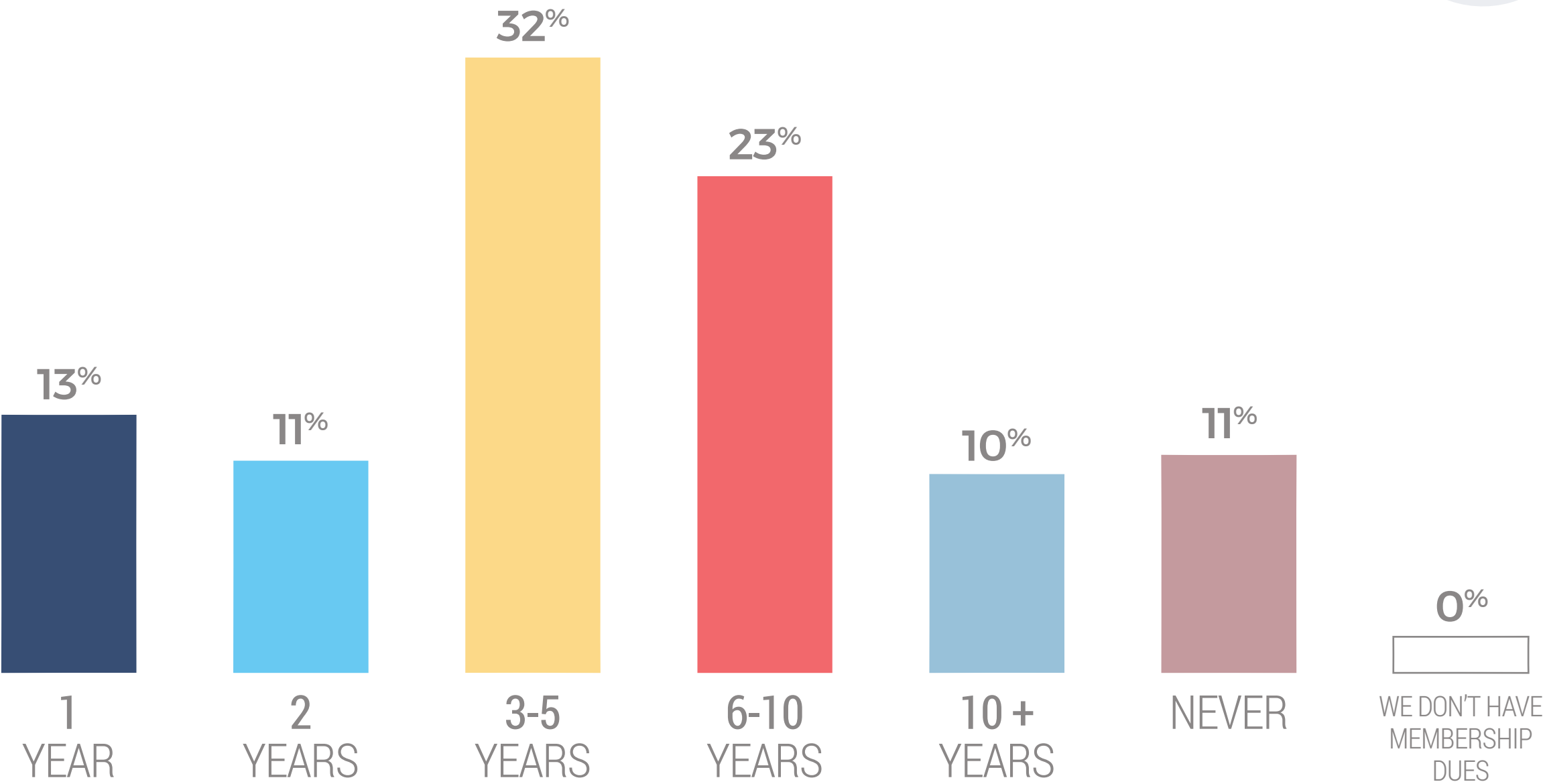


49% of the chambers whose respondents answered "somewhat" or "definitely" had increased net membership numbers vs. only 29% of the chambers whose respondents answered "vaguely" or "no."

OPERATIONS

MEMBERSHIP DUES

Approximately how often does your chamber increase dues?

