



# 2025 Annual Chamber Survey Results

For Chamber of Commerce Professionals

⌚ Avg. Reading Time: **3 min**

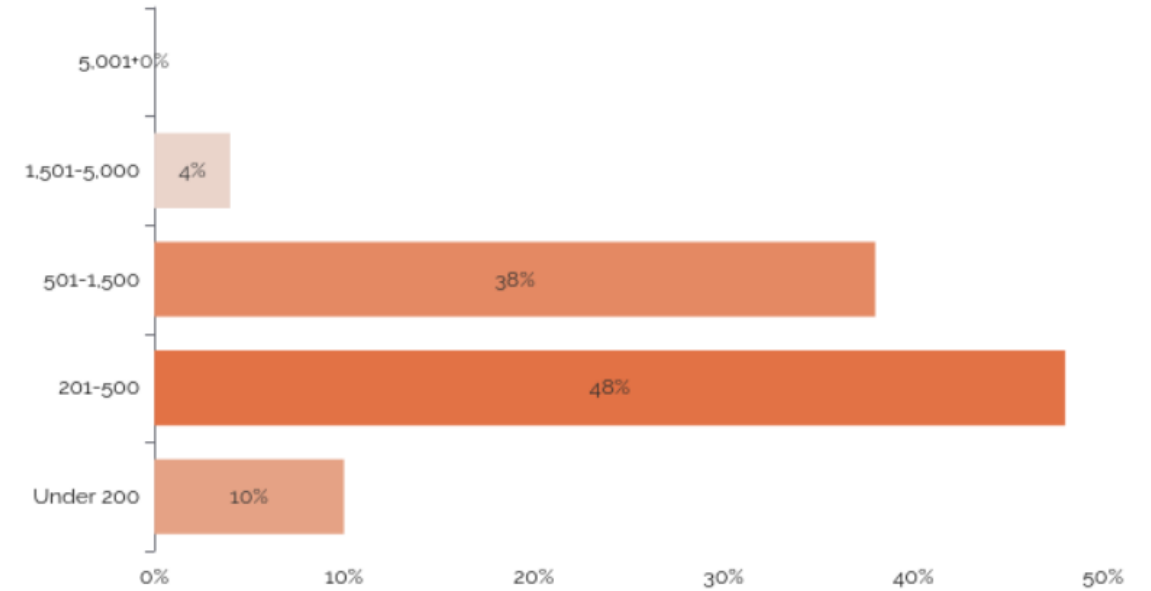


**01**

Membership Growth

# Anticipated Membership

Q: What is your organization's anticipated membership as of 12/31/2024 (number of billing accounts)?



**Trend Analysis:** The 501-1,500 tier saw a 16% decline from 2024, with those accounts shifting primarily to the 201-500 tier, which experienced a corresponding 16% growth. The data suggests that some chambers are experiencing a drop in overall membership numbers, potentially due to factors like business closures, economic challenges, or changes in how organizations manage their memberships.

# Organizational Challenges

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

**#1 Member Engagement  
/Retention**



**#2 Growing Membership**



**#3 Time, Never Enough Time**



**#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**

Lack of a recruitment strategy or plan

**#3**

Difficulty communicating organization's value

**#4**

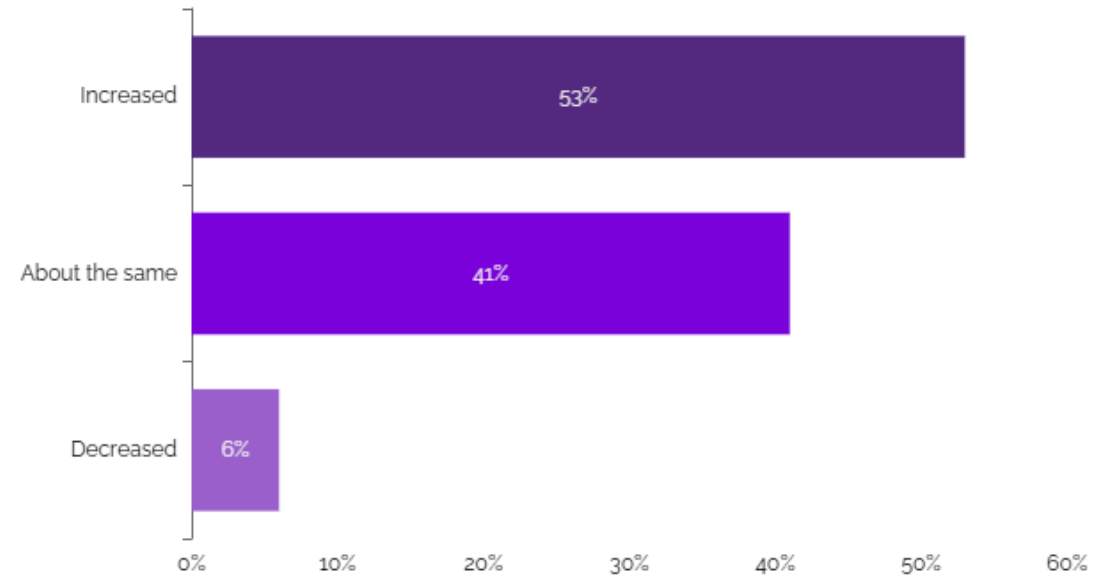
Difficulty reaching prospective members

**#5**

Attracting younger members

## New Memberships

Q: Have **NEW** memberships increased or decreased since last year (2023 vs 2024)?



**Trend Analysis:** The "about the same" response grew by 13% from 2024, indicating more organizations are maintaining stable membership levels, while the "increased" category dropped by 10%, suggesting fewer organizations are seeing growth in new memberships. This could reflect challenges in attracting new members due to market saturation or economic factors, with a shift towards focusing on member retention rather than expansion.



## Membership Changes

Q: Do you anticipate your membership at 2024 year end will show a NET increase or decrease over the year 2023?

