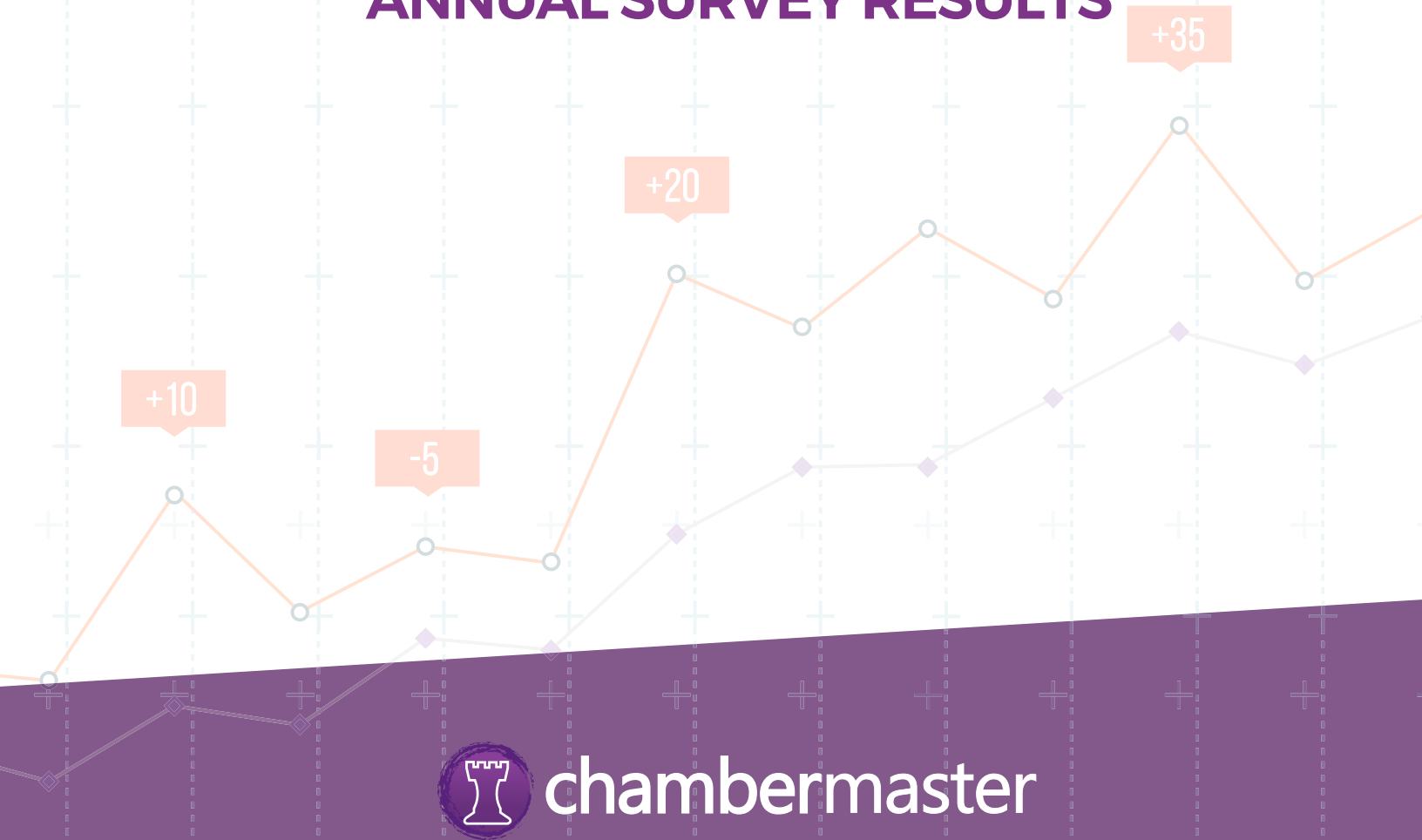




2018

CHAMBER OF COMMERCE ANNUAL SURVEY RESULTS



chambermaster



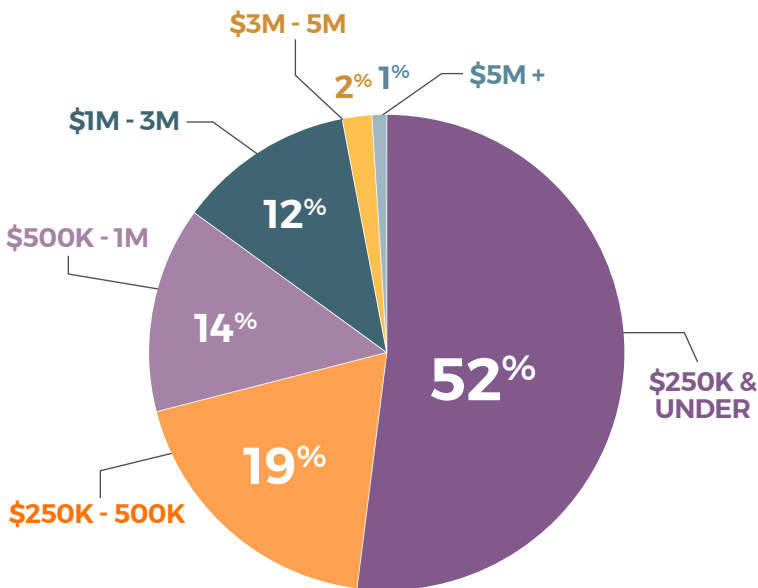
2018

CHAMBER OF COMMERCE ANNUAL SURVEY RESULTS

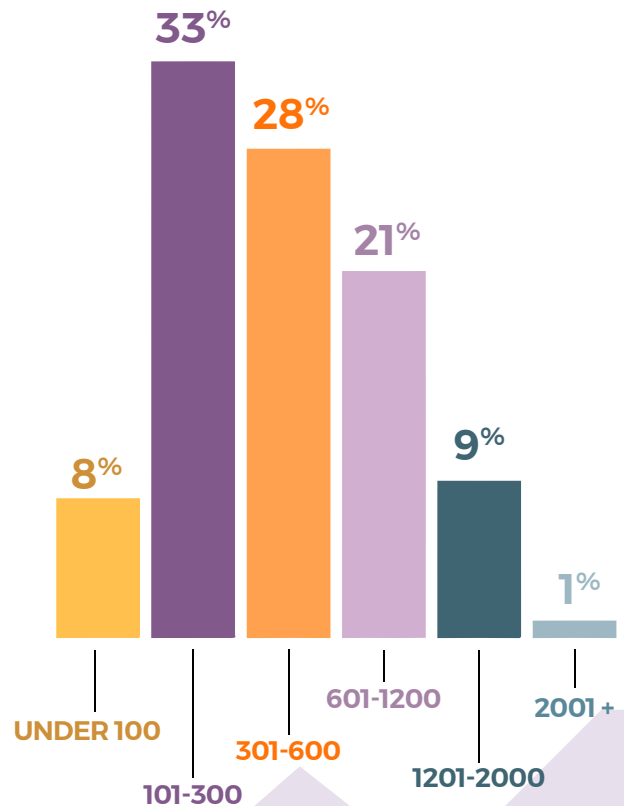
ChamberMaster surveyed nearly 500 chamber professionals across the U.S. and Canada. Topics included everything from health insurance coverage, to the Top 10 