




# 2024 Annual Chamber Survey Results

For Chamber of Commerce Professionals

 Avg. Reading Time: **3 min**



# 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.

**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

#3



#4 Revenue/Budget/Funding



#5 Attracting Younger  
Members

#5



# Growth Challenges

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

#1

**#1**

Lack of employees or staff

#4

**#2**

Difficulty communicating our organization's value

#2

**#3**

Lack of a recruitment strategy or plan

#3

**#4**

Difficulty reaching prospective members

#5

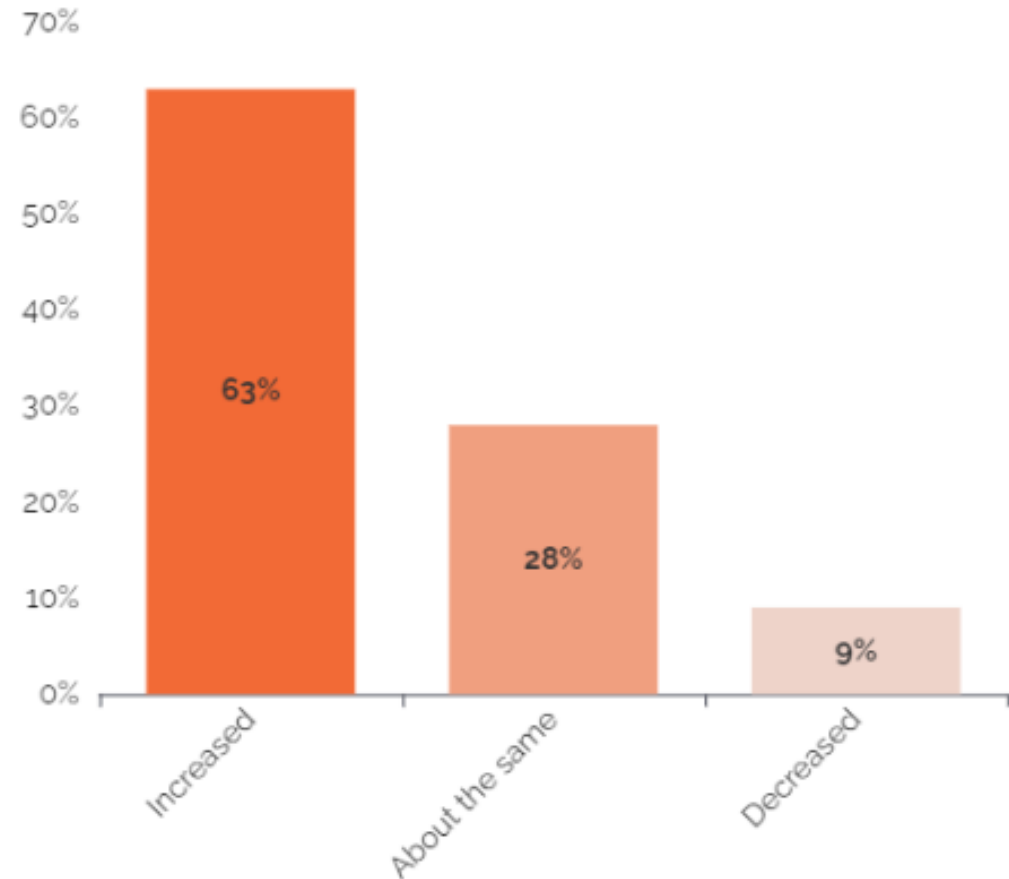
**#5**

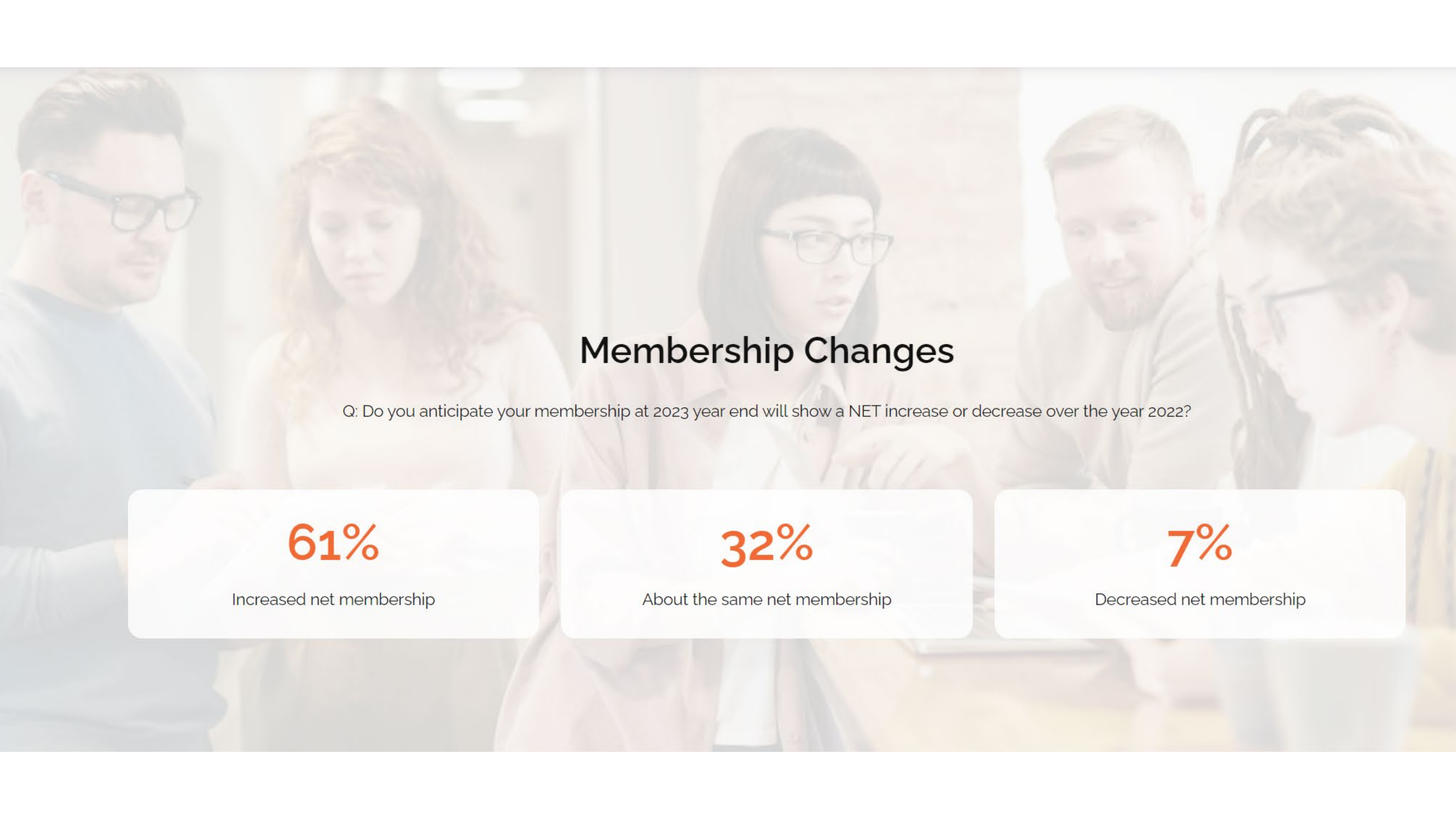
Attracting younger members

# New Memberships

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

2022 - 45    2023 - 63  
40% INCREASE





## Membership Changes

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

