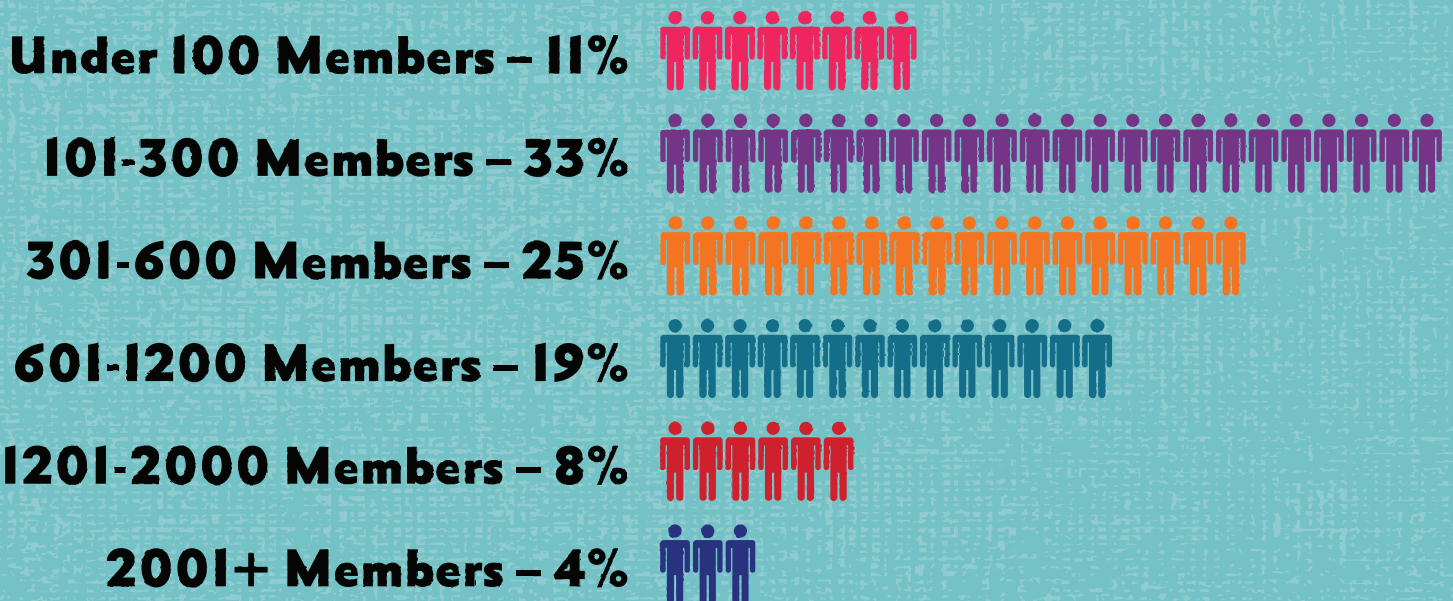


ChamberMaster recently surveyed over 500 Chamber Professionals across the U.S. and Canada to find out what's happening now and what's on the horizon for the future. Here's a summary of what your peers had to say.

2017

CHAMBER OF COMMERCE SURVEY RESULTS

Predicted Member Count on 1/1/17:



” **51%** of Chambers report a **decrease** or **no growth** in membership size.

Top 5 Reasons Members Don't Renew:

LACK OF VALUE
Little or no return
on investment

1.



**NO TIME
TO
PARTICIPATE**

2.



**BUDGET
CUTS**

3.



**BUSINESS
CLOSED**

4.



**LACK OF
ENGAGEMENT/
INTEREST**

5.



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?



The Most Used Member Benefits



Group
Insurance

Networking
Opportunities



Website/Online
Directory



Member Discount
Programs



Events

Advertising/Marketing
Promotions



Emails/
Newsletters



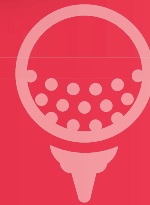
Top 5

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

The Biggest Challenges FOR CHAMBERS

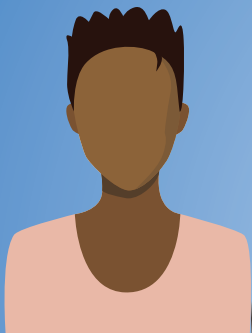
Recruiting
&
Retaining
Members

Member
Engagement

Attracting
Younger
Members

Funding

Communicating
Value
Proposition



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.



chambermaster

membership, marketing & website solutions



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