**52%**

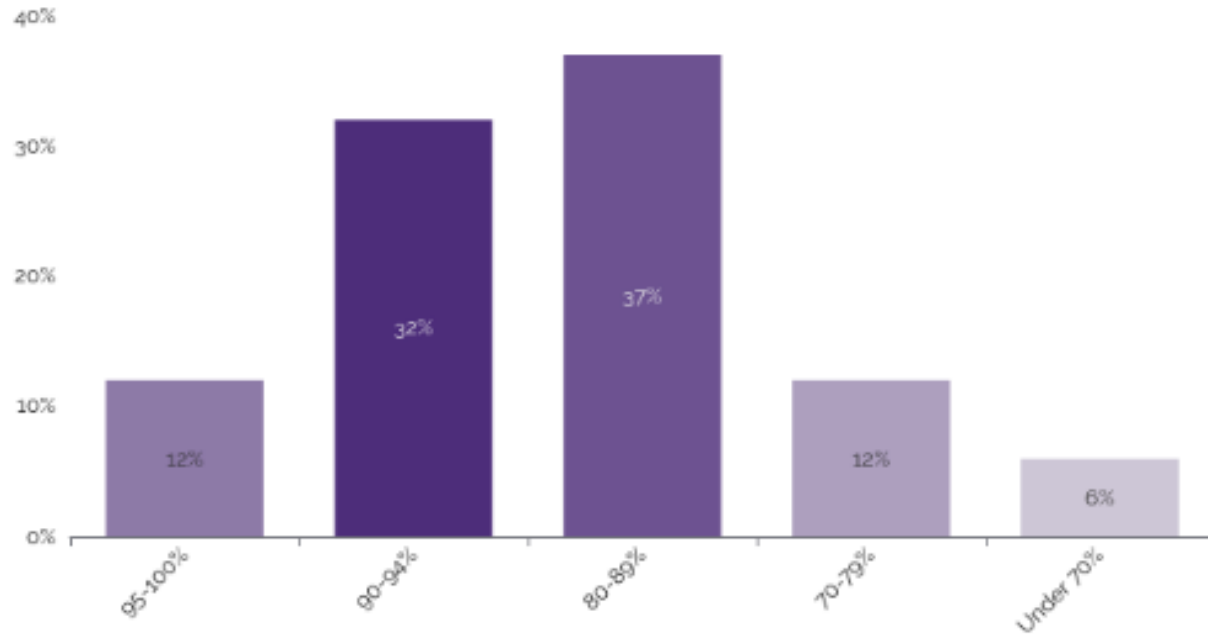
Increased net membership

**40%**

About the same net membership

**8%**

Decreased net membership



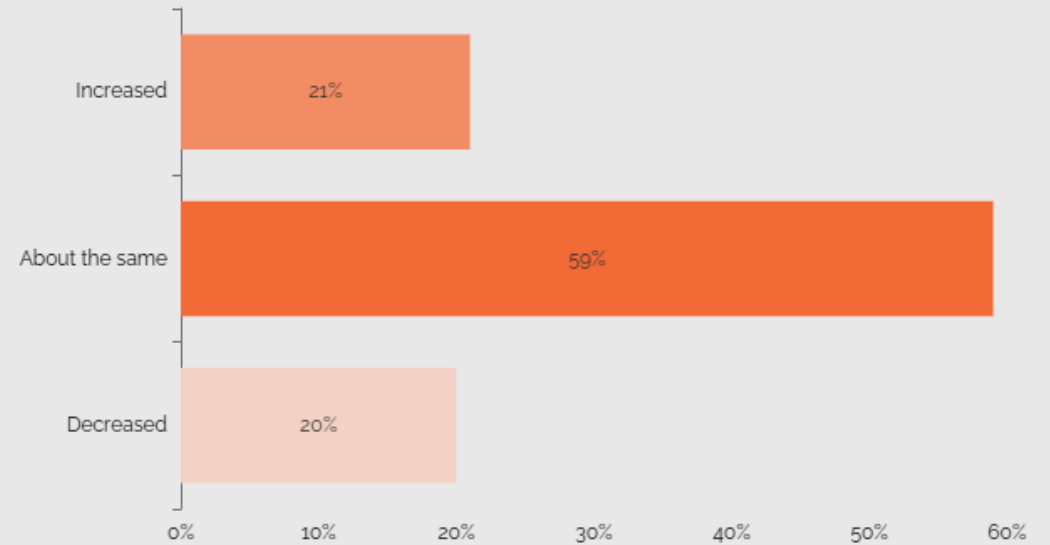
## Retention Rate

Q: What is your anticipated overall retention rate for 2024?



## Retention Changes

Q: Has your overall retention rate increased or decreased since last year (2023 vs 2024)?



