



2024 Annual Chamber Survey Results

For Chamber of Commerce Professionals

 Avg. Reading Time: **3 min**

01

Membership Growth

Organizational Challenges

Q: What concerns or worries you the most regarding your organization?

#1 Member Engagement
/Retention



#2 Time, Never Enough Time



#3 Growing Membership



#4 Revenue/Budget/Funding



#5 Attracting Younger
Members





Growth Challenges

Q: What are the biggest challenges your organization faces when looking to grow your membership?

#1

Lack of employees or staff

#2

Difficulty communicating our organization's value

#3

Lack of a recruitment strategy or plan

#4

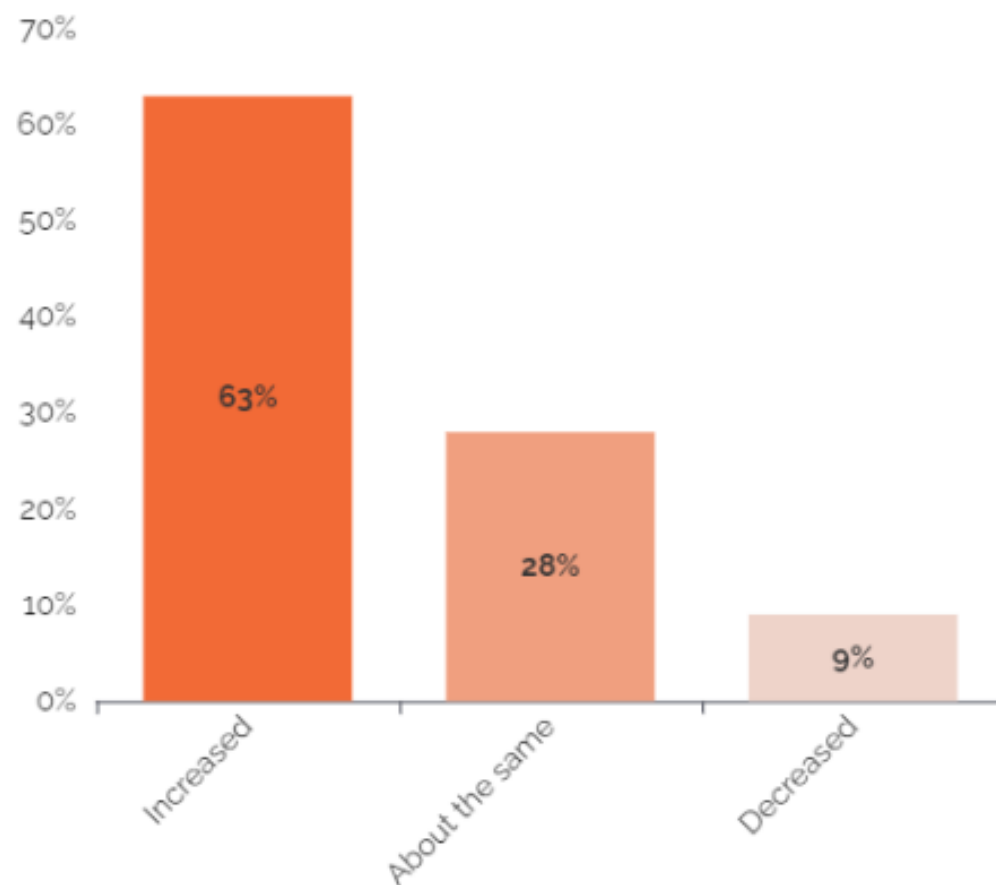
Difficulty reaching prospective members

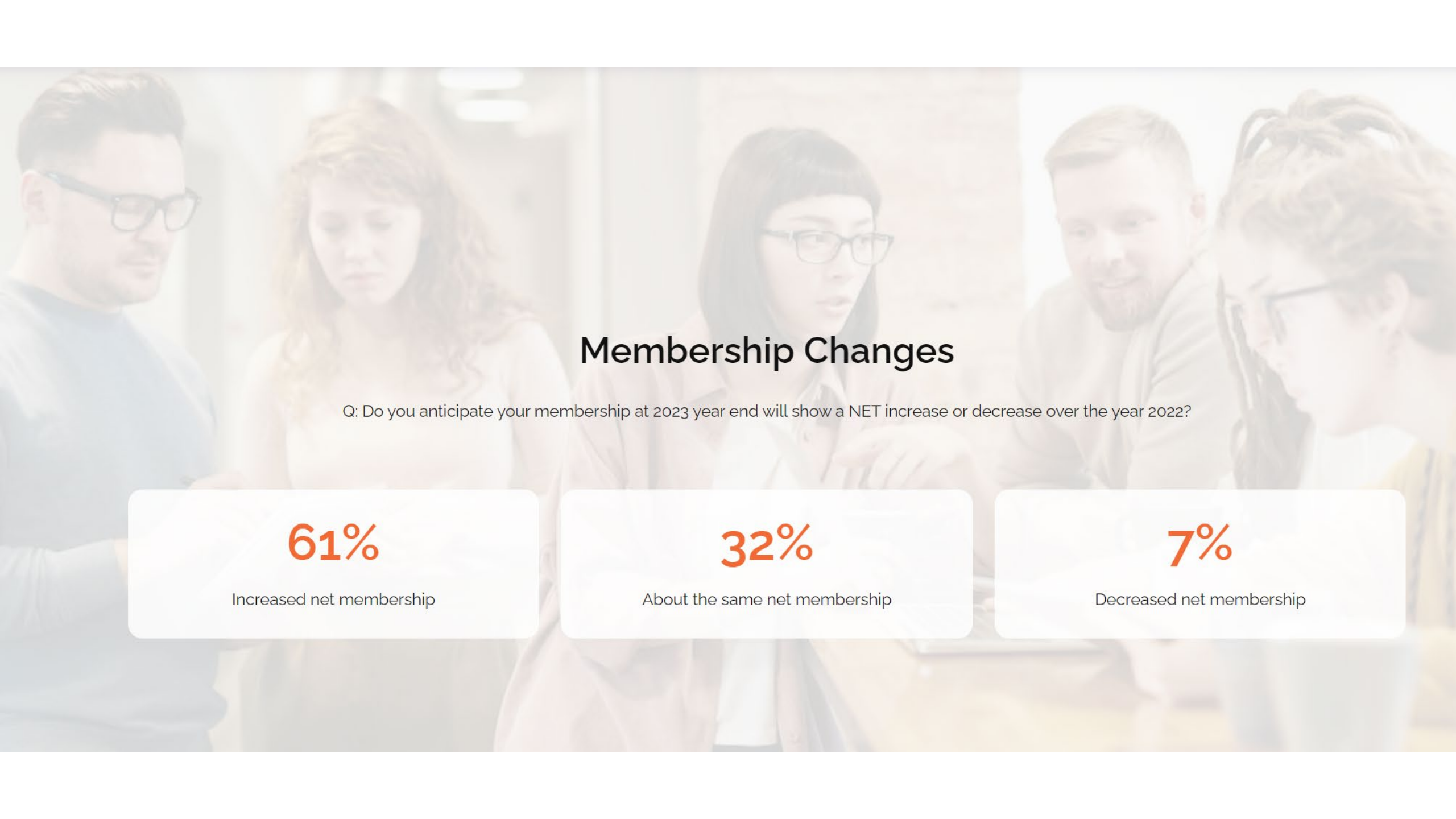
#5

Attracting younger members

New Memberships

Q: Have NEW memberships increased or decreased since last year (since 2022 vs 2023)?



A background image showing five people (three men and two women) in a professional setting, possibly a meeting or collaborative work environment. They are looking at documents or screens, with a warm, slightly blurred aesthetic.

Membership Changes

Q: Do you anticipate your membership at 2023 year end will show a NET increase or decrease over the year 2022?