challenges holding them back, to what they wished their board knew. The results showed a number of trends impacting today's chambers.

ABOUT THE RESPONDENTS

APPROXIMATE ANNUAL OPERATING BUDGET:



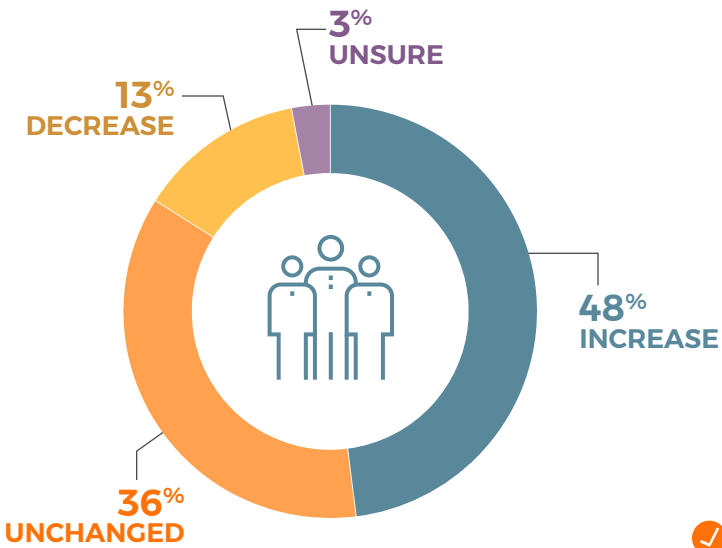
NUMBER OF MEMBERS:
(PREDICTED MEMBER COUNT ON 1/1/18)



MEMBERSHIP GROWTH

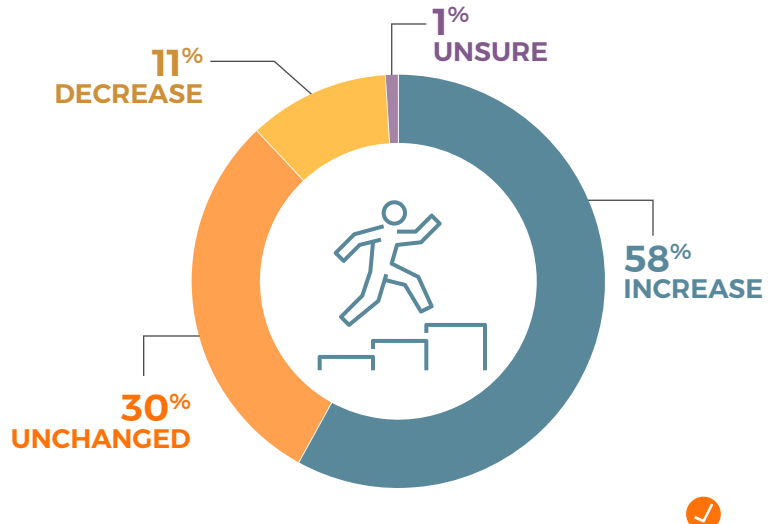
IN THE PAST YEAR

OVERALL MEMBERSHIP GROWTH:



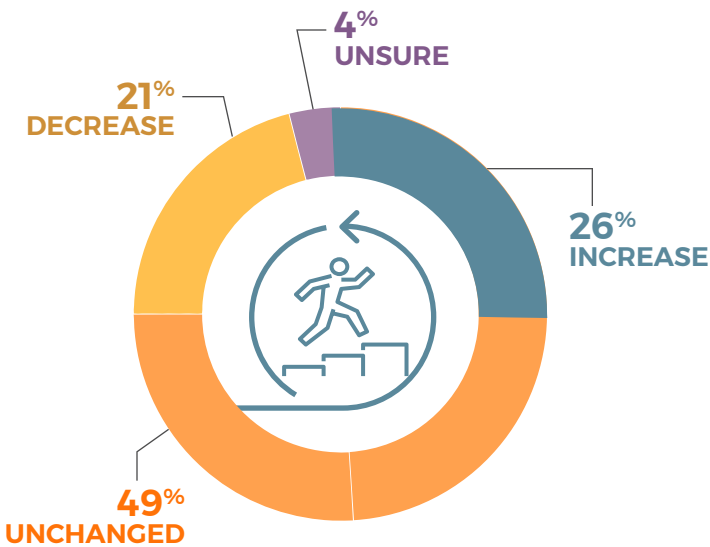
49% of chambers report a decrease or no change in membership size in the past year.

NEW MEMBERSHIP:



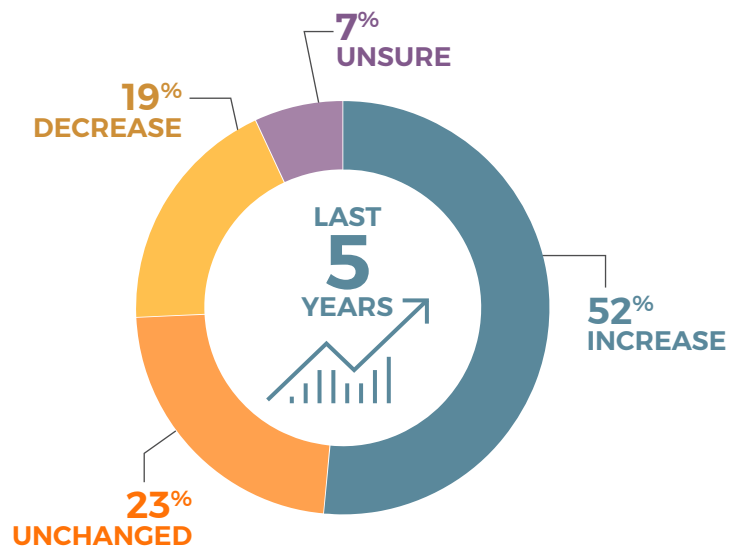
88% of chambers have maintained or seen an increase in new memberships in the past year.

RENEWAL MEMBERSHIP:



MEMBERSHIP GROWTH:

LAST 5 YEARS



TOP 10 CHALLENGES

HOLDING CHAMBERS BACK:

WE ASKED, "WHAT'S THE #1 THING HOLDING YOUR CHAMBER BACK?"

1. INSUFFICIENT FUNDING
2. NOT ENOUGH STAFF
3. MEMBER PARTICIPATION/ENGAGEMENT
4. BOARD OF DIRECTORS COMPLACENCY/
RESISTANCE TO CHANGE (TIE)
5. SHORTAGE OF TIME
6. EFFECTIVELY COMMUNICATING VALUE
7. COMMUNITY POLITICS
8. LACK OF VOLUNTEERS
9. OUTDATED TECHNOLOGY
10. DECREASE IN LOCAL BUSINESSES

WHAT RESPONDENTS SAID:

"Not enough staff to grow membership, not enough membership to add staff."

"Changing the culture of how the chamber is perceived."

"I am running out of businesses to ask to join the chamber."

"Apathy."

"Too much to do with too few people."