**61%**

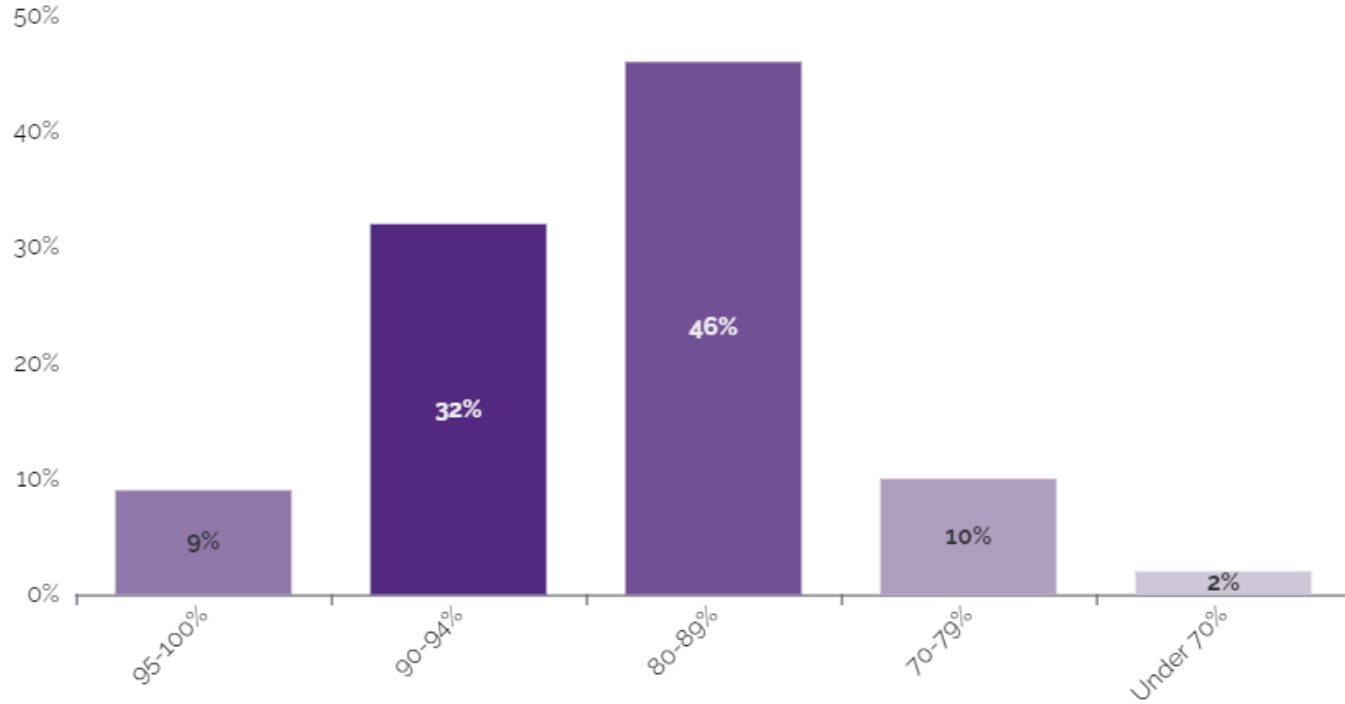
Increased net membership

**32%**

About the same net membership

**7%**

Decreased net membership



## Retention Rate

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

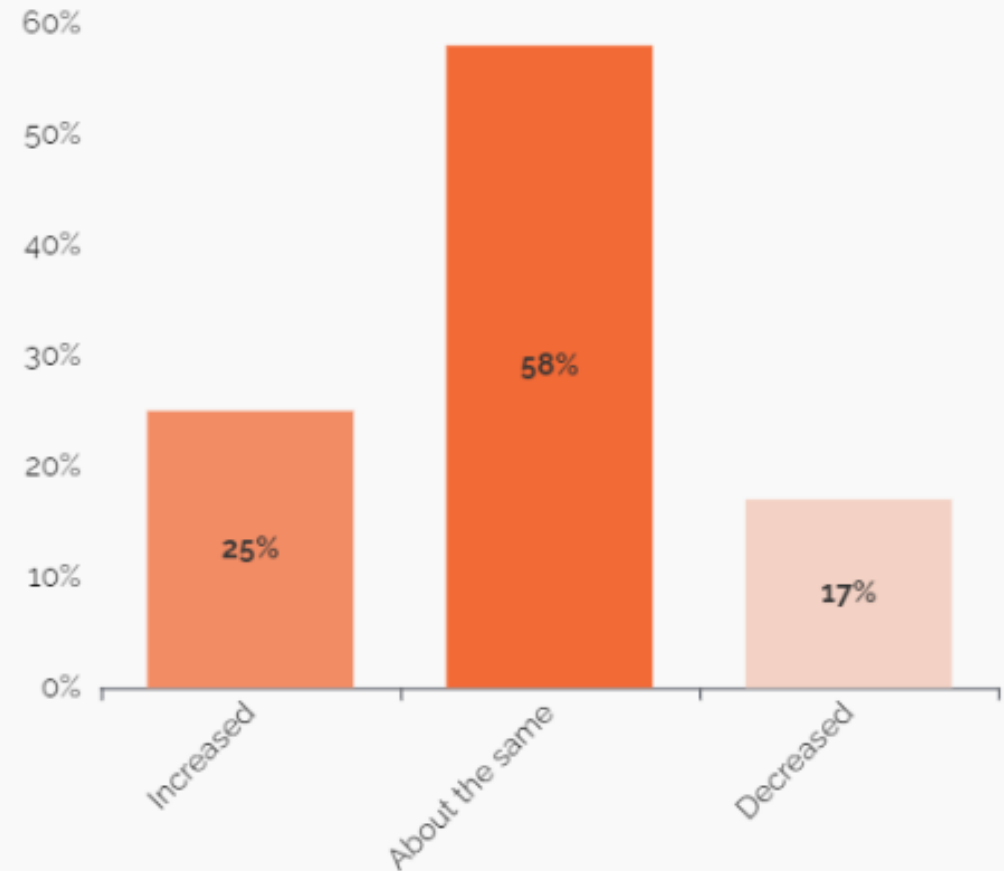
**8.31% Year End 2023**



# Retention Changes

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

Decreased - Year End 2022 - 89.05%  
10. 4 pts.



