ChamberMaster recently surveyed over 500 Chamber Professionals across the U.S. and Canada to find out what’s happening now and what’s on the horizon for the future. Here’s a summary of what your peers had to say.

2017 CHAMBER OF COMMERCE SURVEY RESULTS

Predicted Member Count on 1/1/17:

- Under 100 Members – 11%
- 101-300 Members – 33%
- 301-600 Members – 25%
- 601-1200 Members – 19%
- 1201-2000 Members – 8%
- 2001+ Members – 4%

"51% of Chambers report a decrease or no growth in membership size."
Top 5 Reasons Members Don’t Renew:

1. Lack of Value - Little or no return on investment
2. No Time to Participate
3. Budget Cuts
4. Business Closed
5. Lack of Engagement/Interest

Top 3 Methods to Get Members to Renew:

1. Calls from staff
2. Email
3. Mail

The majority of Chambers provide a 2-3 month grace period for non-renewals.
Top 5 Methods for Recruiting New Members

1. Word of Mouth / Referrals
2. Events / Meetings
3. Personal Sales Visits
4. Social Media
5. Email

What Attracts Members to the Chamber?

1. Networking
2. Benefits
3. Publicity / Prestige
4. Support Organization's Mission
5. Advocacy
6. Access to Information and Content
7. Education
The Most Used Member Benefits

- Networking Opportunities
- Website/Online Directory
- Events
- Emails/Newsletters
- Advertising/Marketing Promotions
- Member Discount Programs
- Group Insurance
Top 5 Sources of Non-Dues Revenue

1. Annual Dinners/Awards/Auctions
2. Golf Tournaments
3. Festivals
4. Food-Based Events (BBQ, “Taste-Of,” etc.)
5. Advertising

44% Average Percentage of Annual Revenue from Non-Dues Revenue
More than half of the Chambers indicated their organization’s biggest challenge is retaining members.

ChamberMaster is the all-in-one member management solution that delivers results. Guaranteed.