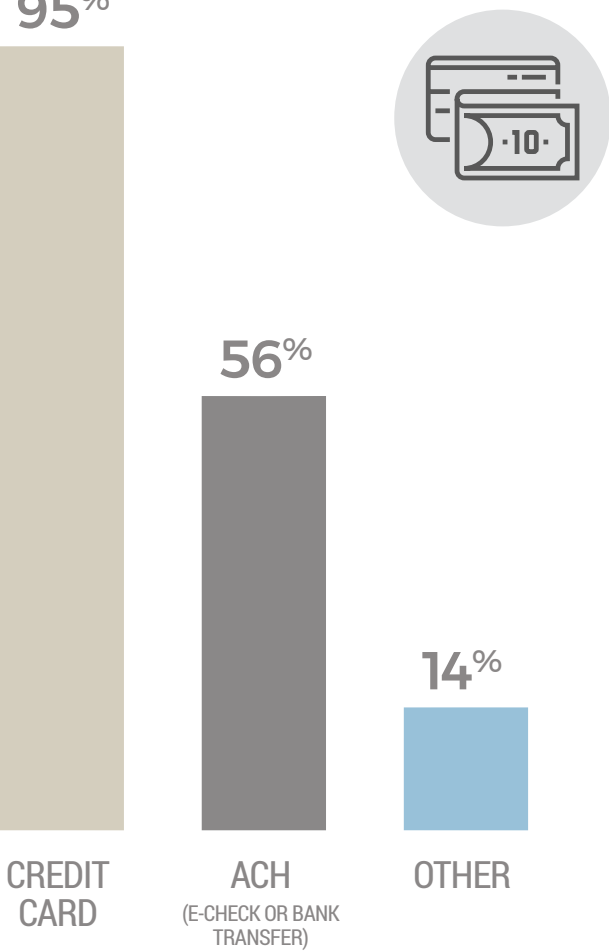
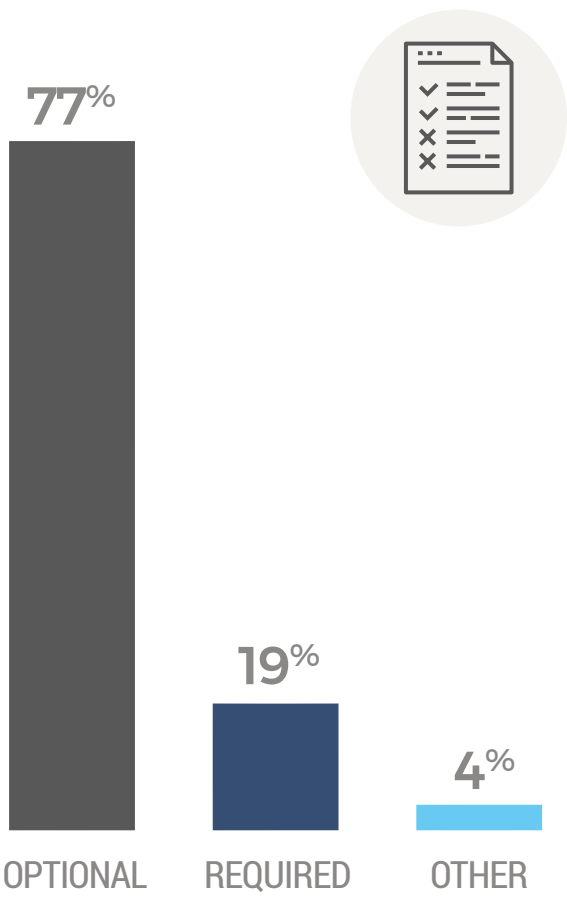
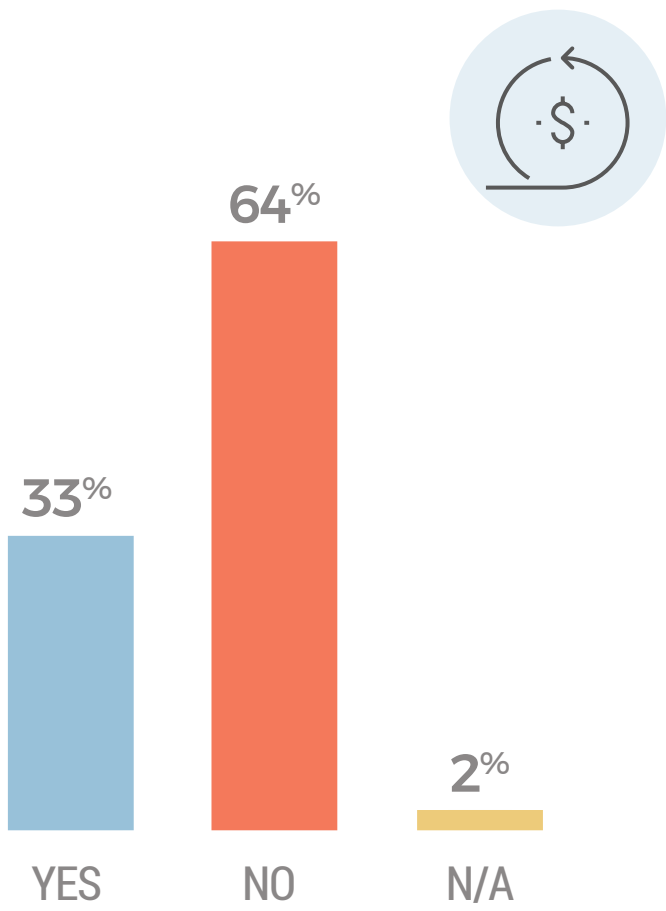