# Non-Renewal Reasons

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

1

Lack of time to participate

2

Lack of engagement with the organization

3

Left the profession/industry/area - closed business

4

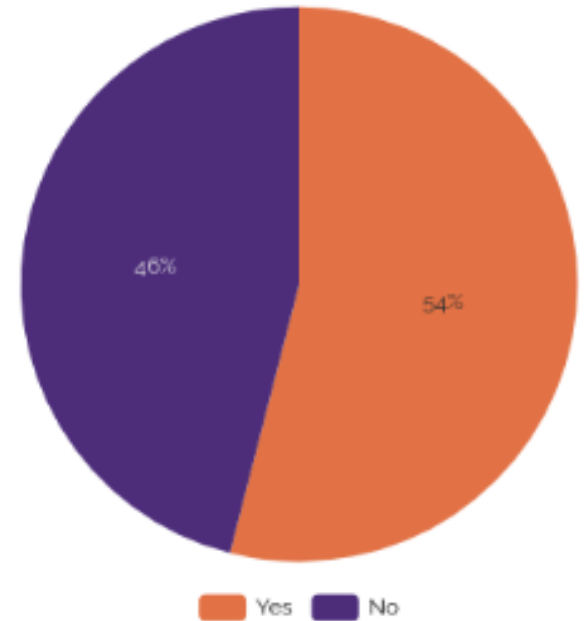
Lack of value

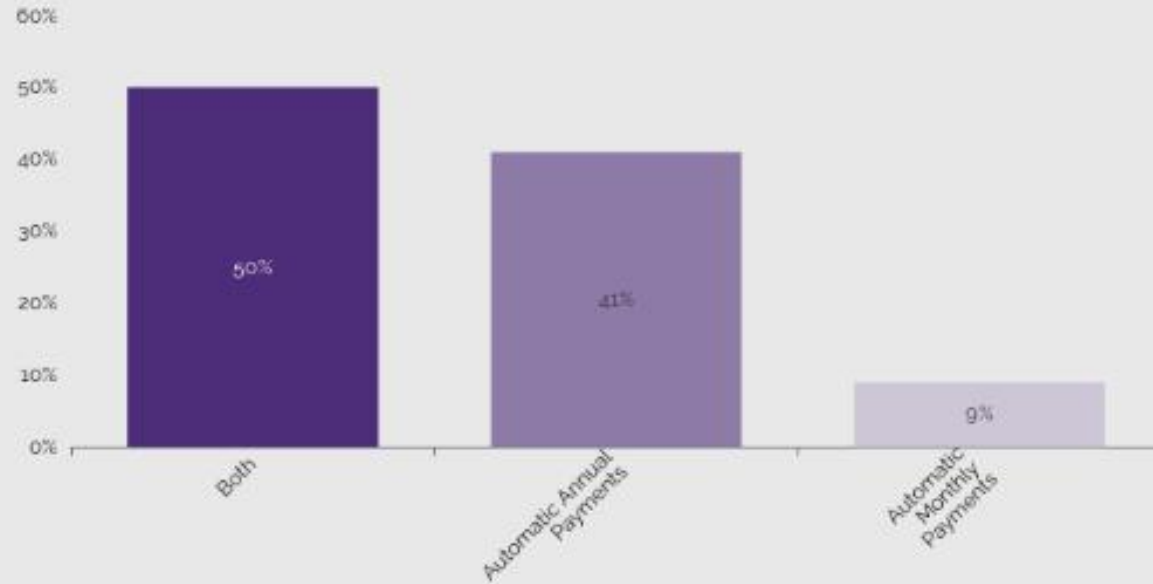
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Forget to renew

## Automatic Renewals

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





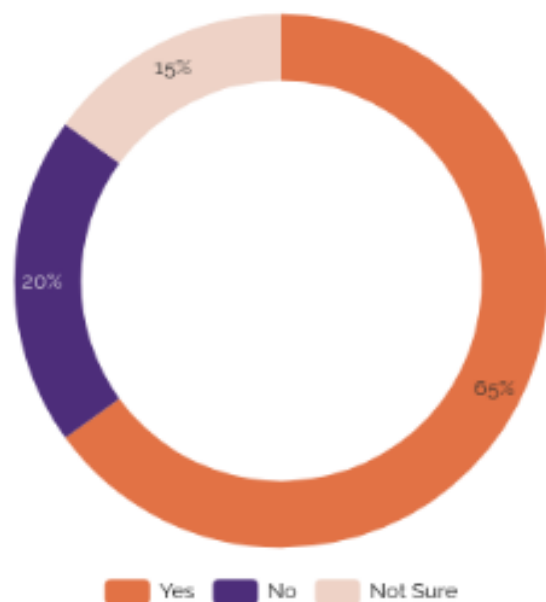
## Monthly Payment Option

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

**Trend Analysis:** Compared to 2024, the "both" option decreased by 10%, while "automatic annual payments" increased by 12%. This shift suggests a growing preference for annual payment options over the combined automatic monthly and annual choices, potentially driven by member demand for simpler billing cycles or financial strategies for chambers looking to stabilize cash flow.

02

Values & Policies



## Organizational Value

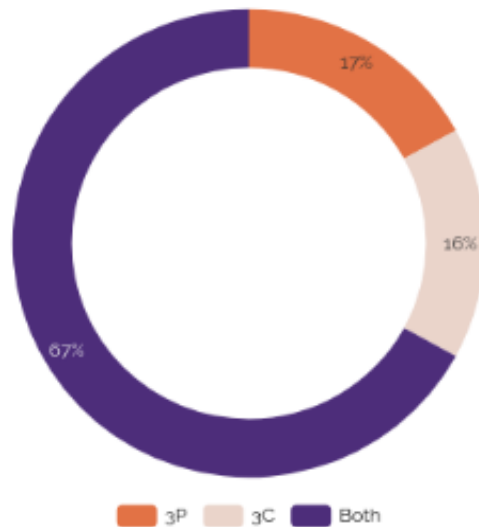
Q: Do you believe members recognize the unique value of your organization?



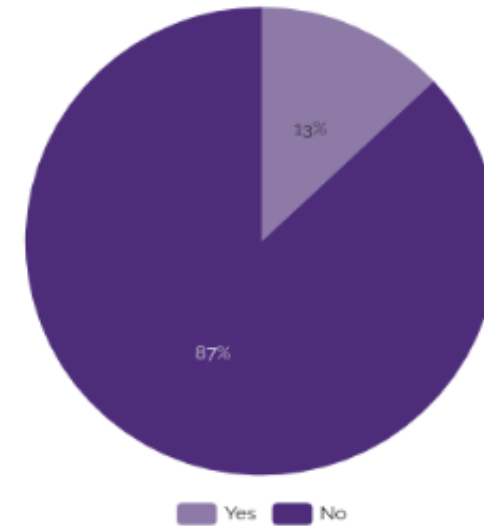
### Q: Is your chamber viewed more as a 3P or 3C?

*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?



**Trend Analysis:** The introduction of the "both" category in 2025 caused a significant shift, capturing 67% of responses. As a result, "3P" responses dropped by 26%, and "3C" responses saw an even sharper decline of 41%, indicating that most chambers now identify as a blend of both event-focused and problem-solving roles.

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

72%

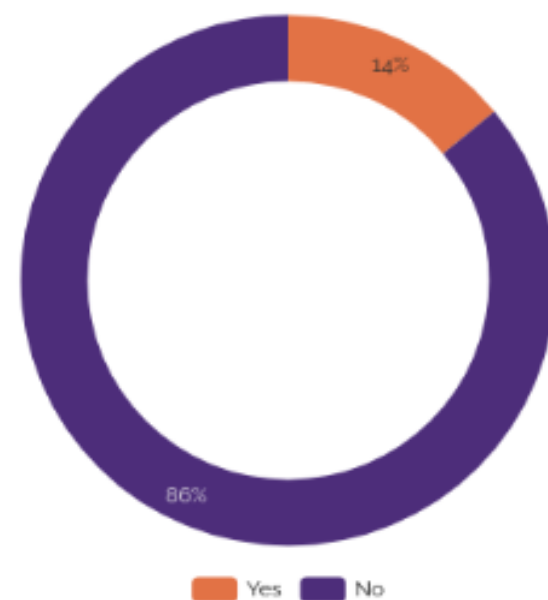
Yes, we are actively looking to grow our membership with new innovative strategies

24%

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

## Reinstatement Practices

Q: Do you have a formal reinstatement initiative in place to re-engage members 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

## **Communication and Outreach:**

Chambers employ various communication channels such as emails, phone calls, mailings, and in-person visits to reach out to lapsed members.