61%

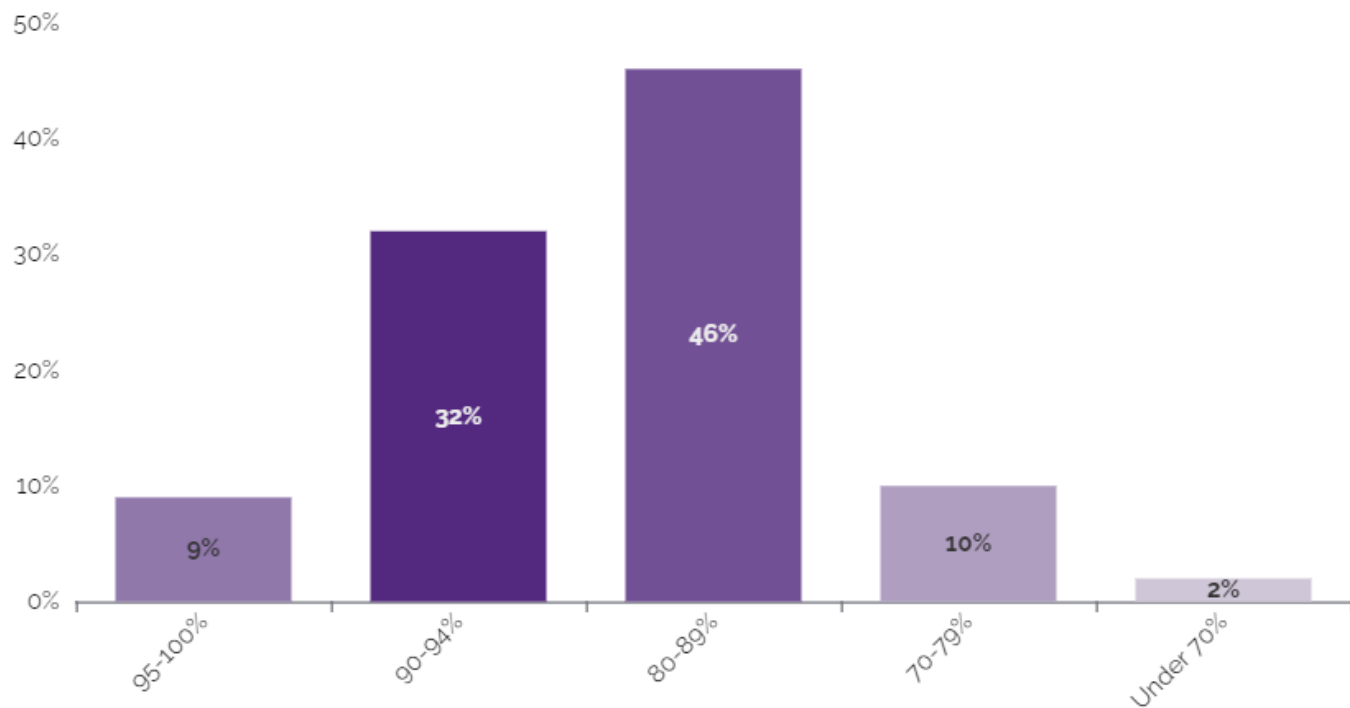
Increased net membership

32%

About the same net membership

7%

Decreased net membership

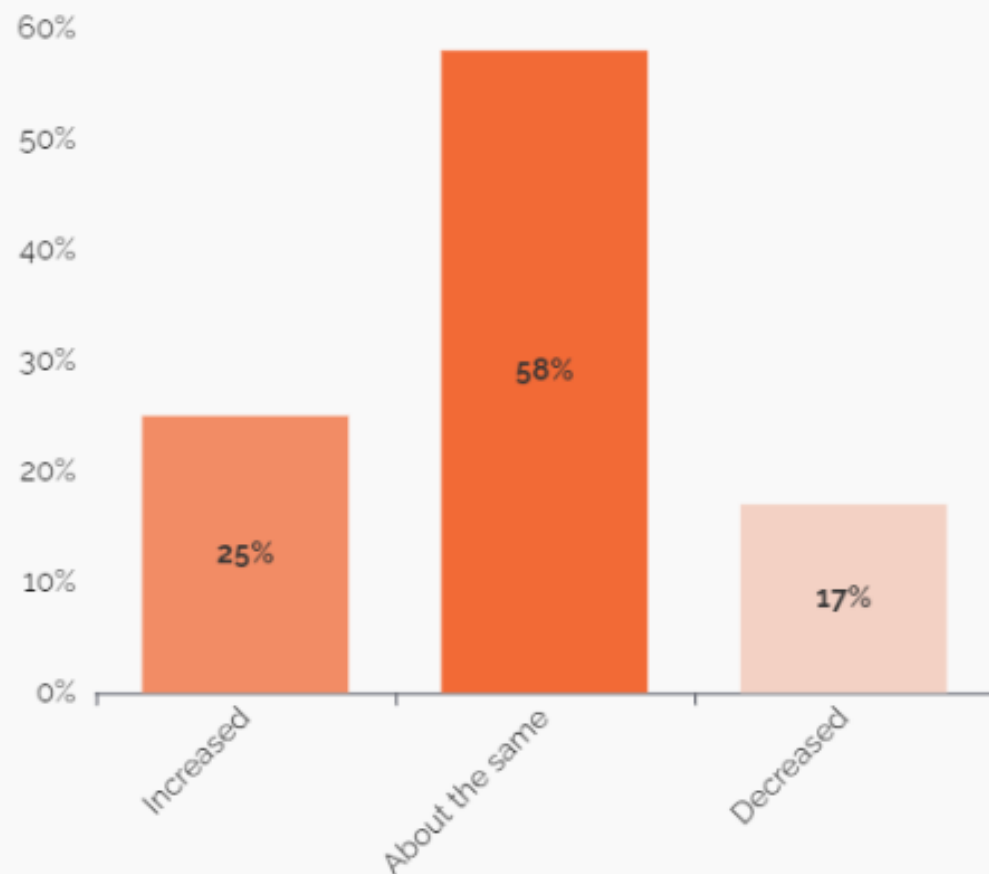


Retention Rate

Q: What is your anticipated overall retention rate for 2023?

Retention Changes

Q: Has your overall retention rate increased or decreased since last year (2022 vs 2023)?



Non-Renewal Reasons

Q: Why do you think members don't renew their membership with your organization?