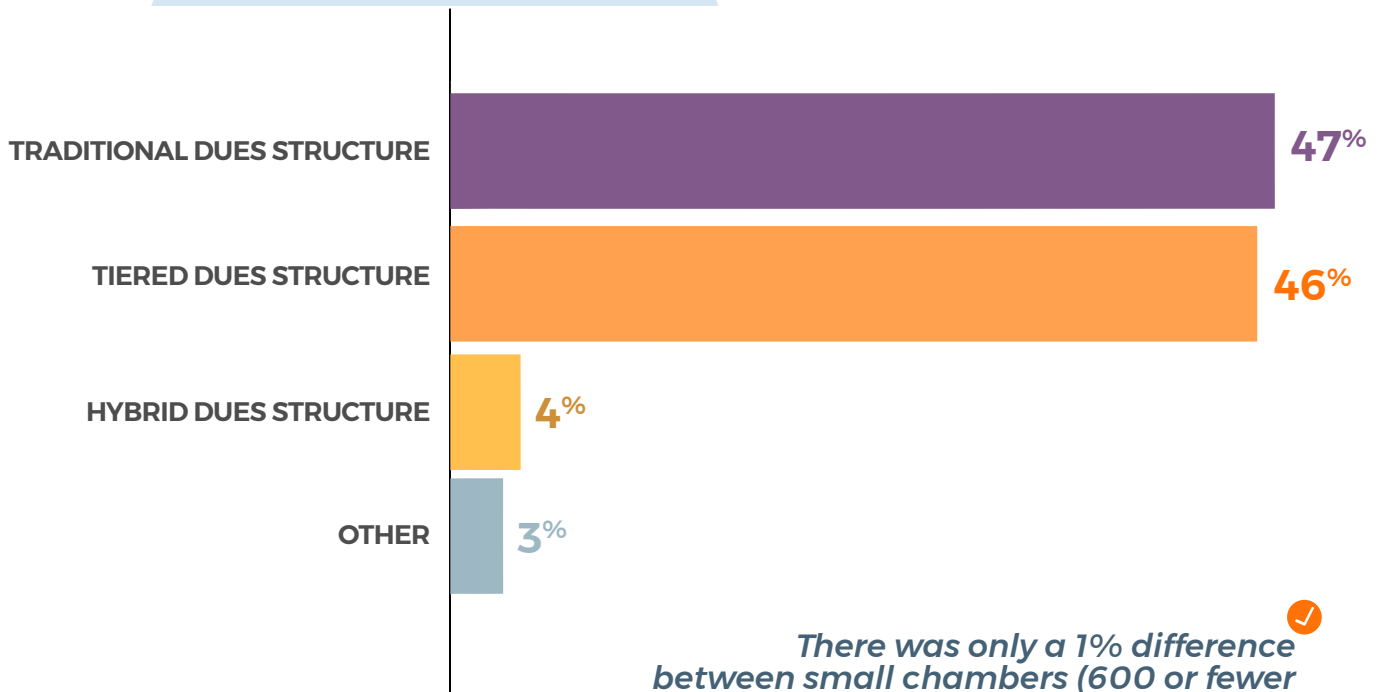
"Complacency and old school thinking."

"Lack of vision and a strategic plan."

"Board members not stepping up to the plate to do their jobs."

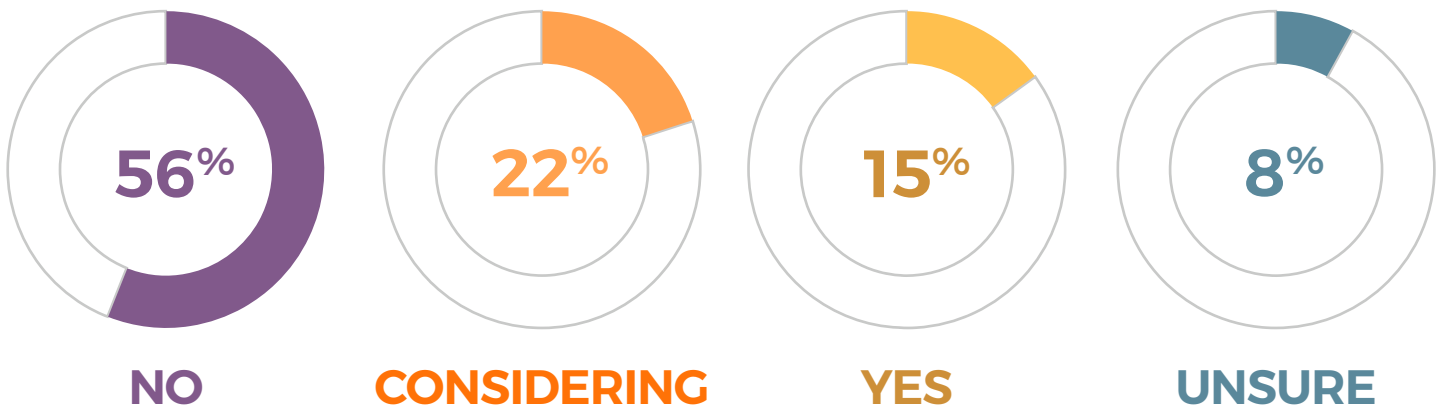
MEMBERSHIP DUES STRUCTURE

MEMBERSHIP MODEL:



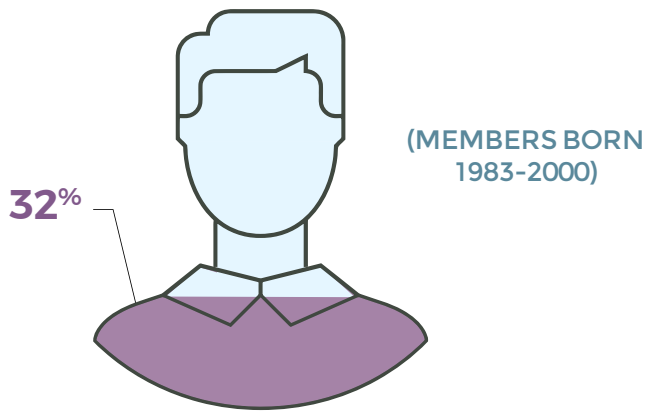
There was only a 1% difference between small chambers (600 or fewer members) vs. large chambers (601+ members) regarding dues structure.