2

## **Annual and Campaign Initiatives:**

Chambers conduct annual win-back campaigns or targeted campaigns to promote the value of membership. These initiatives include targeted emails, marketing campaigns, and events focused on re-engaging lost members.

3

## **Incentives and Discounts:**

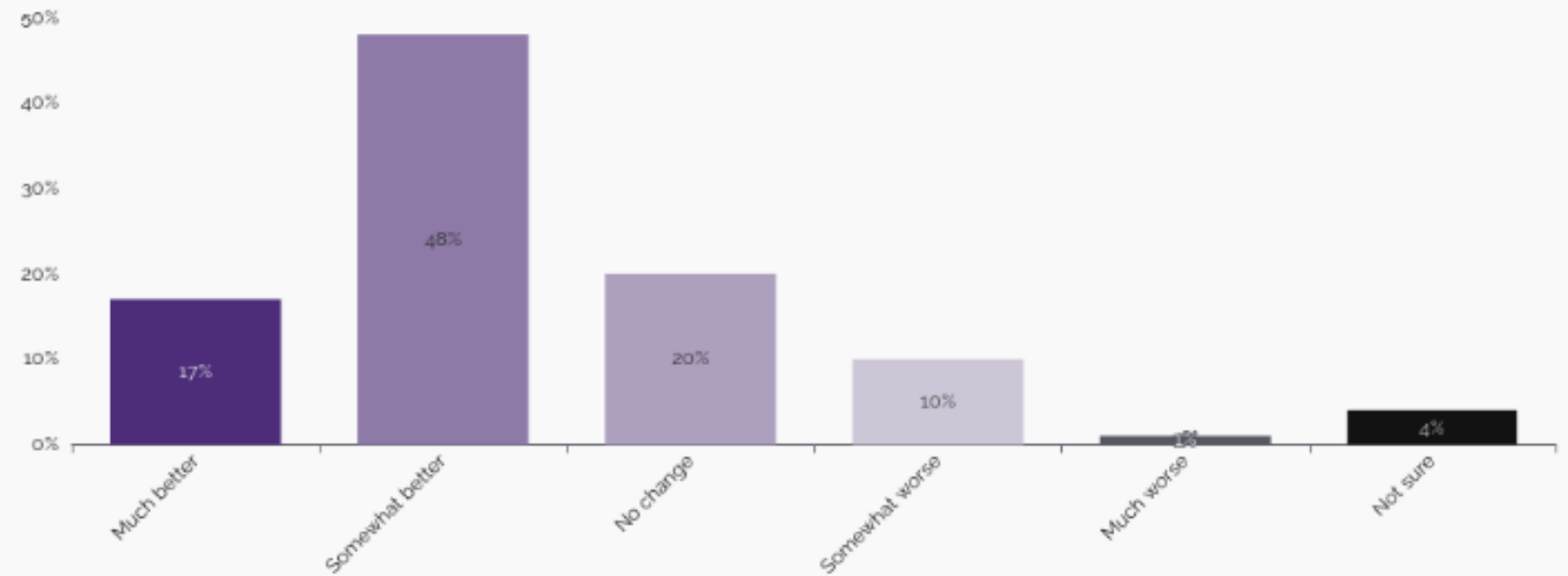
Chambers offer incentives such as discounted membership fees, free workshops, or special offers to entice lapsed members to rejoin. These incentives aim to showcase the value of membership and encourage re-engagement.

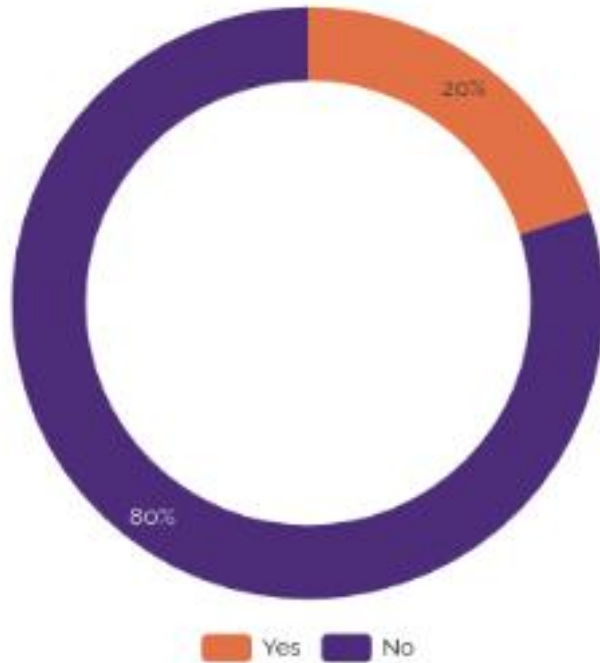
04

Membership & Engagement



Q: How, if at all, did member engagement change since 12/31/2023?





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

## **Enhanced Communication:**

Chambers prioritize increasing communication with members through various channels such as emails, phone calls, text messaging, and social media outreach. They focus on providing timely and relevant information about events, benefits, and resources.

2

## **Networking and Community Building:**

Chambers facilitate networking opportunities and community building among members through in-person events, webinars, workshops, and online forums. They create platforms for members to connect, share knowledge, and collaborate.

3

## **Membership Engagement Programs:**

Chambers establish dedicated membership engagement programs or committees responsible for engaging members. These programs often include multi-tiered approaches and structured processes to increase member involvement.