1

Lack of engagement with the organization

2

Lack of time to participate

3

Left the profession/industry/area

4

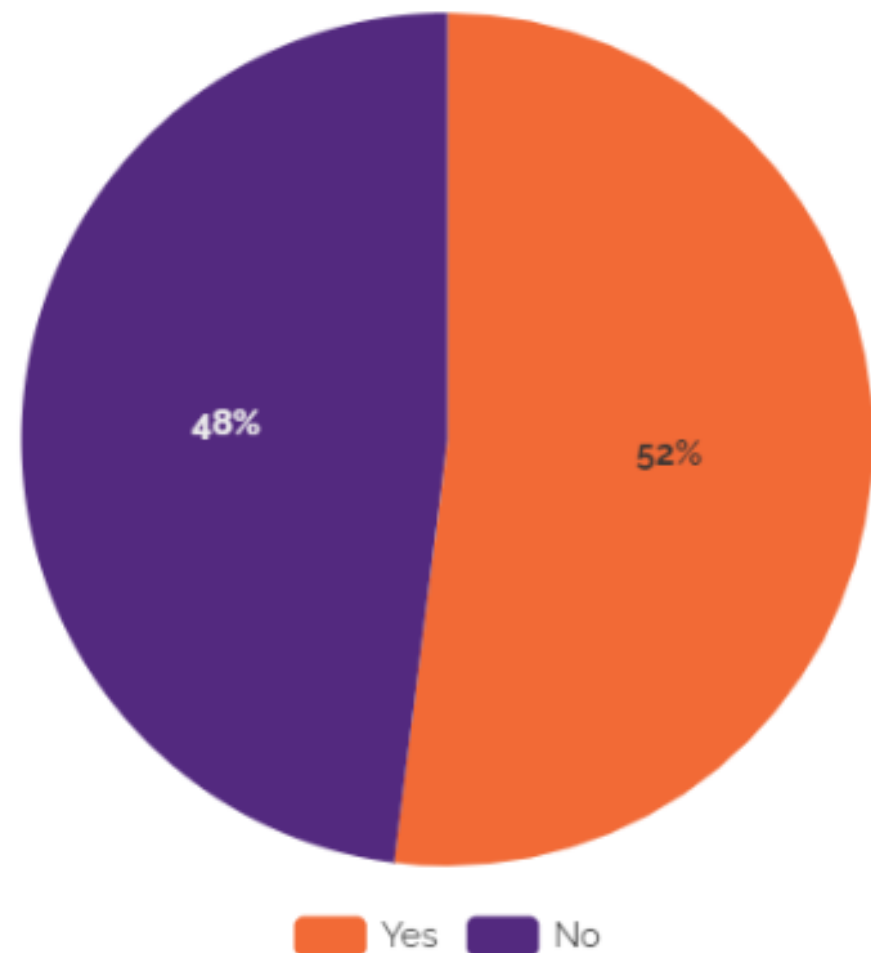
Lack of value

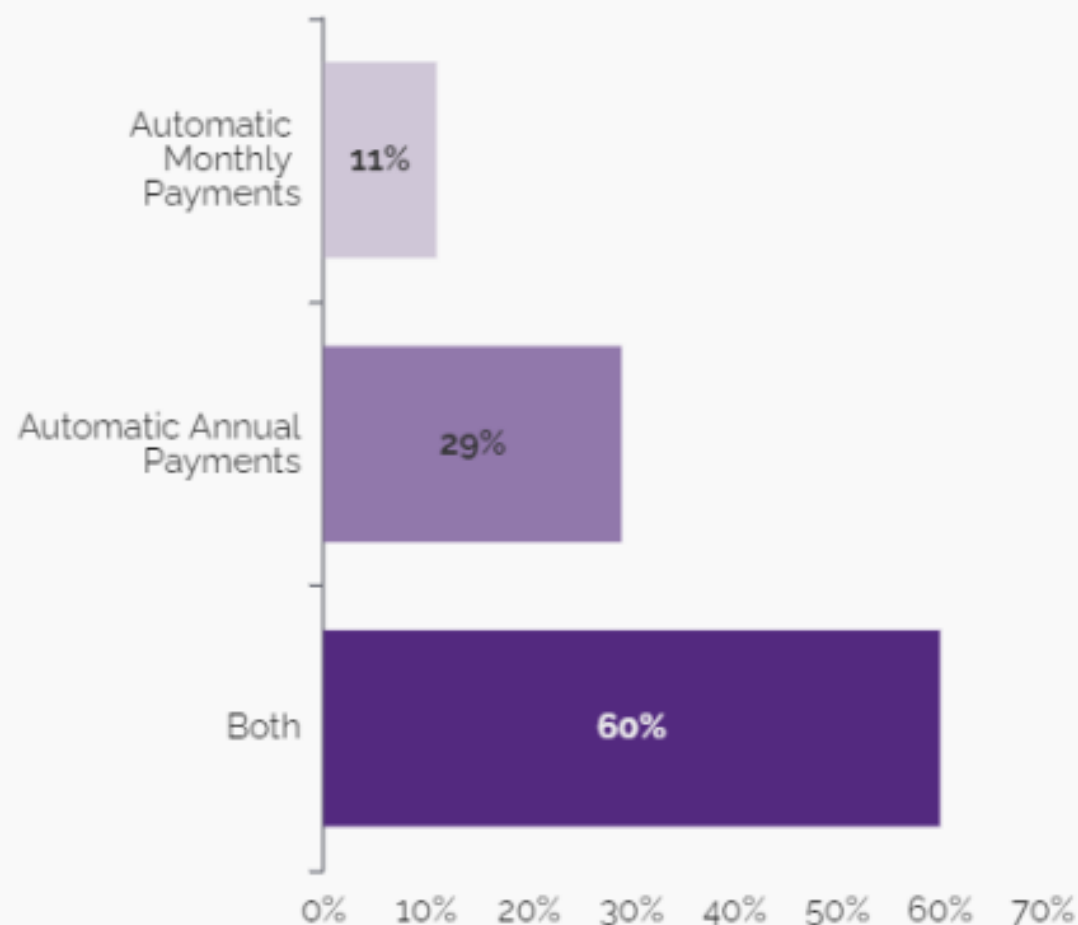
5

Forget to renew

Automatic Renewals

Q: Does your organization offer automatic credit card renewal of membership fees (aka auto-renewal)?



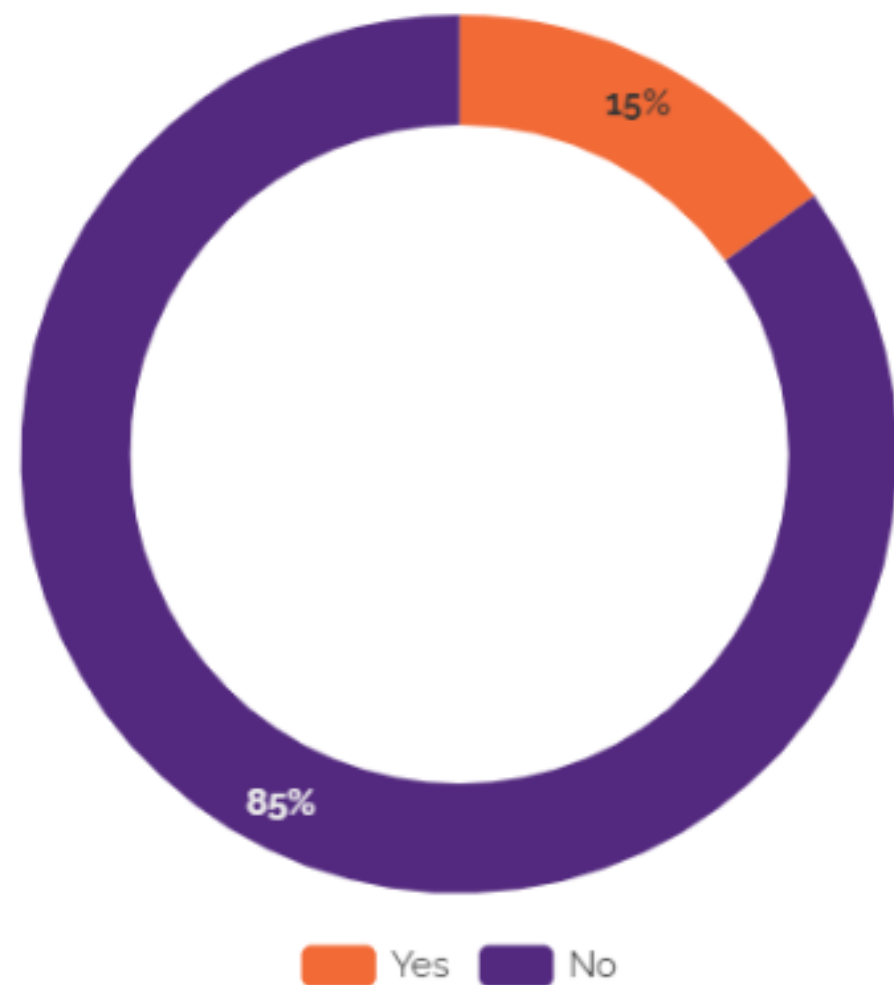


Monthly Payment Option

Q: Does your organization offer the option of automatic monthly dues payments, automatic annual dues payments, or both?

Reinstatement Practices

Q: Do you have a formal reinstatement initiative in place to re-engage members that you lost in previous years?



Reinstatement Initiatives

Q: What are you currently doing for your formal reinstatement initiative to re-engage members lost in previous years?

1

Personalized Outreach:

Chambers emphasize personal communication methods such as phone calls, emails, and face-to-face meetings to understand why members left and encourage them to return.

2

Incentives and Offers:

Chambers offer incentives such as discounted rates, waived fees, complimentary event entrance, or additional perks to entice former members to rejoin.

3

Value Proposition Reinforcement:

Chambers showcase the benefits of membership, including networking opportunities, business support, and community involvement, to demonstrate the value of rejoining the chamber.

Pro Tips: Tools to Grow Your Chamber

GrowthZone's Knowledge Library has helpful (and free!) guides, on-demand webinars, and white papers to help you grow your chamber.