# Non-Renewal Reasons

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

**AGREE**

**1**

Lack of engagement with the organization

**AGREE**

**2**

Lack of time to participate

**AGREE**

**3**

Left the profession/industry/area

**DISAGREE**

**4**

Lack of value

**AGREE**

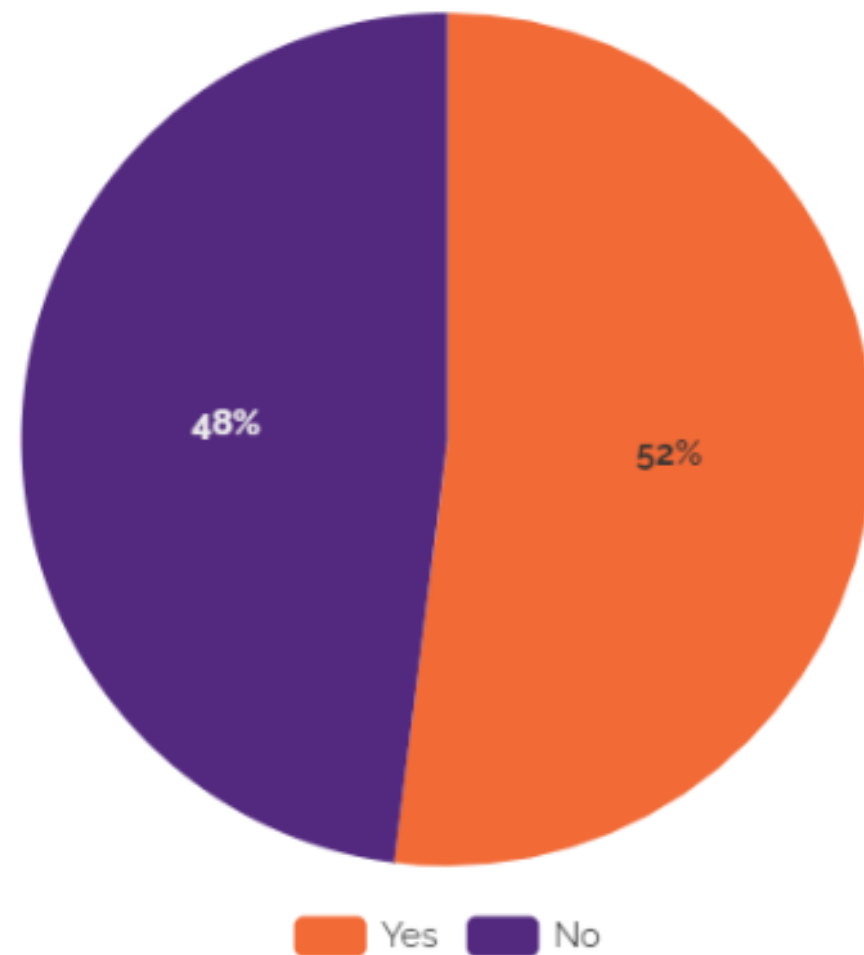
**5**

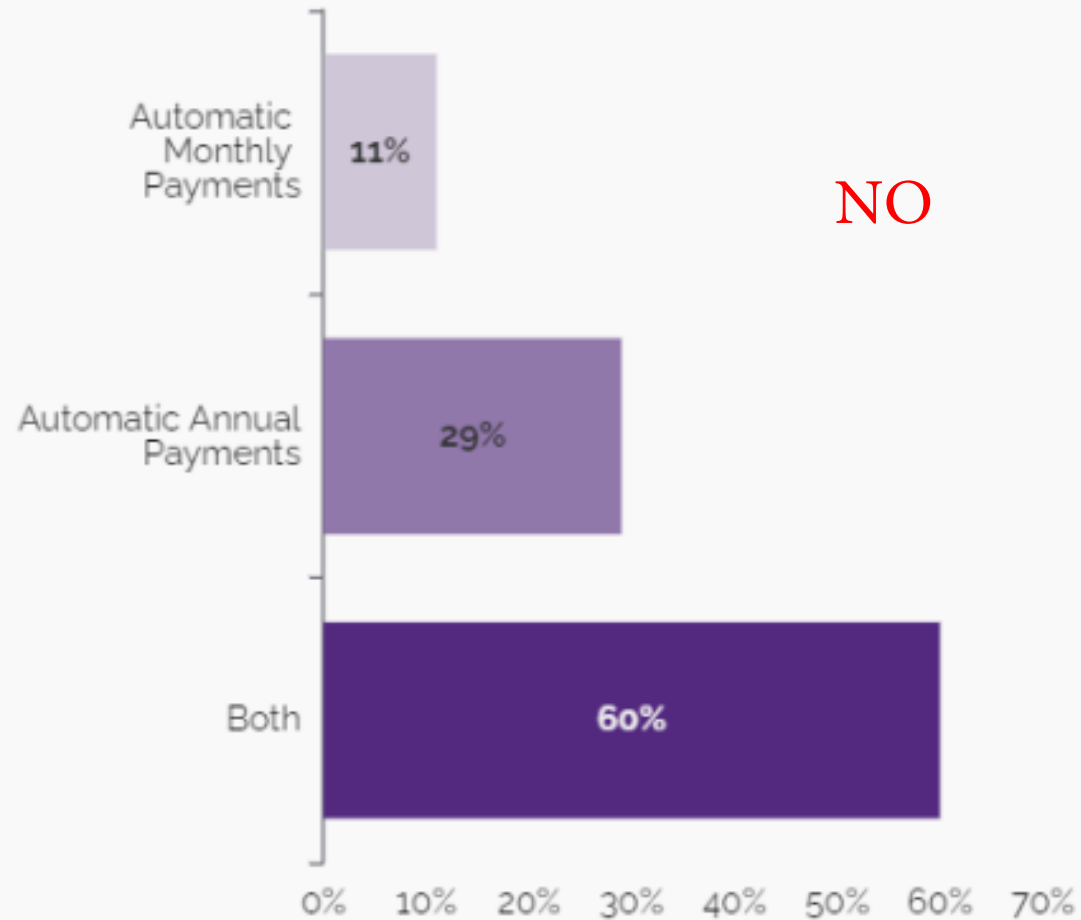
Forget to renew

# Automatic Renewals

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

NO





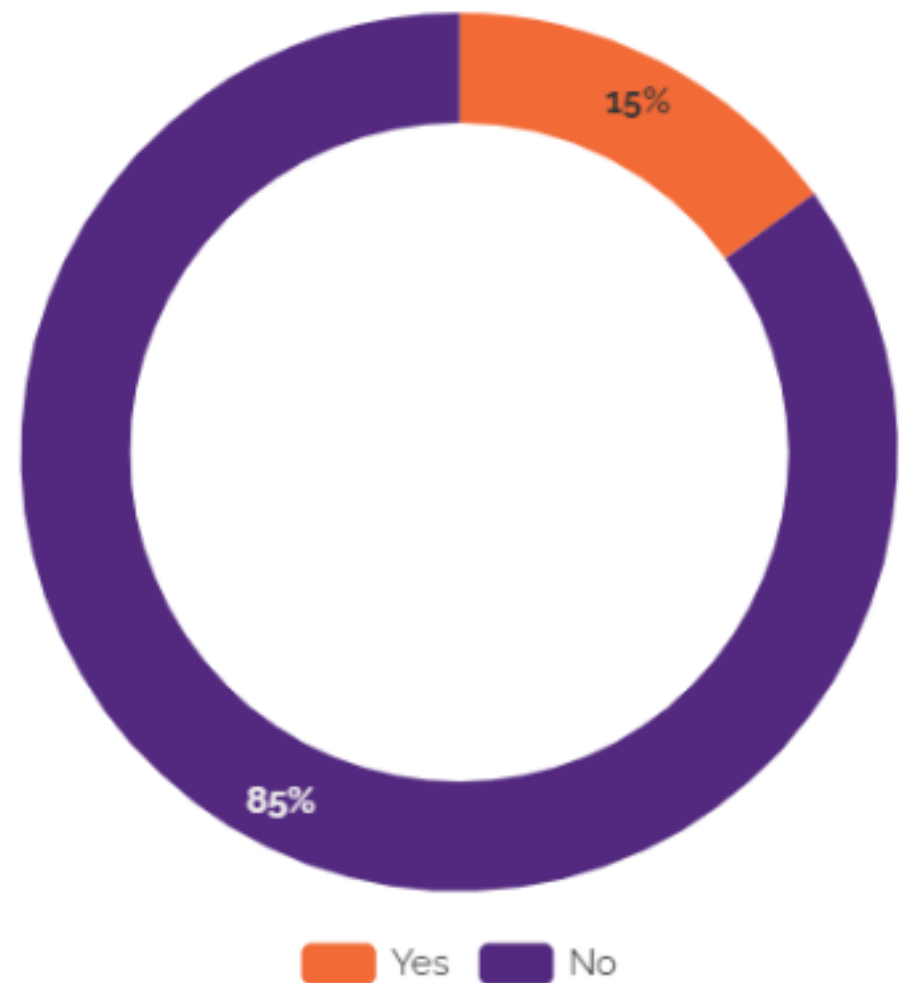
# Monthly Payment Option

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?