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

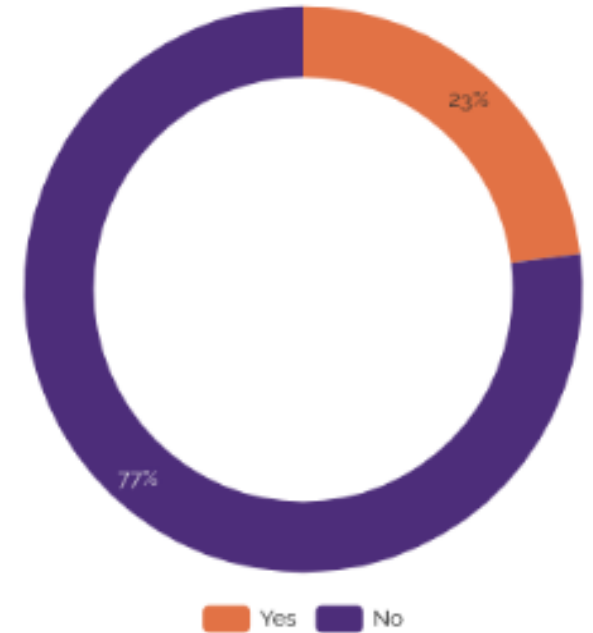


To attend events, trade  
shows, conferences



To support the mission of  
our organization

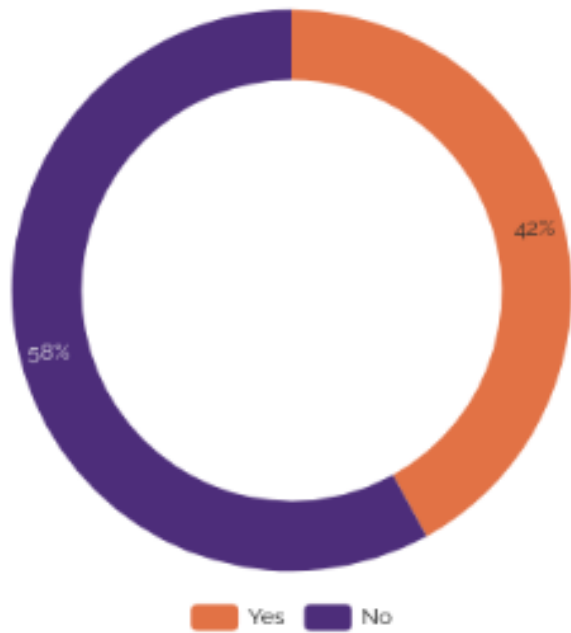
Q: Do you have a defined strategy for recruiting and retaining young professionals?



05

Online Community Platform

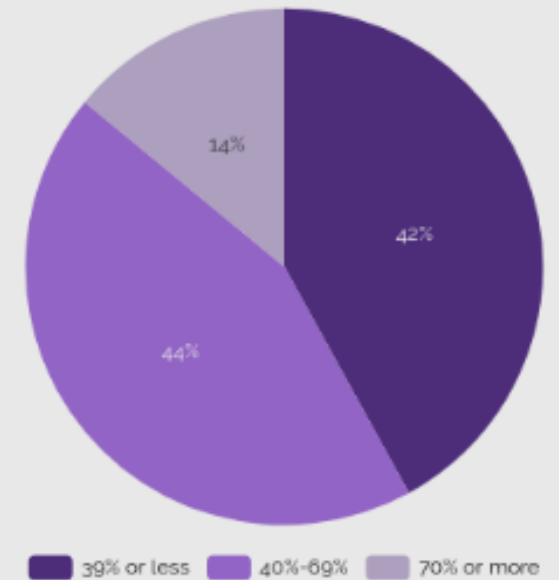




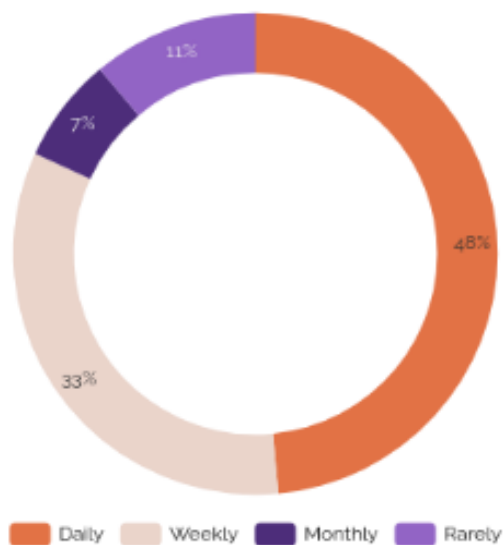
Q: Does your chamber use a community platform?

## Member Engagement

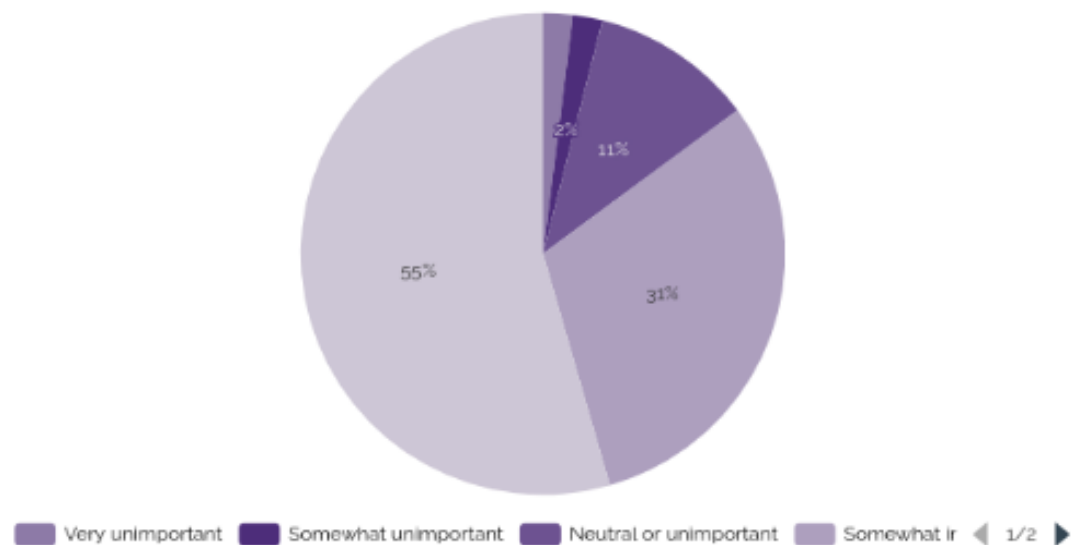
Q: What percentage of your members are actively engaged with your community platform?



Q: How often do you, as the chamber, use the chamber's online community platform?



Q: How important is your chamber's online community to you?



\*Only surveyed in 2025

Q: What is the main reason your members use this online community?