RECURRING MEMBERSHIP

Does your chamber offer recurring memberships (auto-renewal)?

Is auto-renewal participation optional or required?  
(The following includes data from respondents who offer auto-renewal.)

What auto-renewal payment methods do you accept?  
(The following includes data from respondents who offer auto-renewal.)



Of respondents including “other” in their response, many specified that recurring auto-payments are determined by whether dues are paid monthly or annually.

Of respondents including “other” in their response, additional methods included debit card, PayPal, and payroll deduction.

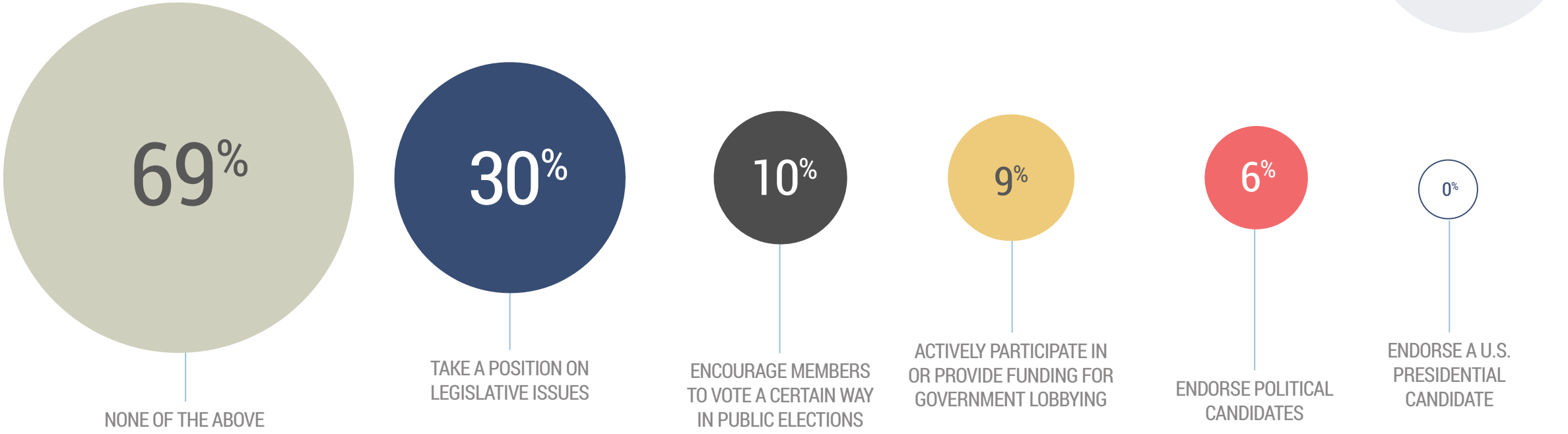


OPERATIONS

CONTINUED

ADVOCACY

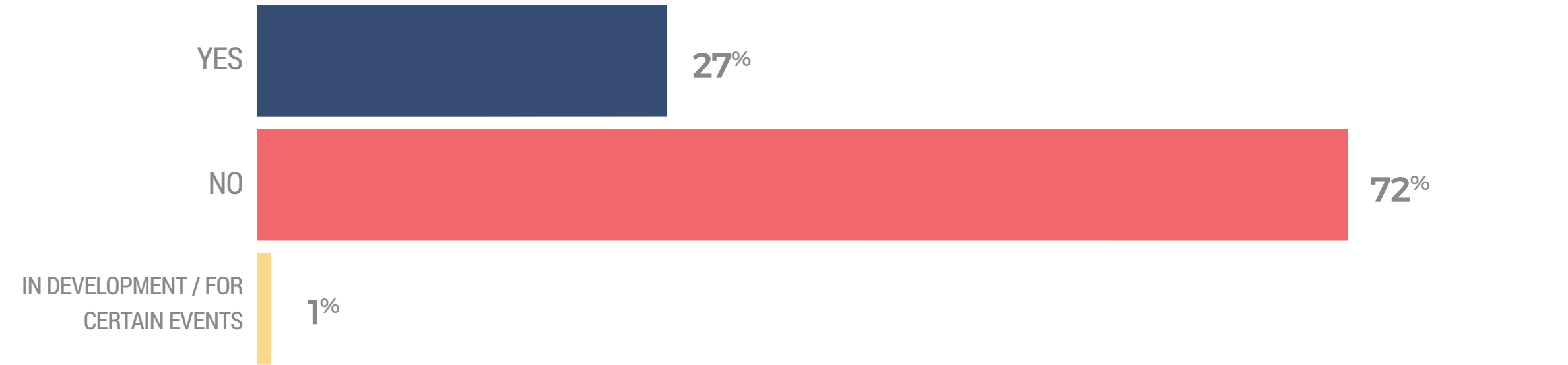
Does your chamber do any of the following?



Organizations that participate in advocacy have higher renewal rates.

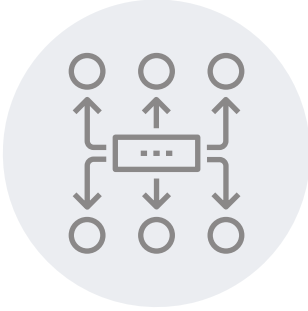
STRATEGIC PLANNING

Does your chamber have a formal crisis communications plan in place?



MARKETING

Over the past 2 years, has your chamber done any paid advertising (e.g., boosted social media posts/campaigns, Google ads, display ads on specific websites, sent promoted texts, etc.)?