NO



# 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

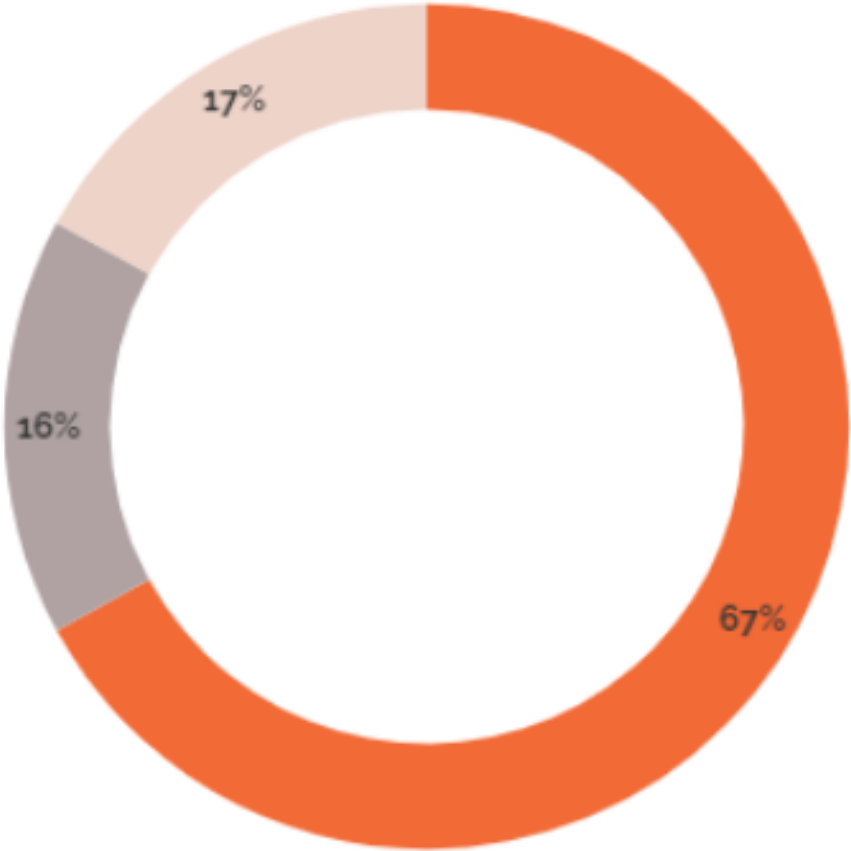
## **Value Proposition Reinforcement:**

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

02

Values & Policies