Finding and registering for events



Networking with other members



Participating in forums or discussions



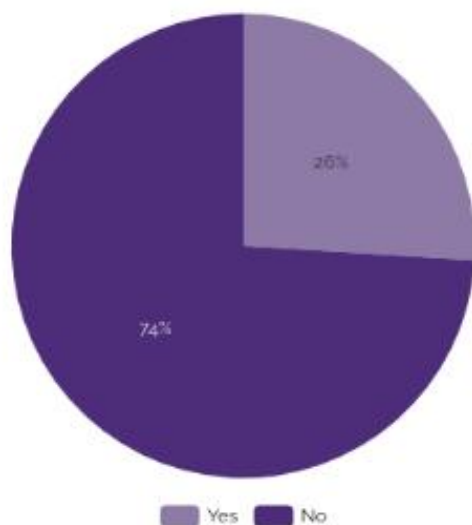
Accessing industry-specific resources and news



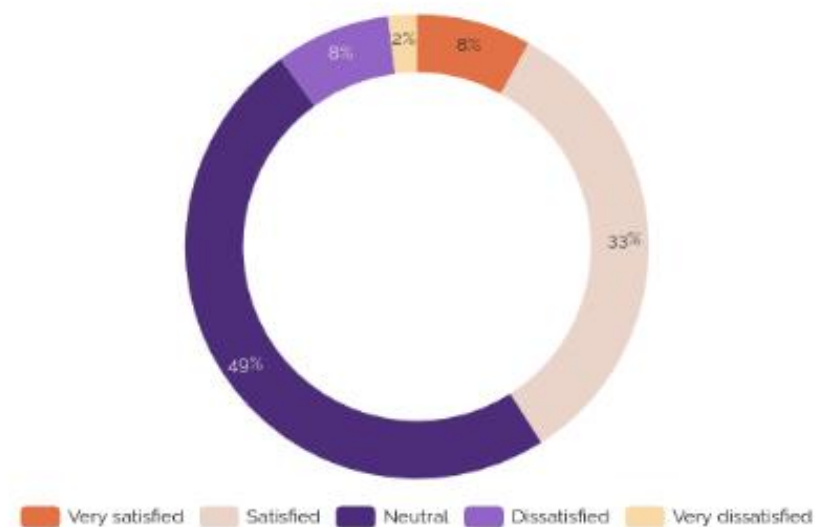
Seeking advice or support from other members

*\*Only surveyed in 2025*

Q: Has your chamber generated any new members or sponsorships through your online community platform?



Q: Overall, how satisfied are you with the online community platform as a tool for member engagement and retention?



*\*Only surveyed in 2025*

# Community Platform Management

Q: How is your organization currently managing the online community platform?