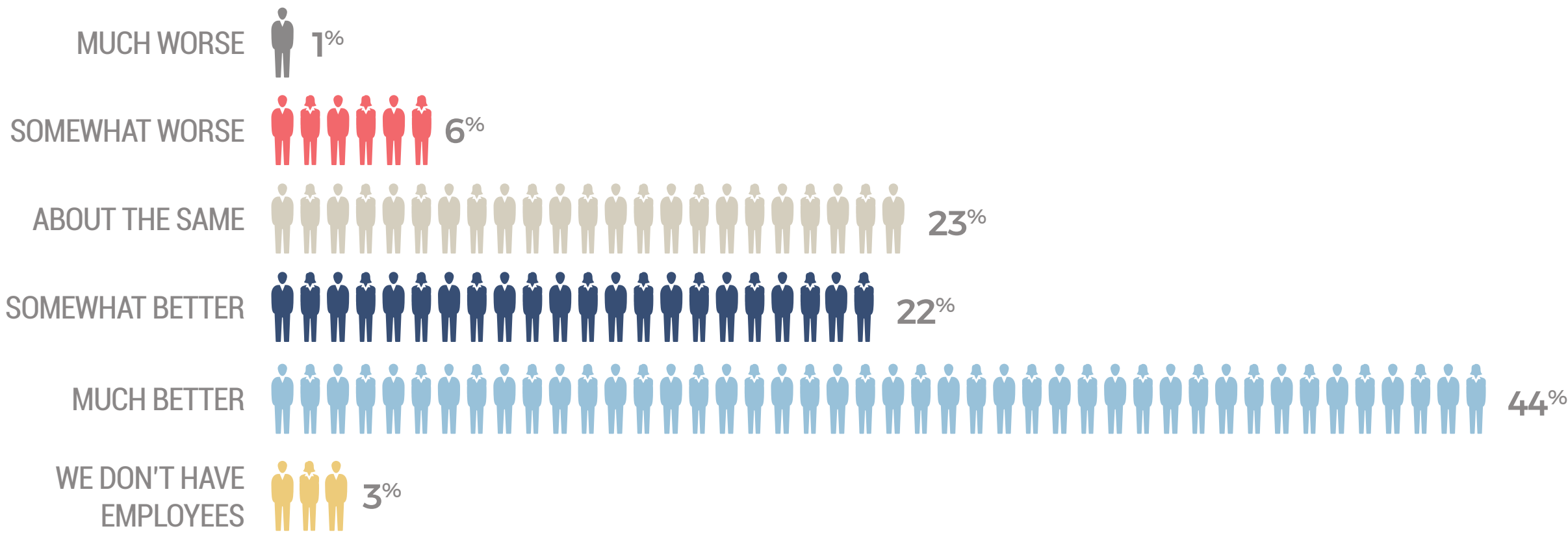


# OPERATIONS | CONTINUED

## HUMAN RESOURCES | EMPLOYEE TURNOVER



In the U.S., on average, 1 out of every 6 employees voluntarily quits each year (16%). Roughly, how would you say your staff retention rate compares?

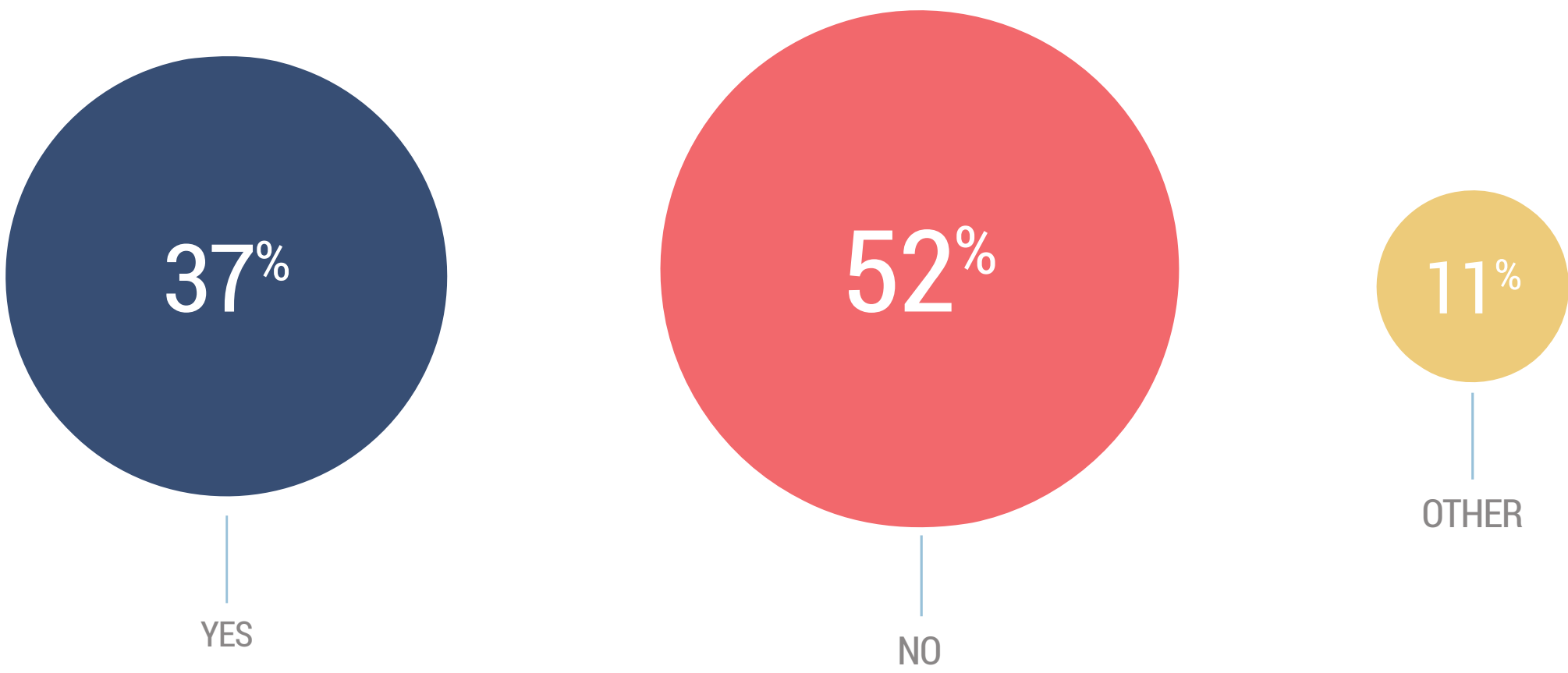


65% of chambers whose respondents are satisfied with their MMS have a below-average staff turnover rate

## HUMAN RESOURCES | REMOTE EMPLOYEES



Does your chamber allow staff to work from home/remotely on a regular basis? (e.g., 1 day/week)



Of respondents including “other” in their response, many specified that it is handled on a case-by-case basis, based on position, offered as a privilege, or the chamber doesn’t have employees.