PLANNING TO CHANGE MEMBERSHIP MODEL:

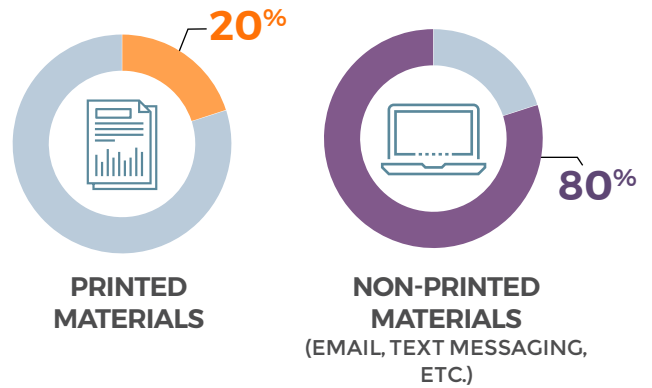


CHAMBER OPERATIONS

MILLENNIAL MEMBERS:



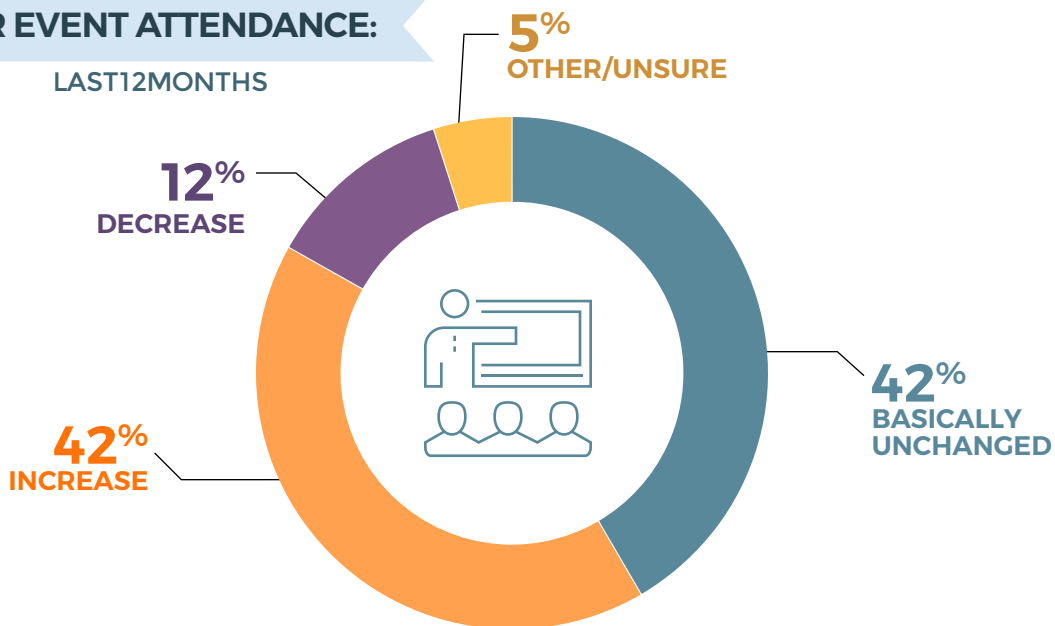
MEMBER COMMUNICATIONS:



✓ Respondents indicated that 80% of their chambers' communications are sent digitally.

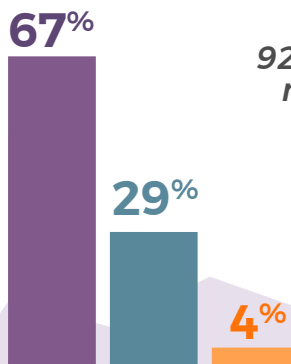
CHAMBER EVENT ATTENDANCE:

LAST 12 MONTHS



MEMBER RENEWAL SCHEDULE:

- MEMBERS RENEW ON A ROLLING BASIS
- MEMBERS ALL RENEW ON ONE FIXED DATE
- OTHER/UNSURE



✓ 92% of chambers with 601+ members renew on rolling basis.