**35%**

Have a dedicated in-house employee managing the community

**26%**

Community management has been added to an existing employee's responsibilities

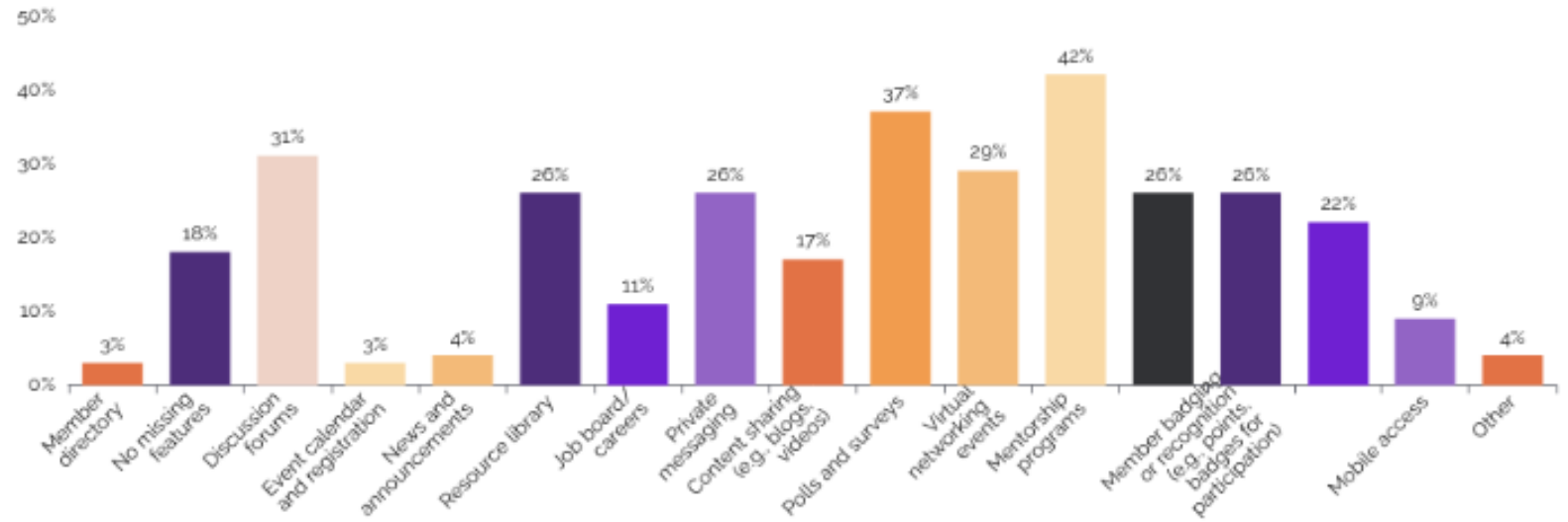
**11%**

Have a dedicated in-house team managing the community

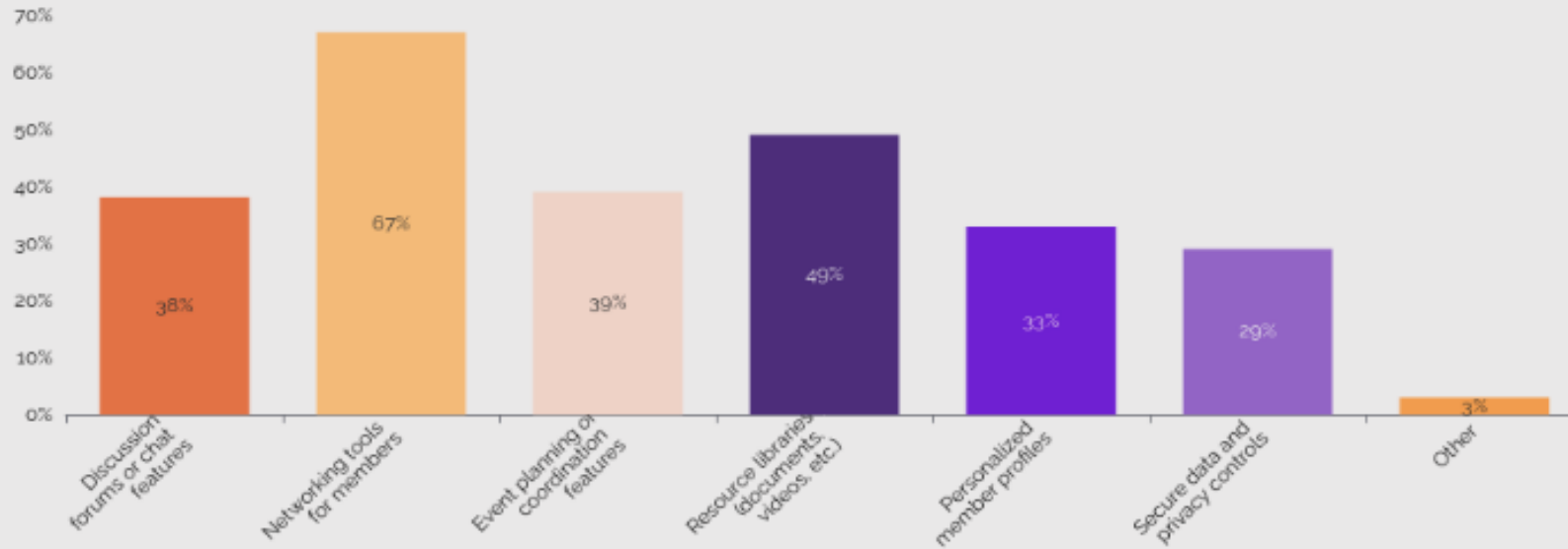
*\*Only surveyed in 2025*



Q: Which of the following features, if any, are missing from your community platform?



\*Only surveyed in 2025



Q: Which of the following features would be most important to you in a community platform?

*\*Only surveyed in 2025*

## Implementation Challenges

Q: If you've considered using a community platform, what prevented implementation?