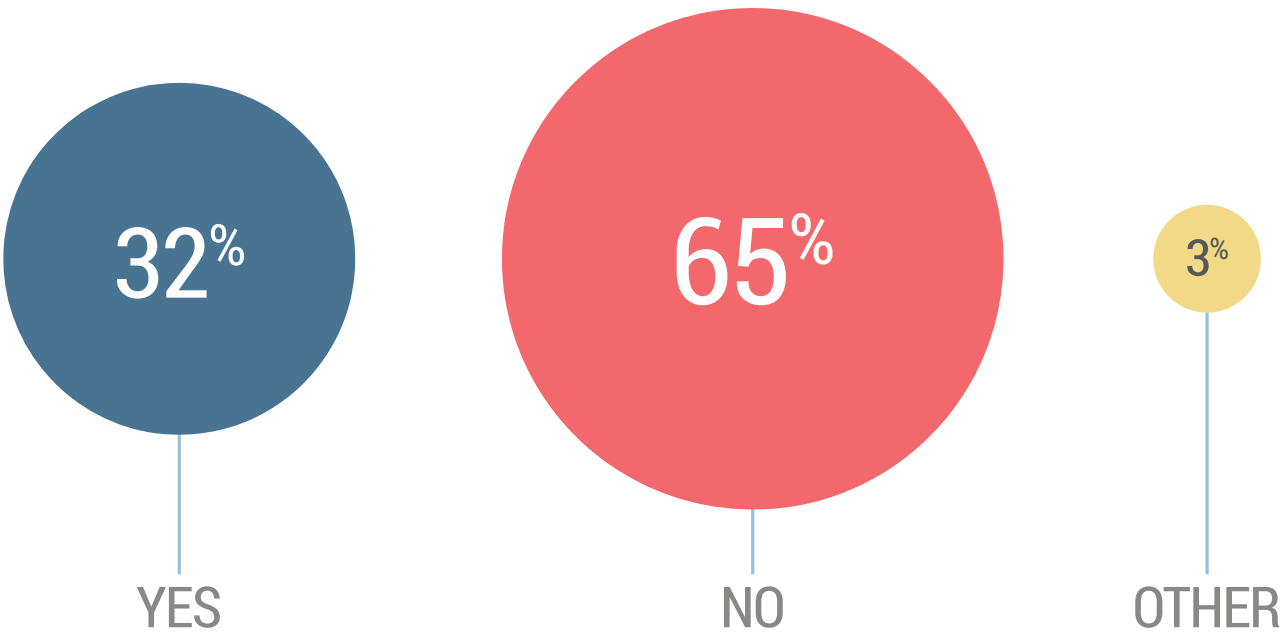
OPERATIONS

CONTINUED

HEALTH INSURANCE



Does your chamber offer a health insurance program / benefit for member businesses?



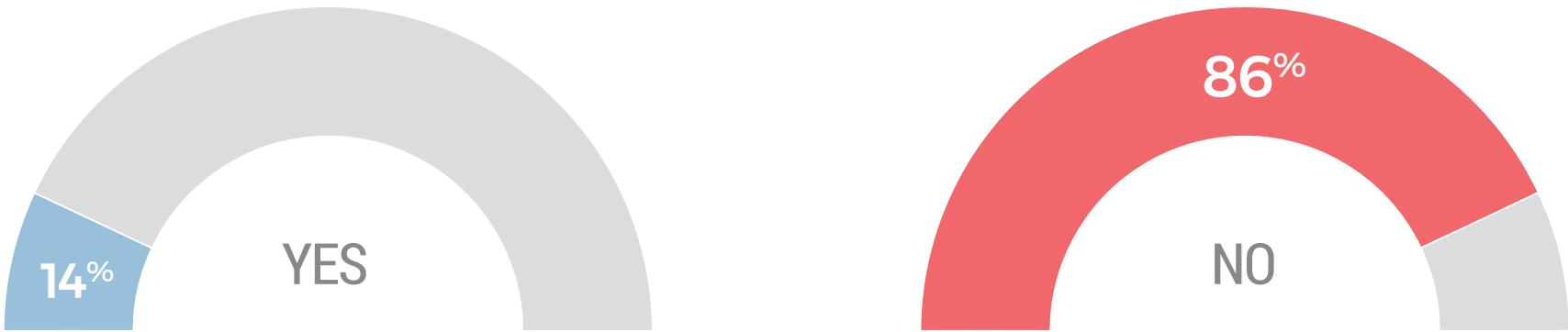
Of participants indicating “other” in their response, many specified that their program is on hold due to legislative and/or legal issues.