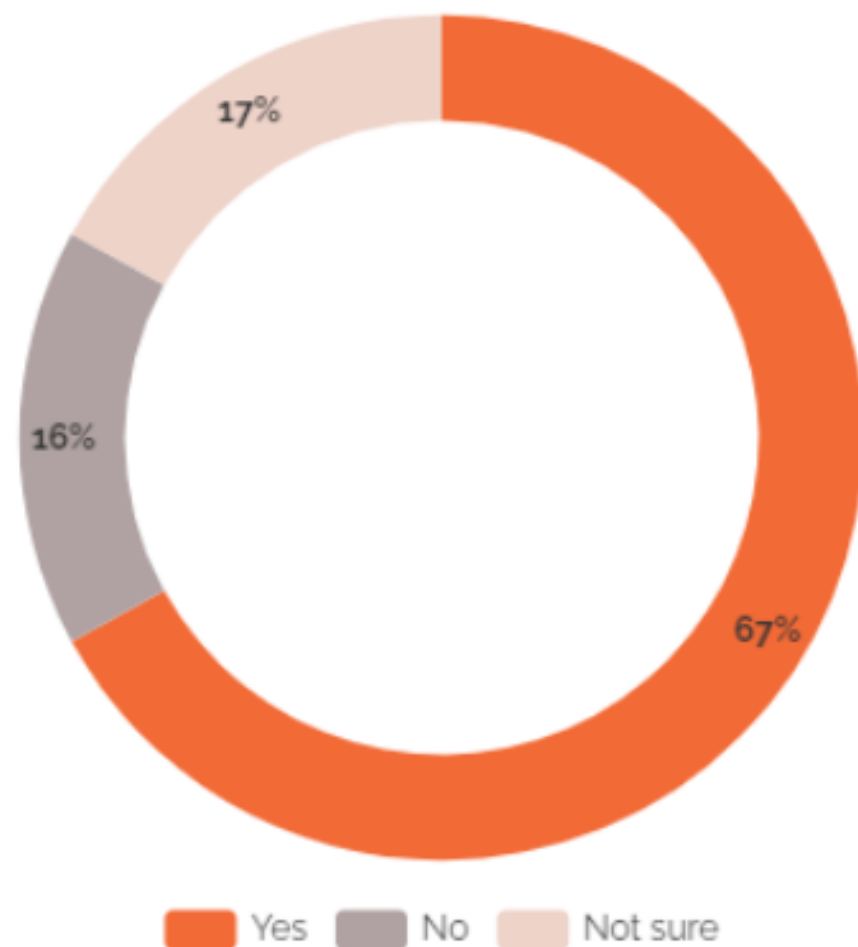
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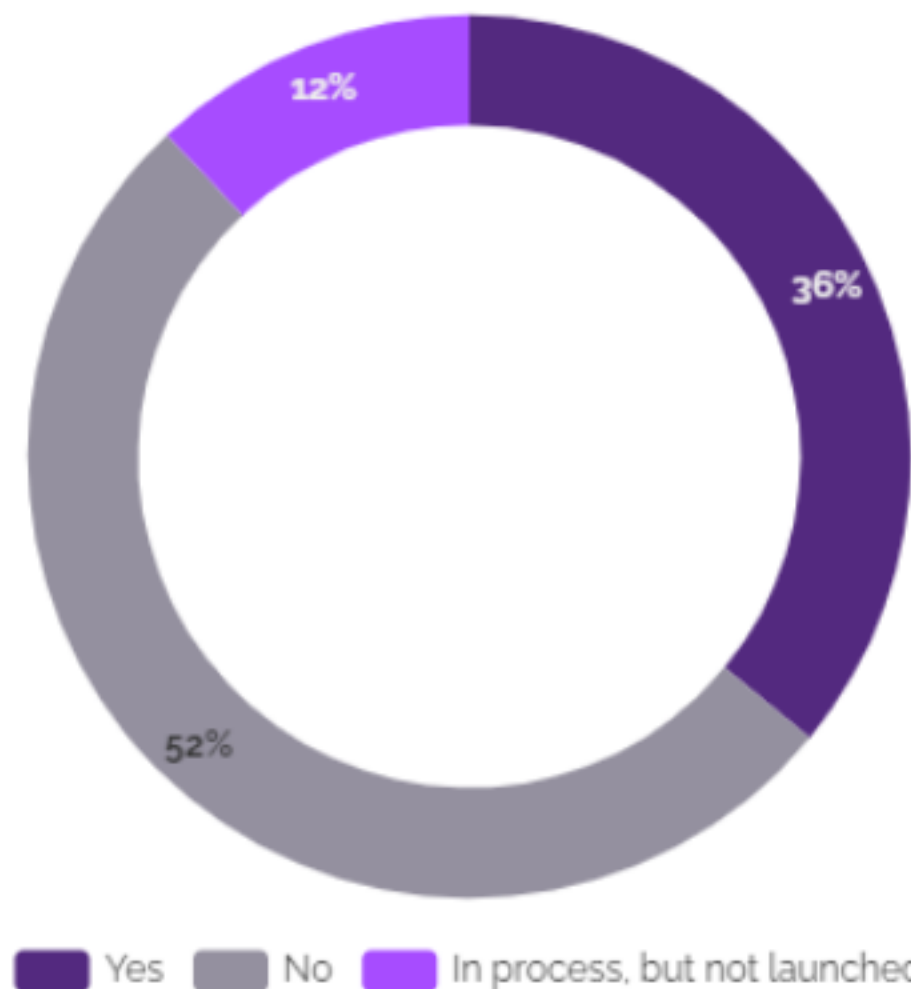
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Values & Policies

Q: Do you believe members recognize the unique value of your organization?

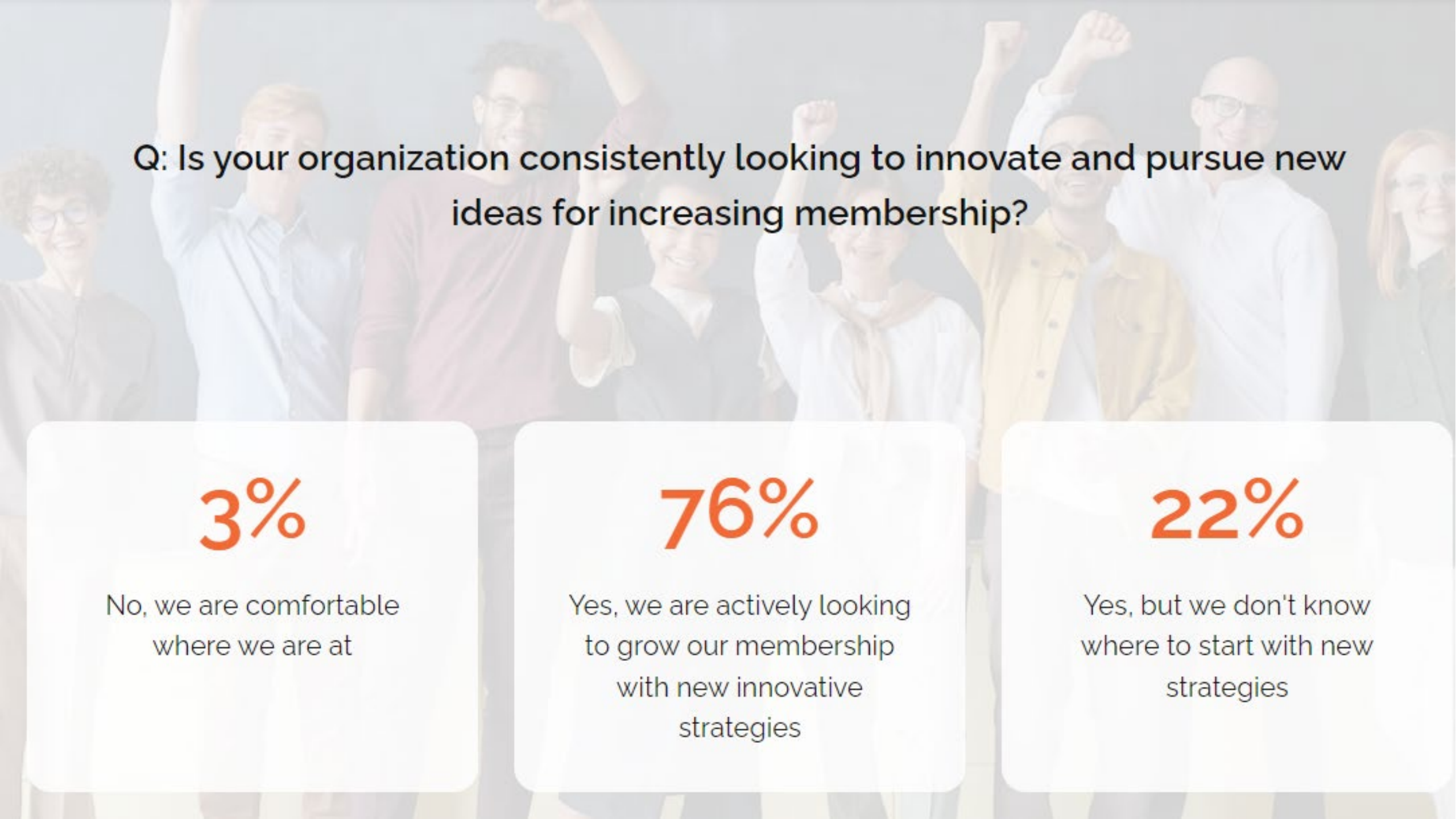


Q: Does your organization have a documented diversity and inclusion policy that you use regularly?



03

Innovation & Initiatives



Q: Is your organization consistently looking to innovate and pursue new ideas for increasing membership?

3%

No, we are comfortable where we are at

76%

Yes, we are actively looking to grow our membership with new innovative strategies