**#1**

Lack of staff to manage  
the platform

**#2**

Budget and funding  
constraints

**#3**

Finding the right platform

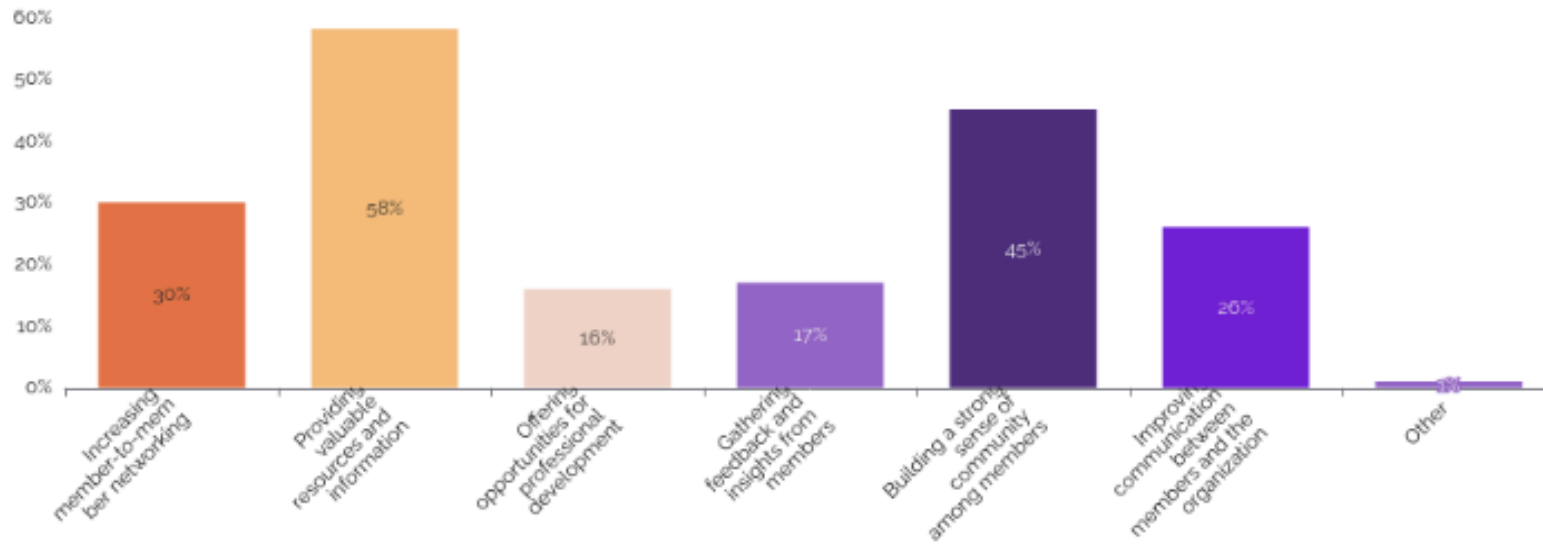
**#4**

Encouraging member  
participation

**#5**

Limited member interest in  
an online community

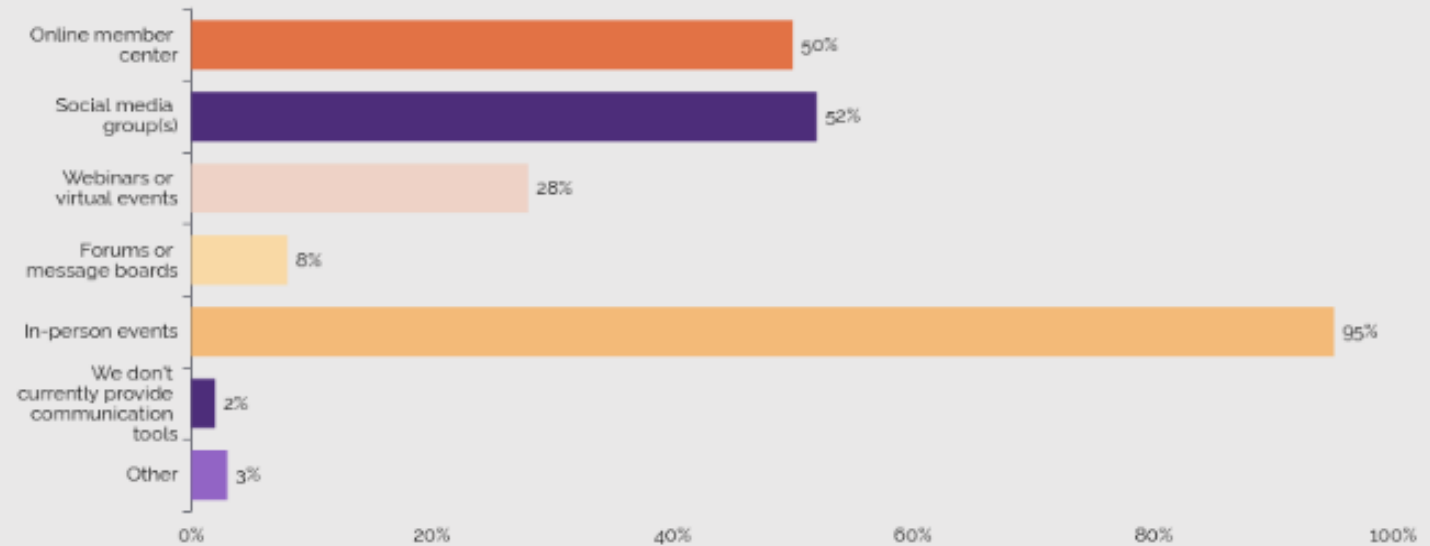
*\*Only surveyed in 2025*



Q: Which of these member engagement goals are most important to your organization?

*\*Only surveyed in 2025*

Q: What are the collaboration tools your chamber provides to members to enable them to communicate with other members?



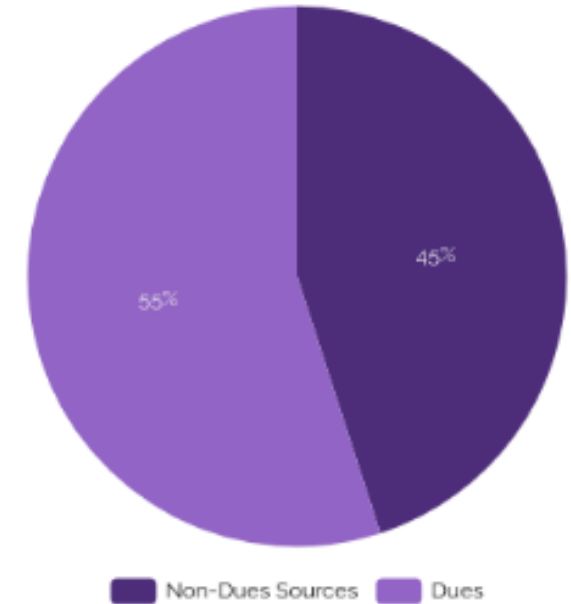
*\*Only surveyed in 2025*

06

Revenue

## Non-Dues Revenue

Q: Approximately what percentage of your total revenue in an average year comes from non-dues sources?





# 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



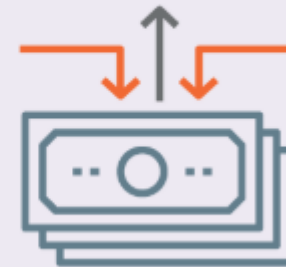
#3 Other Sponsorships



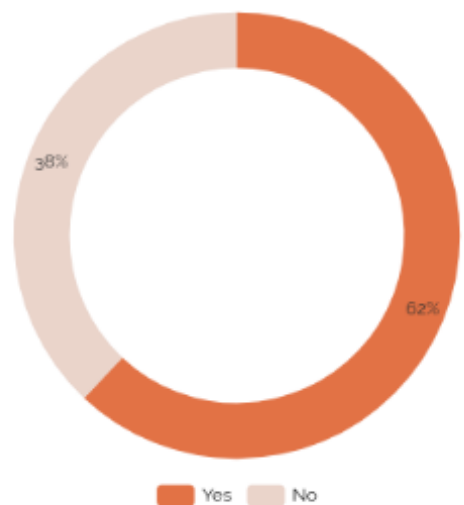
#4 Grants



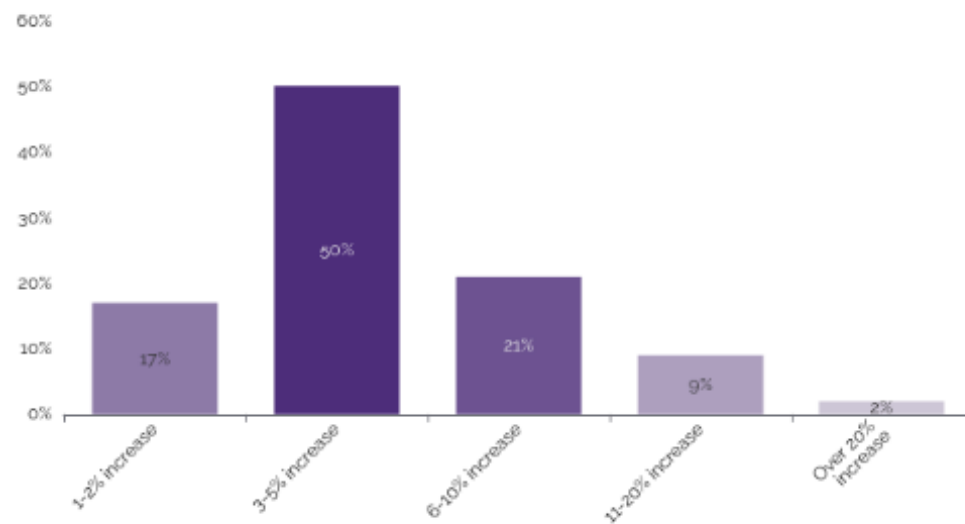
#5 Advertising



Q: Did you raise your membership dues in 2024 or plan to in 2025?



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



**Trend Analysis:** The percentage of chambers that raised or plan to raise dues increased by 16% in 2025 compared to 2024, while those that did not decreased by 16%. This shift suggests that more chambers are recognizing the need to adjust their dues structure, potentially in response to rising costs or to better align with the value they provide to members.

07

About the Respondents

## About the Survey Respondents

GrowthZone surveyed **425 chamber of commerce professionals** across the U.S. and Canada at the end of 2024.

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