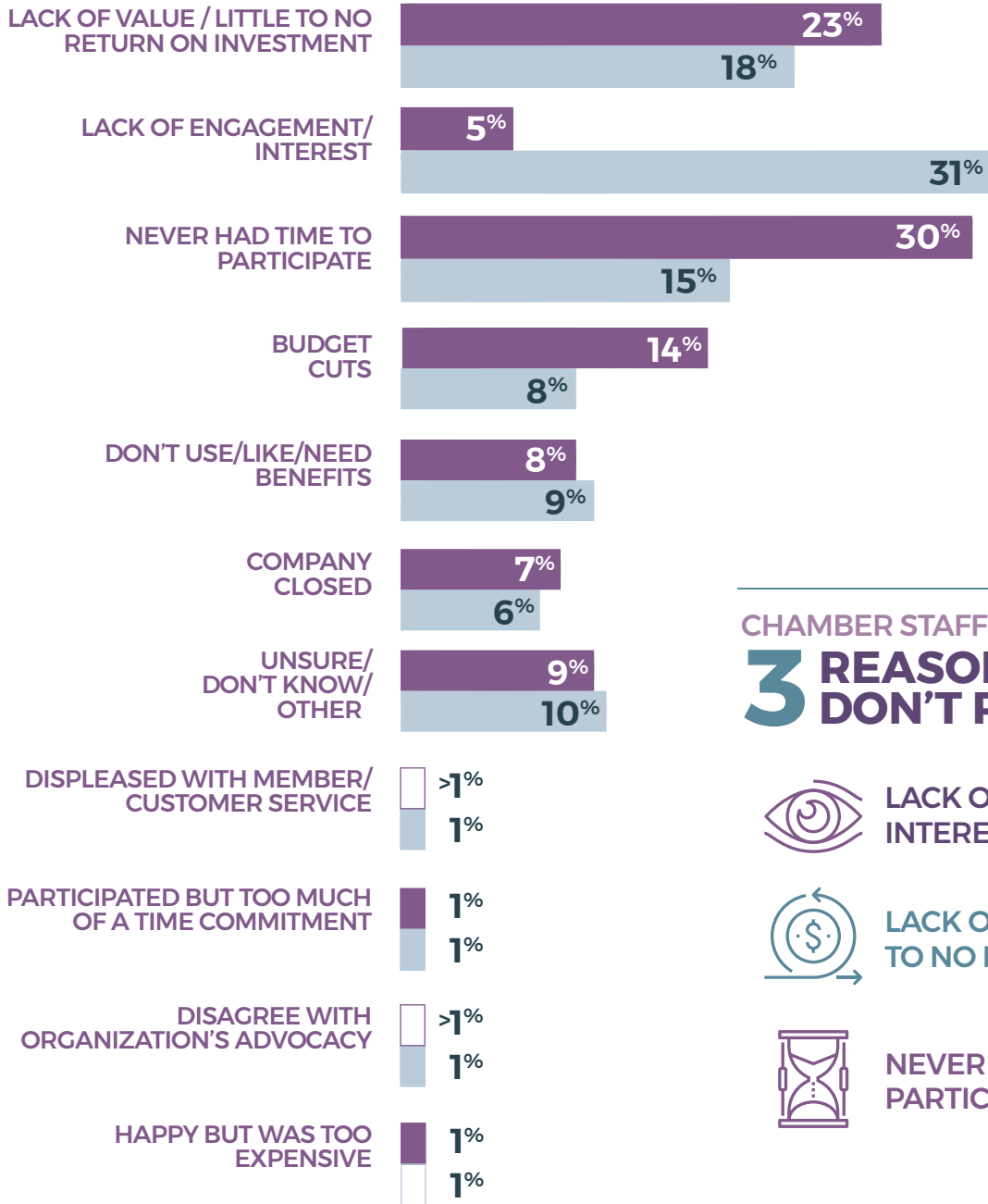
NON-RENEWALS

WHY MEMBERS DON'T RENEW:

ACCORDING TO MEMBERS

ACCORDING TO CHAMBER STAFF

We asked respondents "What do your **members say** is the reason they don't renew?" and, "Why do **you think** members don't renew?" The biggest difference of opinion was in Lack of Engagement/Interest.



CHAMBER STAFF SAYS TOP 3 REASONS MEMBERS DON'T RENEW:



LACK OF ENGAGEMENT INTEREST



LACK OF VALUE/LITTLE TO NO ROI

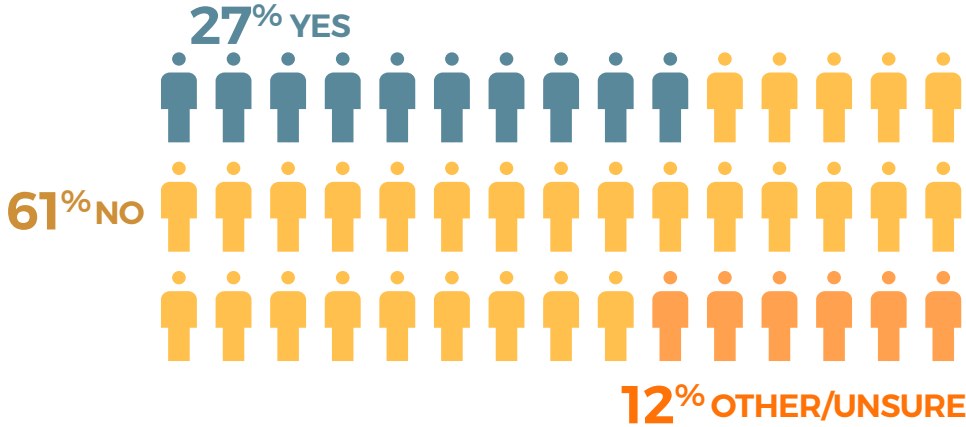


NEVER HAD TIME TO PARTICIPATE

CHAMBER OPERATIONS

Only 27% of chambers have membership drives. 

DO YOU HOLD MEMBERSHIP DRIVES?:

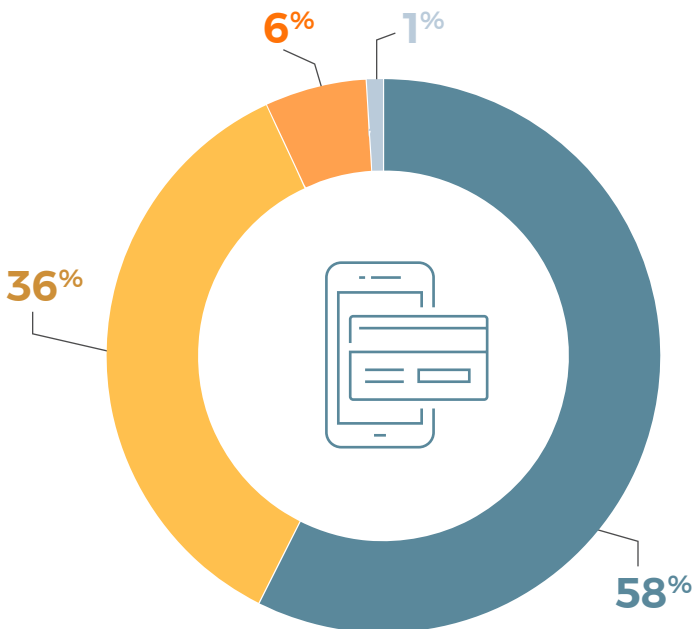
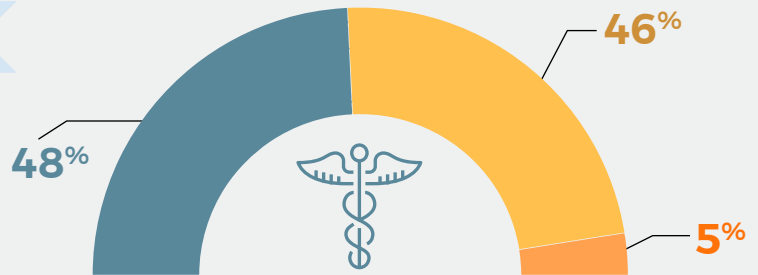


Of chambers that hold membership drives, 62% have seen an upward trend in membership growth vs. 31% that don't have a membership drives (past 5 years).

66% of chambers with 601+ members do NOT have membership drives.

EMPLOYEE/STAFF HEALTH INSURANCE:

- OFFERED
- NOT OFFERED
- OTHER/UNSURE



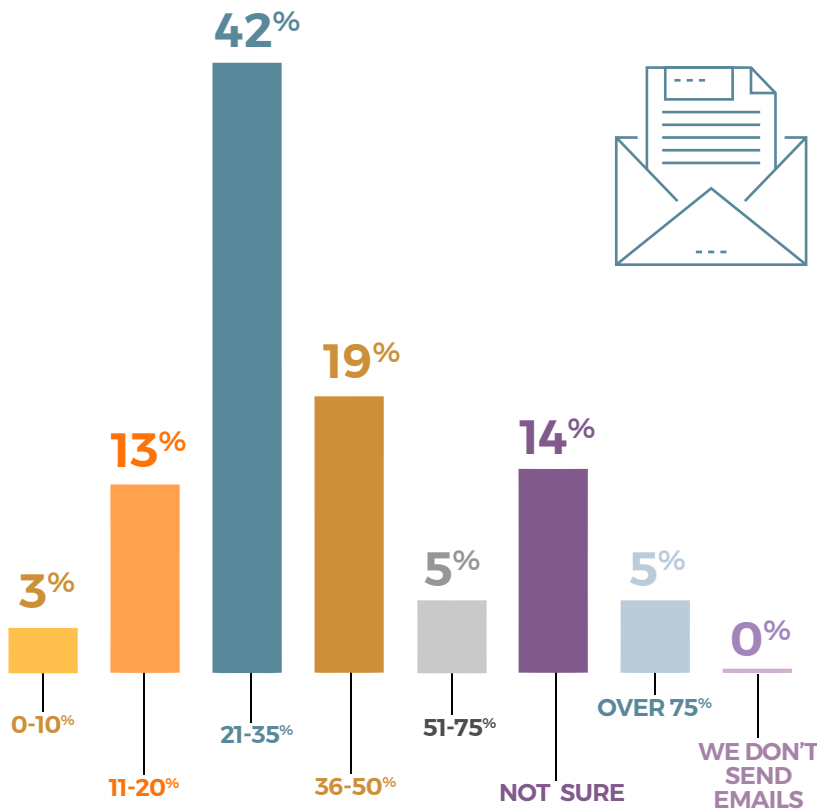
MOBILE CREDIT CARD READER USAGE:

- YES
- NO
- PLANNING TO SOON
- OTHER/UNSURE

Almost 2/3 of chambers are using mobile credit card readers for events.

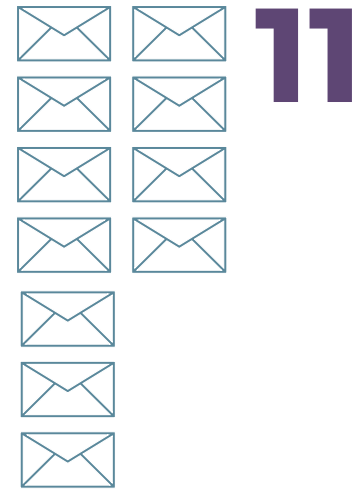
CHAMBER-SENT EMAIL

OPEN RATE:



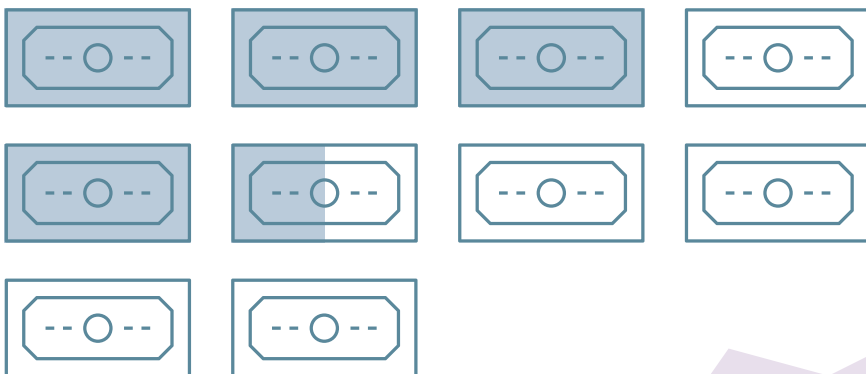
EMAIL RATE:

NUMBER OF EMAILS SENT PER MONTH



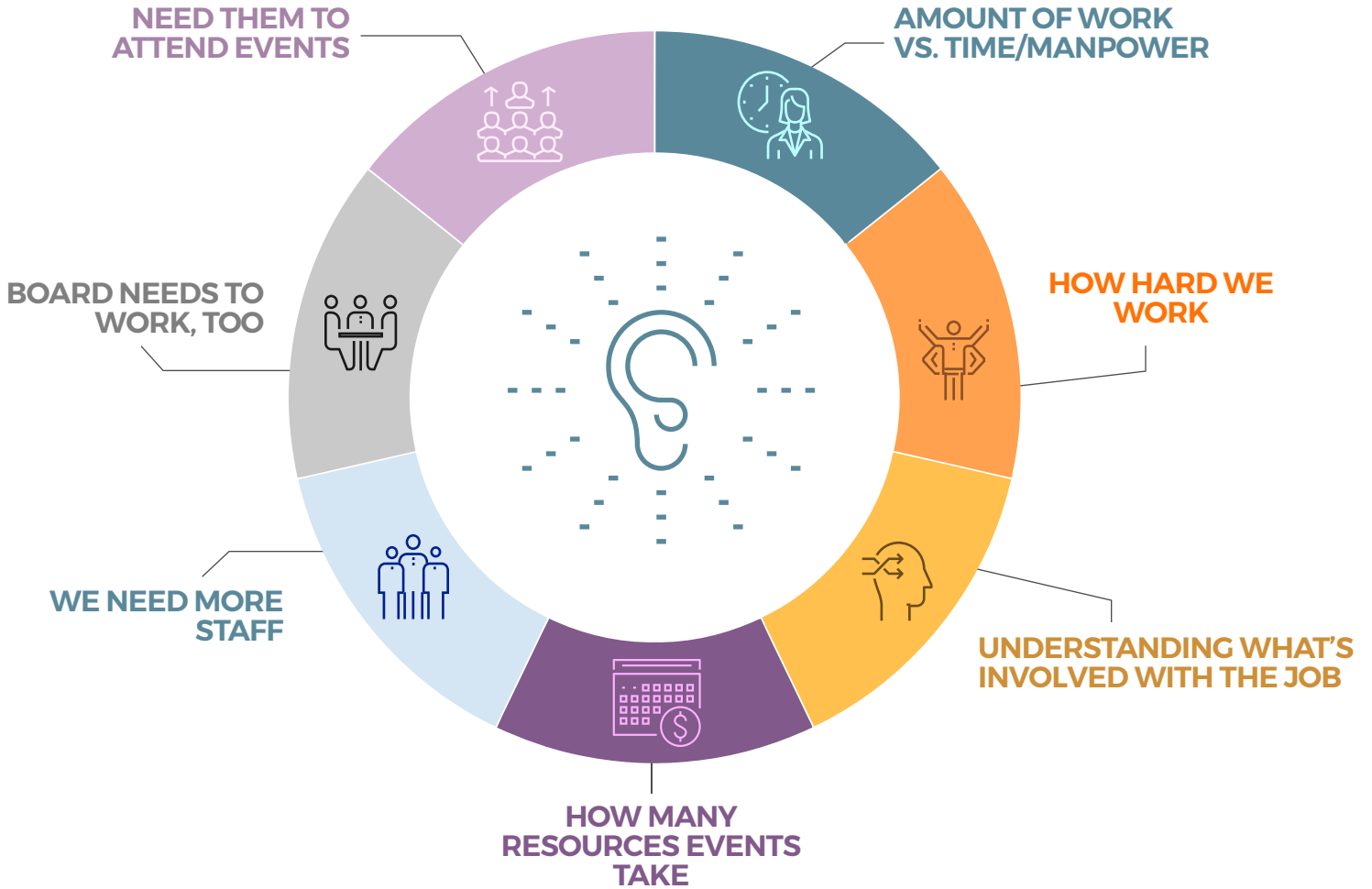
NON-DUES REVENUE:

PERCENTAGE OF ANNUAL NON-DUES REVENUE



WISH LIST

WHAT CHAMBER EMPLOYEES WISH THEIR BOARD REALIZED:



WHAT RESPONDENTS SAID:

"I do more than just socialize."

"It would normally take 3 people to complete my job responsibilities at a for-profit company."

"Not everyone wants to be a member."

"That fact that asking for a donation is not an easy task"

"Bigger committees aren't better committees."

"Chambers are no longer a staple in company budgets."



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membership, marketing & website solutions

At ChamberMaster, we pride ourselves on listening to and focusing on chambers 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 Member Management Software Buyers Workbook >>

Contact us today for a personalized product demo >>