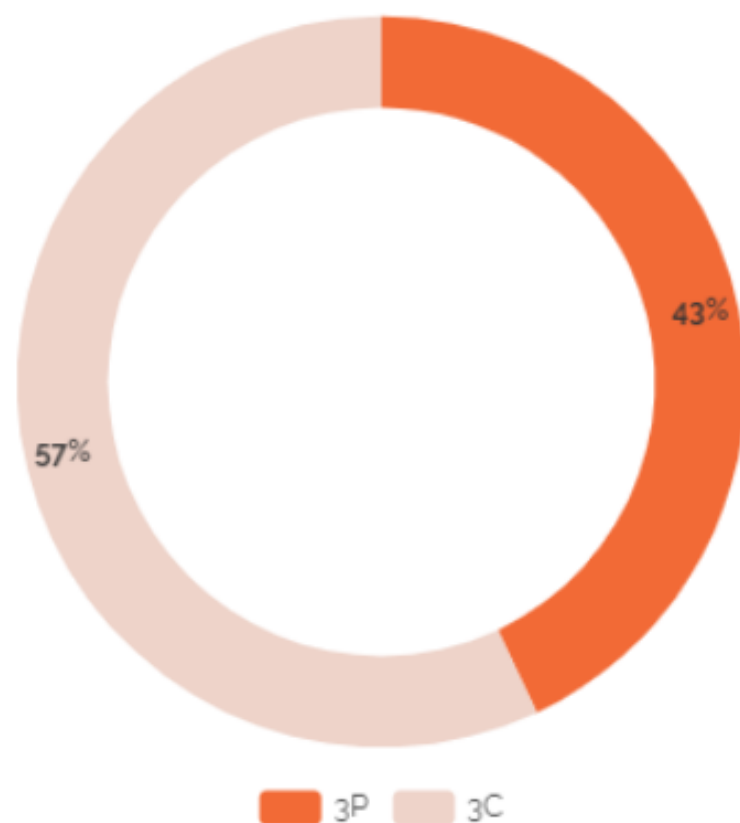
22%

Yes, but we don't know where to start with new strategies

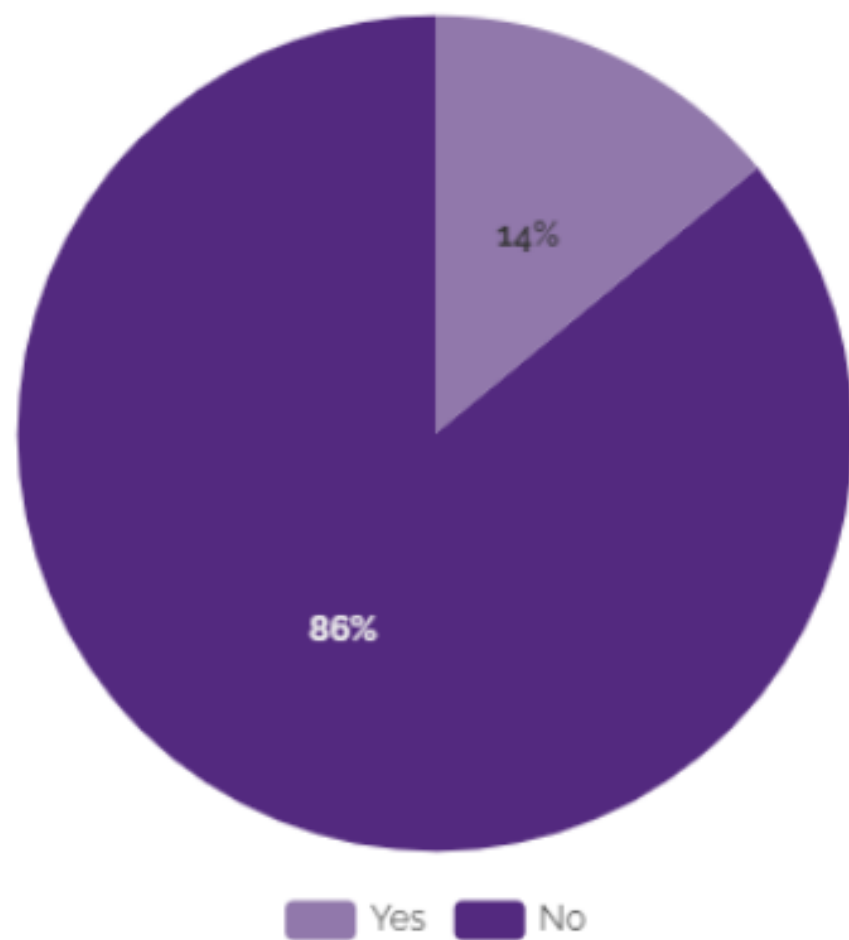
Q: Is your chamber viewed more as a 3P or 3C?

3P: A chamber of events

3C: A problem-solver that helps businesses and your community thrive



Q: Does your chamber help elect candidates to office?



Pro Tips: Innovative Chamber Ideas

Download dozens of innovative ideas for programs and events submitted by chambers pros for chambers pros.

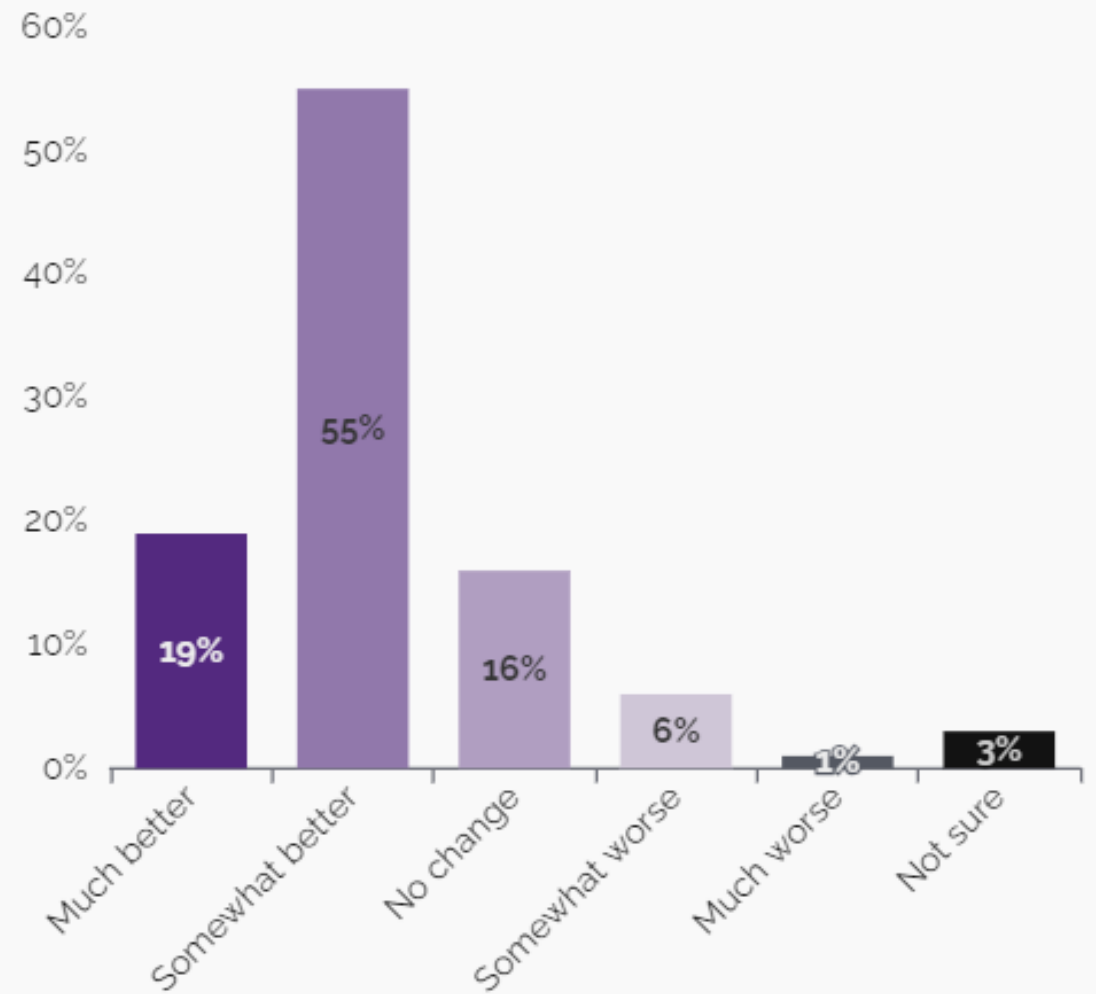
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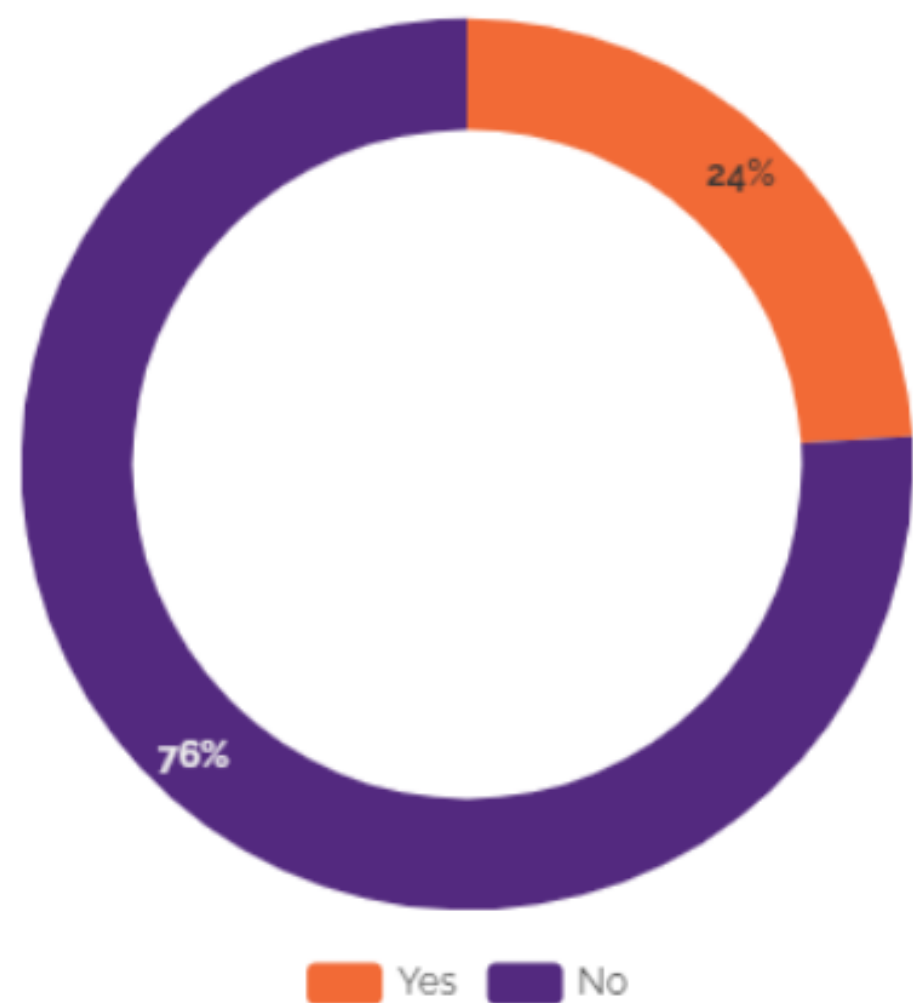


04

Membership & Engagement

Q: How, if at all, did member engagement change since 12/31/2022?