RETENTION PROGRAMS

GOLDEN HANDCUFFS | DRIVING RETENTION



Does your chamber have a particular benefit or affinity program used to keep your members returning (aka “golden handcuffs”)?



**gold·en hand·cuffs:** *plural noun, informal* - informal financial allurements and benefits that are designed to increase retention.

BENEFITS / AFFINITY PROGRAMS | EFFECTIVE “GOLDEN HANDCUFFS” UTILIZED BY CHAMBERS



TYPE	YES %	EXAMPLES
AFFINITY PROGRAMS	33%	Office supplies discount, auto dealership concierge program, shipping discounts
INSURANCE	28%	Workers’ comp, health, auto
BENEFITS	22%	Member education, dual membership, business tax credits
DISCOUNTS	14%	Discounted dues each year member renews, free or discounted facility rentals, gift certificate programs
MARKETING	8%	Community campaigns, free advertising, promotions



Of respondents who indicated their chamber has a “golden handcuffs” program, 19% offer the Office Depot Member Discount Program.



MEMBER FEEDBACK

WE ASKED: If you were a fly on the wall in a room full of members, what do you think they'd say about your chamber?

- ✓

Positive Feedback
- ✓

Value
- ✓

Diversity
- ✓

Time for Change
- ✓

Staffing
- ✓

Who, What?
- ✓


Do More
- ✓


Improving


WHAT RESPONDENTS SAID THEIR MEMBERS WOULD SAY ABOUT THE CHAMBER


 = What respondents said


POSITIVE FEEDBACK


 It has a great vibe.


 Very professional.


 Feels like family.


 Great marketing source and trusted source for information regarding our county.


 We do what we say, keep the city accountable, lead changes, staff is always helpful and responsive.


 Present multiple opportunities for members to connect with one another and expand their networks.


 We play a significant role in the prosperity of the county.


 A developed, first class preeminent organization, which evolves and strives for continuous improvement.


 We are ahead of the curve and take care of our members, put our members and businesses FIRST.


 Business connectors, promoters and advocates.


 We have momentum and lots of cool, new things are happening.

 We're relationship-based and thrive on doing all we can to meet our members' needs and expectations.


 The chamber is essential for business growth and helps convene the community for important issues or initiatives.


 They do a great job getting the community involved in our businesses, schools, and non-profits.


 Vibrant, first class organization.


 We help bring both our businesses and our residents together to build up our community.


VALUE


 They're not sure of the value in being a member.

 We don't do a good job of getting out and explaining the value of membership.


 There are not enough benefits for members.


 Most would say they get out of it what they put into it.

 They don't know the full value of what a chamber does, but that the chamber is supportive of local businesses and the community.


 The chamber does a good job of organizing networking and educational events, but members just don't have time to attend.


TIME FOR CHANGE


 In a bind between old-school ideals and millennial expectations.


 We're behind the times and need to be more up-to-date with social media and offer new events.


STAFFING

 "Hope this one stays..."


 They support the direction the chamber is now moving. They would like to see more of the staff.


 How much we have improved over the last 2+ years and with the change of the Executive Director, the chamber is not as stale as it used to be.


 They need a full-time person to run the organization, not just one part-time person. That way we could get more value from membership.


 Needs a more cohesive internal structure and leadership team.

DO MORE


 We need to be doing more to promote the town.


 We need to get more active members, or encourage the members we do have in a positive way.


 We need to be better at supporting our community by listening to what they want, not just what we're willing to provide.

 Don't always understand the challenges of smaller member businesses.

DIVERSITY

 We are diverse and work to engage members.

 We have a very diverse membership when it comes to number of employees, investment, and engagement.