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



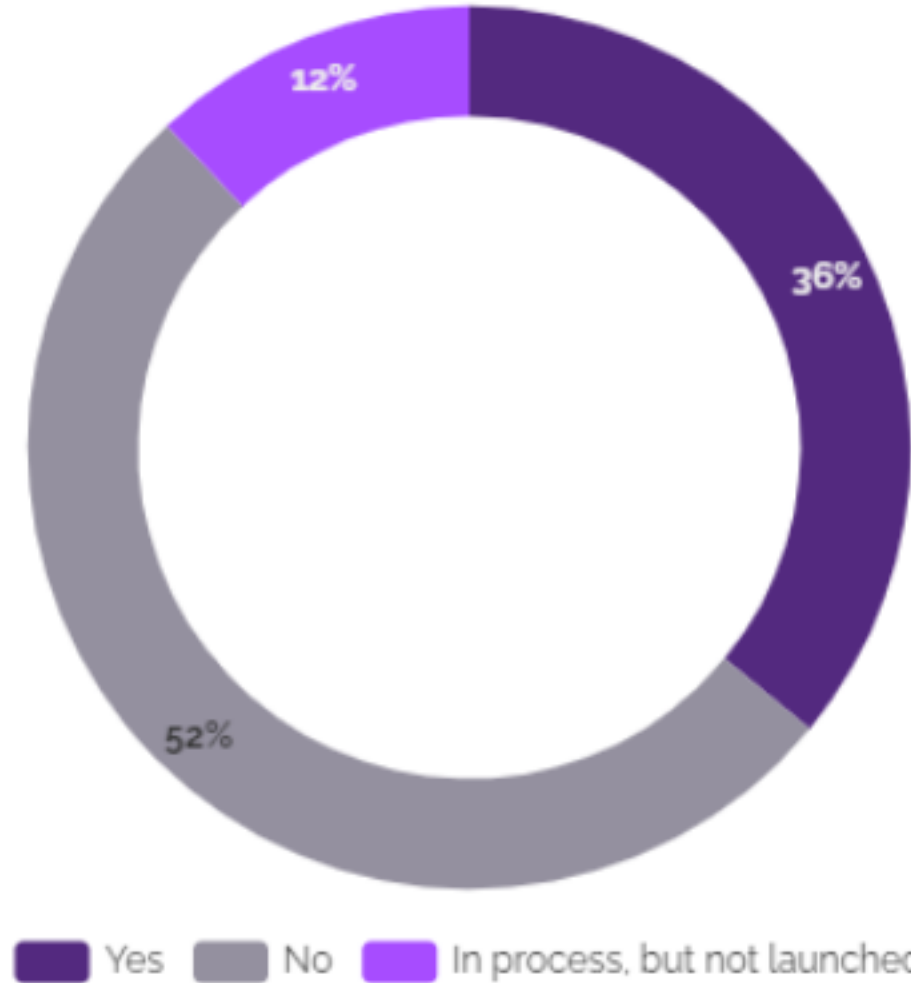
YES

Yes No Not sure



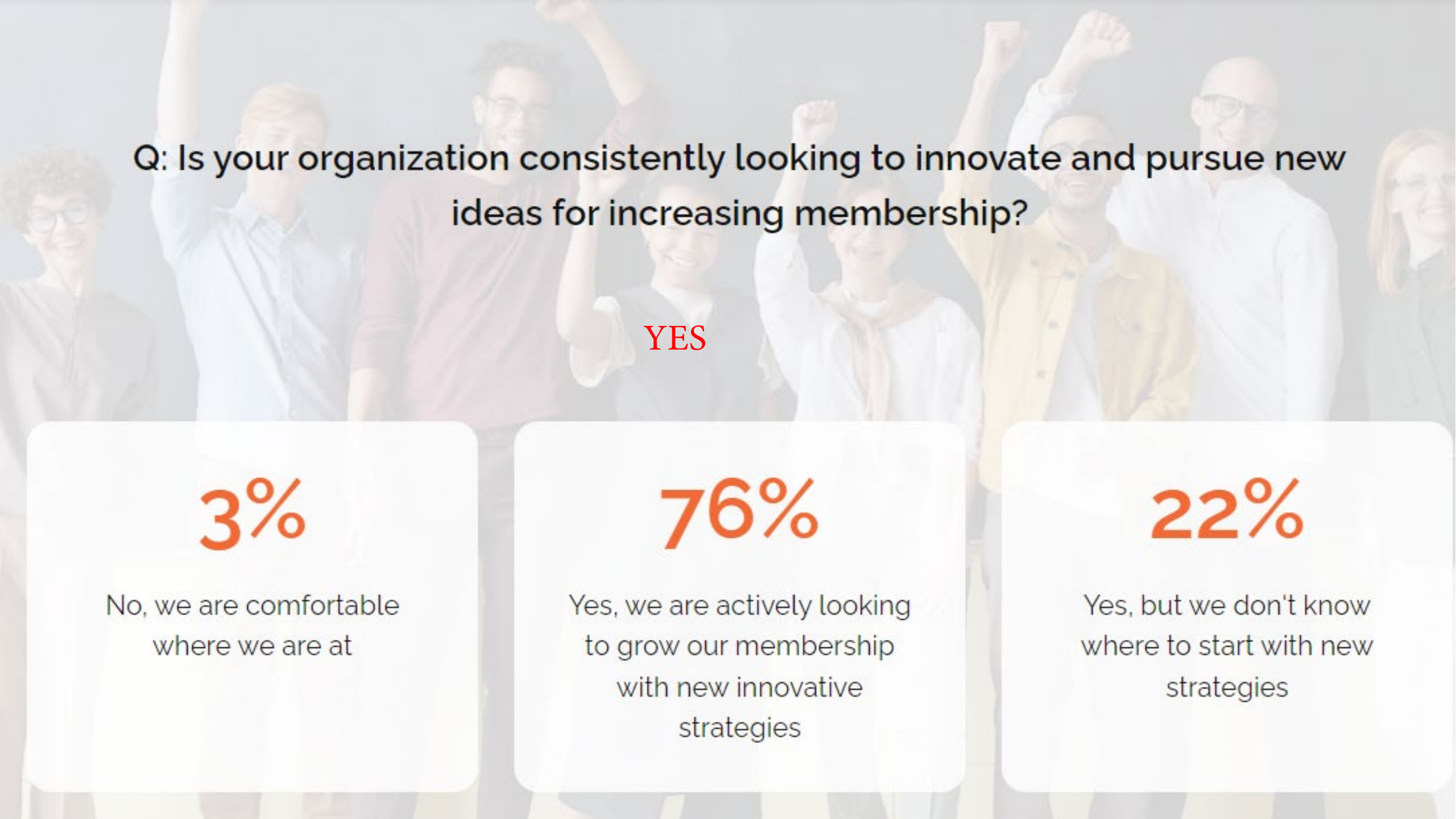
Q: Does your organization have a documented diversity and inclusion policy that you use regularly?