Q: Do you have a written plan for increasing member engagement?

Most Effective Strategy

Q: What is your most effective strategy for increasing member engagement?

1

Personalized Engagement:

Chambers emphasize personalized approaches such as in-person visits, one-on-one interviews, and personal phone calls to connect with members and understand their needs.

2

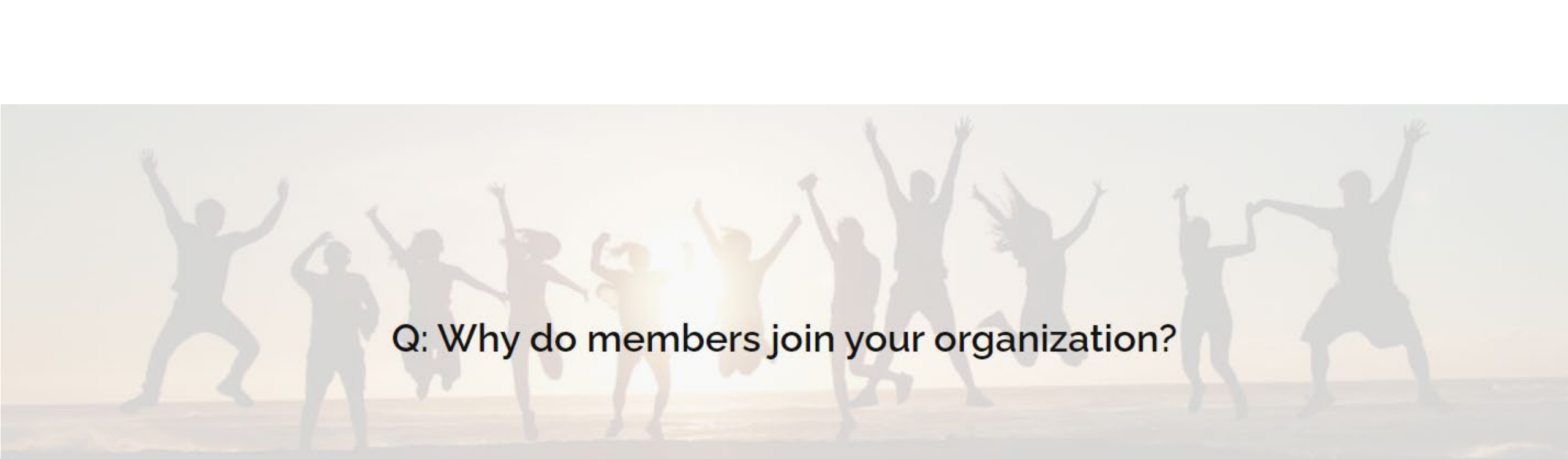
Structured Engagement Plans:

Chambers implemented structured plans for engaging with members, including onboarding drip campaigns, annual touchpoint schedules, and quarterly progress updates to demonstrate value.

3

Utilization of Ambassadors and Board Members:

Chambers leverage the involvement of ambassadors, board members, and staff to make personal invitations, conduct outreach, and track member engagement.



Q: Why do members join your organization?



To grow their
network



Visibility within
their community or
profession



To build credibility
in their community
or profession

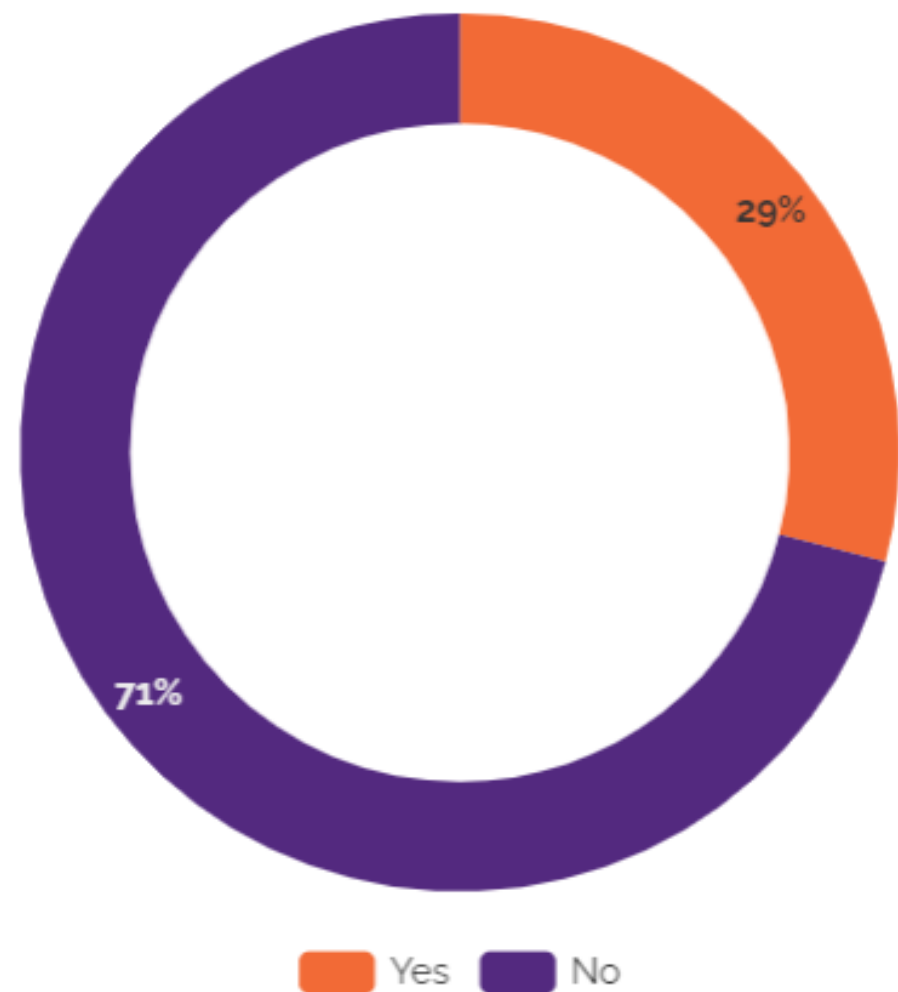


To attend events,
trade shows,
conferences



To support the
mission of our
organization

Q: Do you have a defined strategy for recruiting and retaining young professionals?

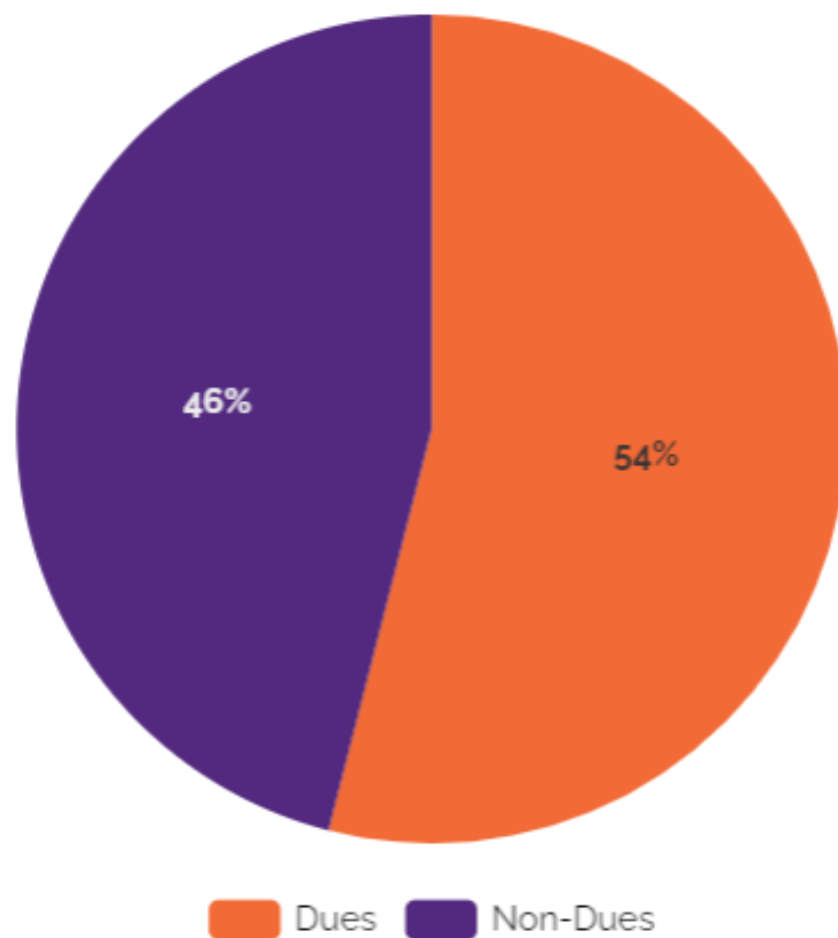


05

Revenue

Dues & Non-Dues Revenue

Q: In an average year, approximately how much of your total revenue comes from non-dues sources (as a percentage)?