 A few people would say that we are too elitist at times.

“Where do they get all that wine they raffle off?”



WHAT RESPONDENTS SAID THEIR MEMBERS WOULD SAY ABOUT THE CHAMBER, CONT...

💬 = What respondents said

IMPROVING

- 💬 We're more open to member suggestions.
- 💬 We are growing and changing for the betterment of the community.
- 💬 How much we've improved over the last 2 years and how a board can make or break a chamber.
- 💬 We are constantly evolving and open to new ideas.
- 💬 They're pleased with the new staff and where we're headed.
- 💬 We've improved value in the last year and have added fresh ideas to promote businesses.
- 💬 We are growing, have improved our relationship with members, increased revenue, and been more prominent within the community.

WHO ARE THEY?/WHAT DO THEY DO?

- 💬 They either say "awesome organization" or "they never did anything for me."
- 💬 They would say, "What do they do?" or "I don't hear from them enough."
- 💬 Why do we have a chamber? What is their role? Why are we members? What do we get for our membership?
- 💬 What have they done for me lately?
- 💬 The chamber needs to be doing more to promote the town.

“Most of our members would say they get out of it what they put into it.”

FRESH IDEAS

SUGGESTIONS | TOPICS FOR LUNCH & LEARN MEMBER EVENTS

- |   |   |  |
|---|---|--|
| ✓ Search Engine Optimization (SEO)        | ✓ Arbitration Workshops                 | ✓ "How to Crush it in Business Without Crushing Your Spirit; how entrepreneurs can overcome depression and find success" |
| ✓ ADA Compliance                          | ✓ Power Outage Planning                 | ✓ Creating Vision Boards   |
| ✓ How to Fire a Bad Hire                  | ✓ Recognizing Human Trafficking         | ✓ Tax Tips   |
| ✓ Active Shooter Response                 | ✓ Learning Google Analytics             | ✓ Generational Conflict within the Workplace   |
| ✓ Cannabis Legalization and the Workplace | ✓ How to Tell Your Business' Story      | ✓ Businesses Addressing Homelessness   |
| ✓ Fraud Prevention                        | ✓ Preventing Workplace Violence         |  |
| ✓ Sexual Harrassment in the Workplace     | ✓ State of the City                     |  |
| ✓ Advanced Social Media Strategies        | ✓ Protecting Your Intellectual Property |  |
| ✓ Accommodating Service Animals           | ✓ Digital Marketing Basics              |  |

“We've seen stronger attendance at breakfast events than lunchtime. Many members prefer it as it can be tough to leave once they're at the office.”

“Don't be afraid to fail. New events get the most attention, and even if they don't work out, they teach us a lot.”



VALUE

WE ASKED: What is something that your chamber does that is cost-effective but adds significant value to your membership?

COMMON RESPONSES

- ★ Free or low-cost rental of chamber meeting rooms.
- ★ Members can pay a small fee for a dedicated email blast to our membership on their behalf and it is not buried in a newsletter.
- ★ Executive roundtables: Groups of 10-12 CEOs, CFOs, and senior executives that are self-led, but managed by a chamber staff member.
- ★ Featured chamber business profiling on chamber blog.
- ★ Allow corporate members to use one half of their membership dues towards sponsorships.
- ★ Bulk mailing privileges.
- ★ Promote events and member businesses on Facebook Live.
- ★ HR Café - HR attorney provides lunch and covers HR topics.
- ★ Provide referral reports to members that show the activity of their listing on the chamber website.
- ★ Use Canva to create email and social media flyers for chamber members.
- ★ Member Minute Videos - film videos in-house or at the member business and publish weekly on social media.
- ★ Member promotion on chamber social media platforms.
- ★ Add content to all member listings on chamber website.

THANK YOU!

At ChamberMaster, we pride ourselves on listening to and focusing on chambers of commerce and the people who make them run. In order to provide the best possible product to industry professionals, we regularly seek data on the trends and issues facing chambers.

Thank you to the chamber professionals who took the time to respond to the survey.





## ABOUT CHAMBERMASTER

ChamberMaster helps organizations grow and retain membership, engage and inform members and prospects, and streamline tedious tasks. The cloud-based system is powerful, easy to use, and designed to manage all the day-to-day operations of your organization.



Download a free copy of our Chamber Management Software Buyer's Workbook

**DOWNLOAD**



Contact us today for a personalized product demo

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