Top Non-Dues Revenue Sources

Q: What are your biggest non-dues revenue sources over the past year?

#1 Event Sponsorships



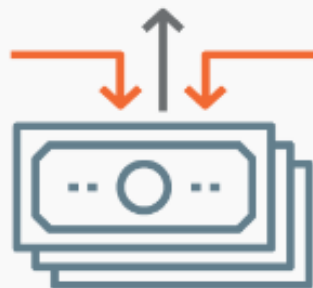
#2 Event Registration Fees



#3 Other Sponsorships



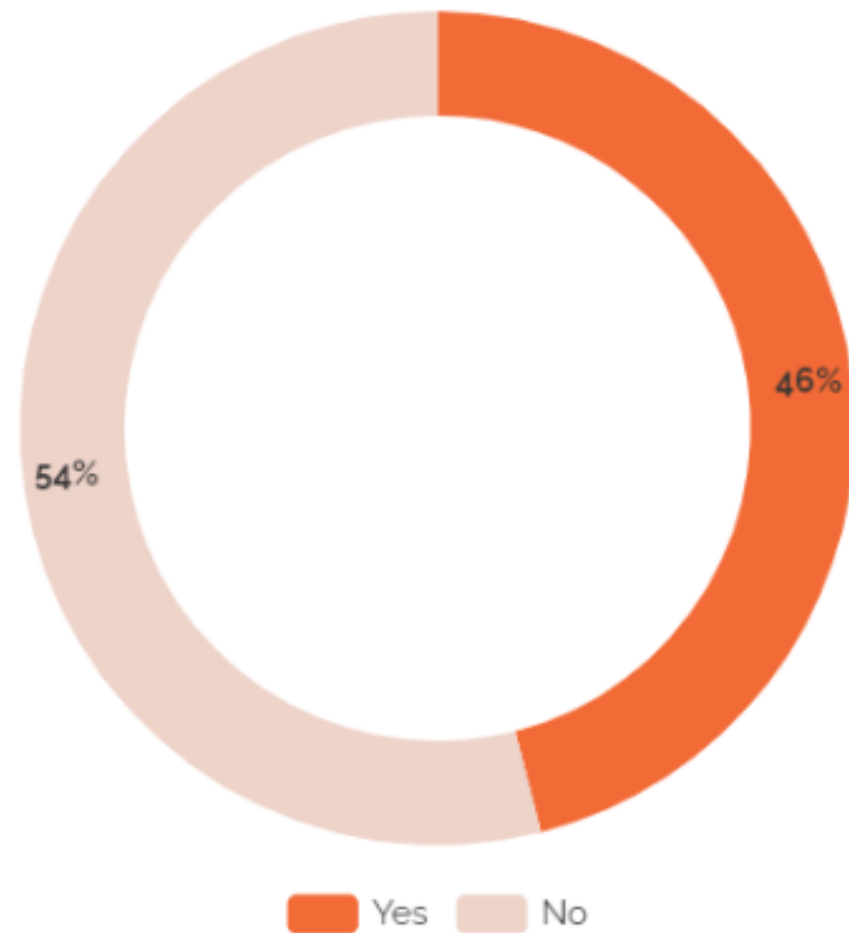
#4 Advertising



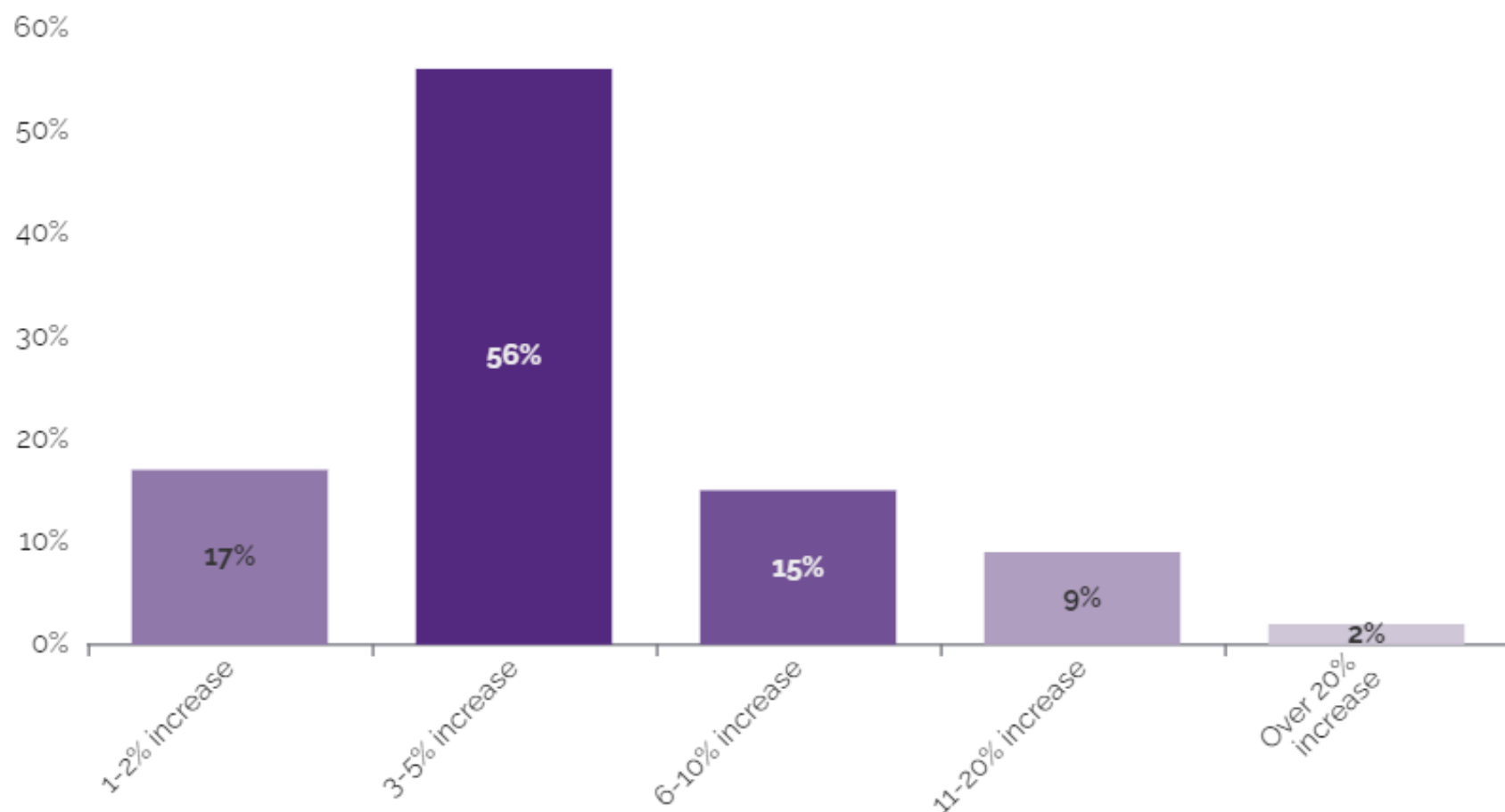
#5 Grants

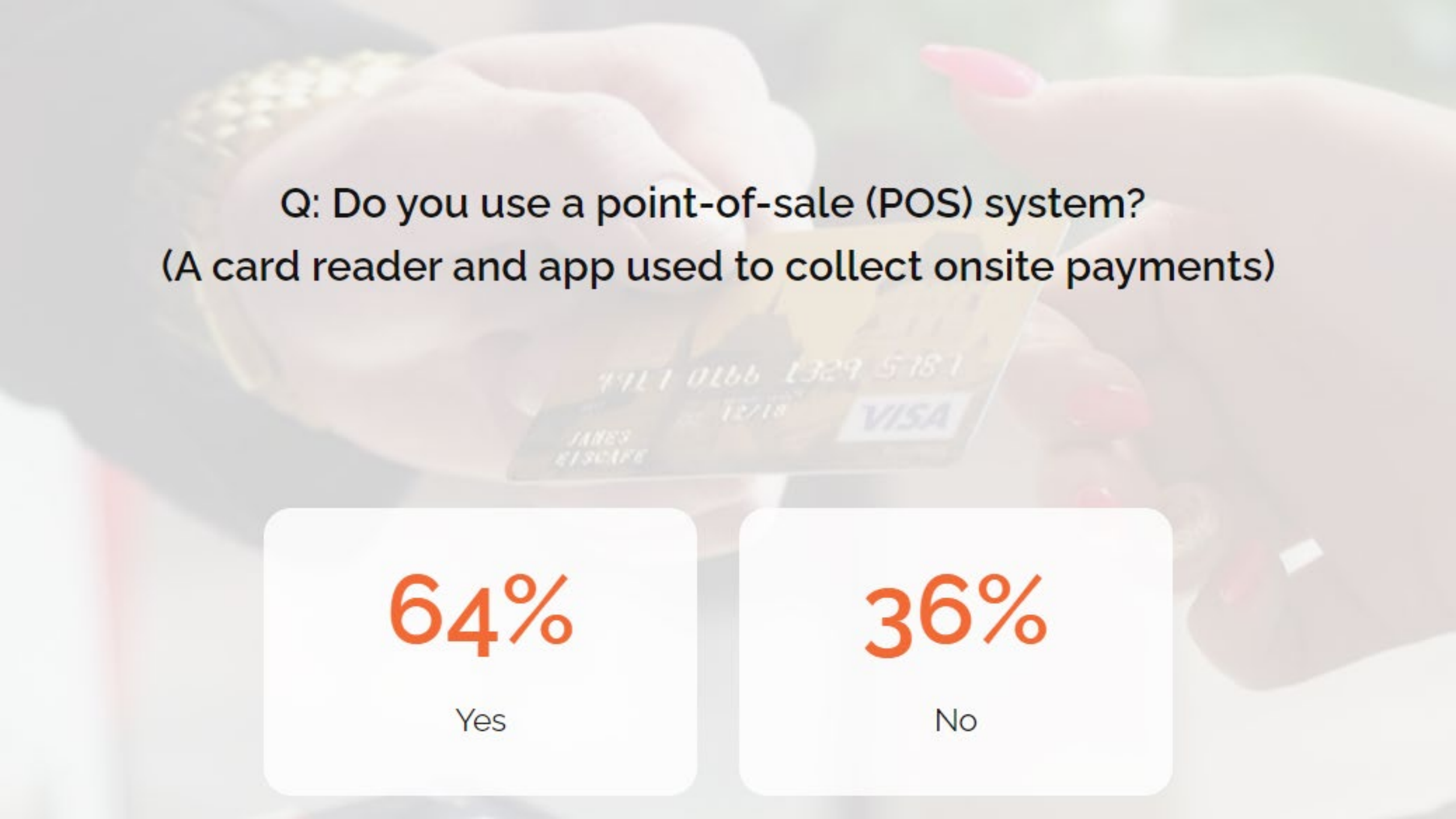


Q: Did you, or do you plan to, raise your membership dues in 2024?



If yes, by what percentage did you/do you plan to raise your membership dues?



A background image showing a hand holding a Visa credit card over a payment terminal. The card is a gold Visa Signature card with the number 4411 0166 1329 5181, the name JAMES KISCARF, and the expiration date 12/18. The Visa logo is visible in the bottom right corner of the card.

Q: Do you use a point-of-sale (POS) system?
(A card reader and app used to collect onsite payments)

64%

Yes

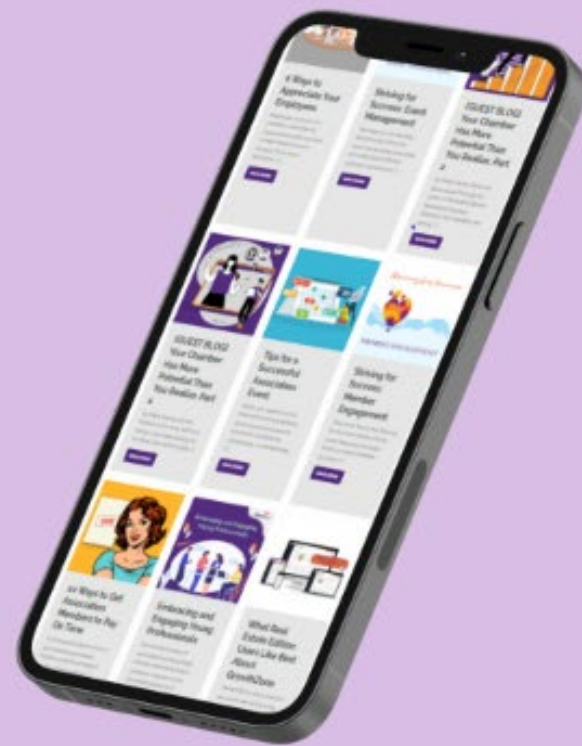
36%

No

Pro Tips: The Blog for Membership Pros

The GrowthZone blog for membership pros is filled with actionable tips, guest articles, and useful resources to help you run your organization and improve your bottom line.

[Go There Now](#)



06

About the Respondents



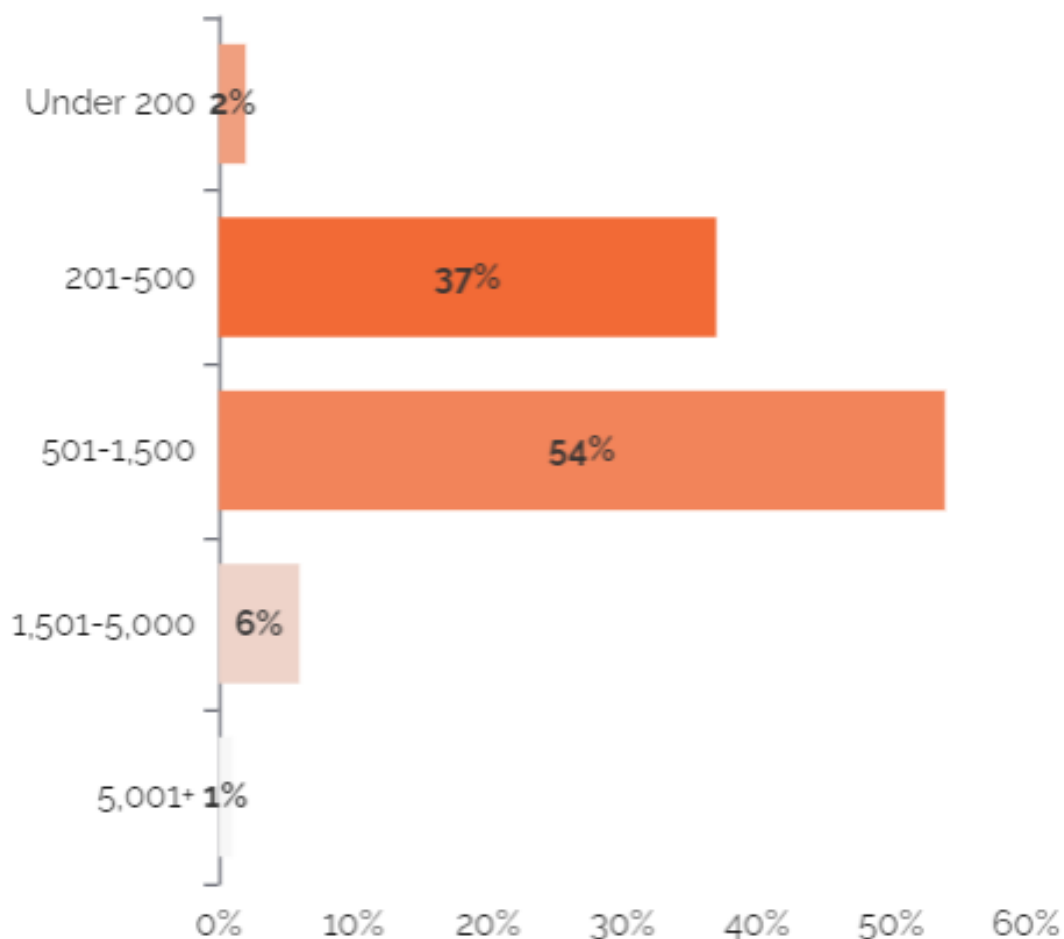
About the Survey Respondents

GrowthZone surveyed **470 chamber of commerce professionals** across the U.S. and Canada at the beginning of 2024.

The results show several interesting trends impacting today's chambers.

Anticipated Membership

Q: What is your organization's anticipated membership as of 12/31/2023 (number of billing accounts)?



About GrowthZone

The GrowthZone mission is to **empower chambers** with the tools they need to grow member value, keep members engaged, and do more in less time.

GrowthZone Chamber Edition is a full membership management software platform with built-in payment processing, e-commerce fundraising, marketing automation, and more.





Watch a Video Tour to See GrowthZone Software in Action

[View the Tour](#)