NO



03

Innovation & Initiatives



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

YES

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

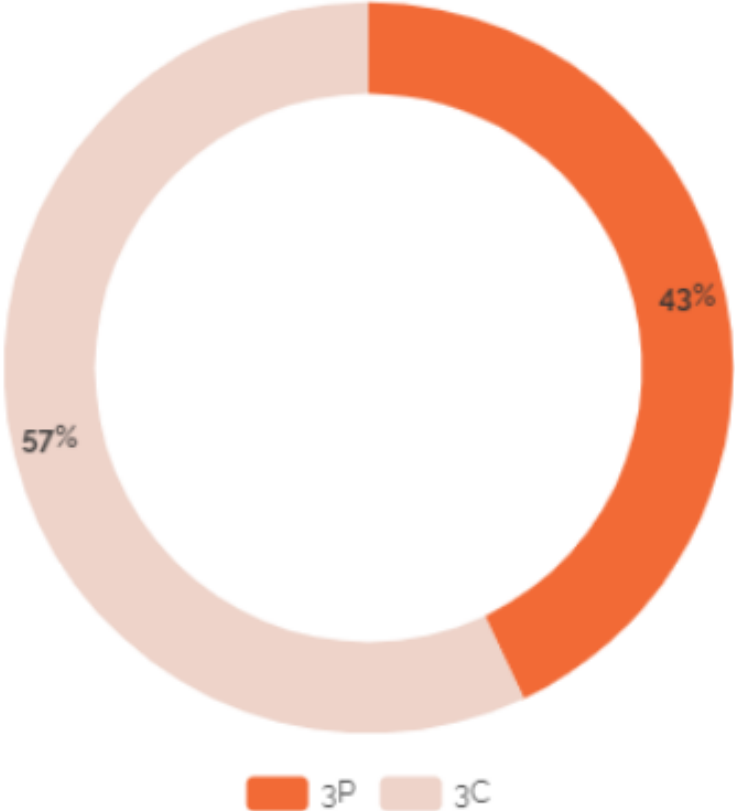
# Q: Is your chamber viewed more as a 3P or 3C?

*3P: A chamber of events* Three P chambers focus their efforts on parades, pageants, & parties

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

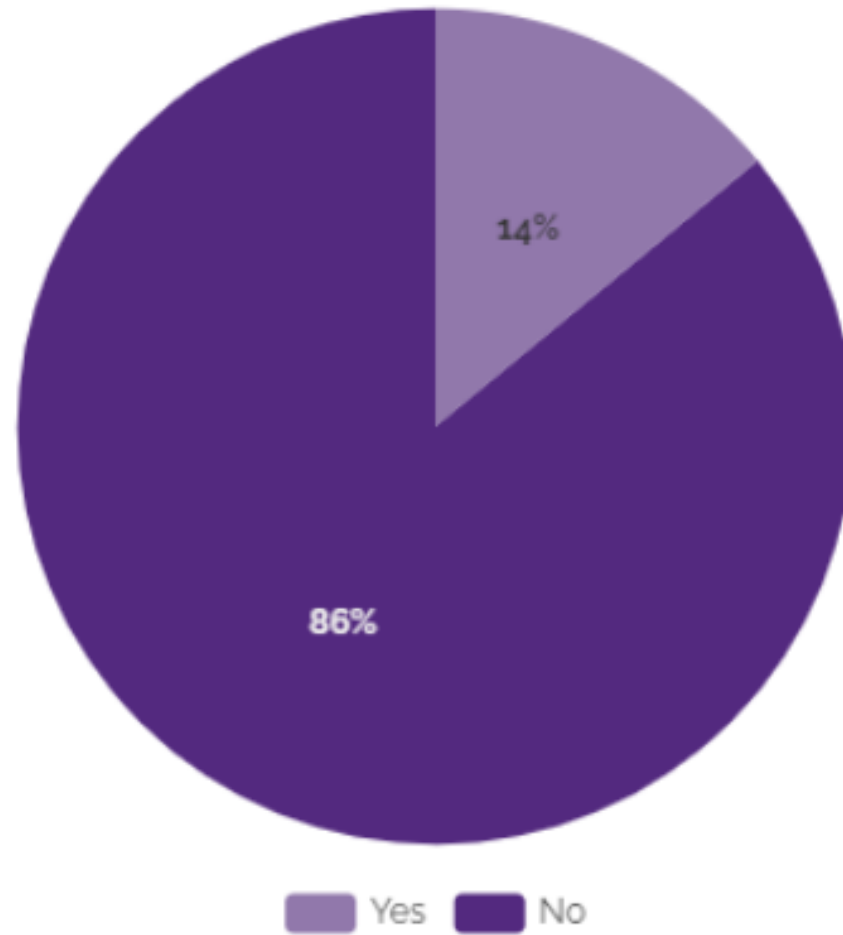
Three C chambers are catalysts, conveners, and champions

3P



Q: Does your chamber help elect candidates to office?

NO

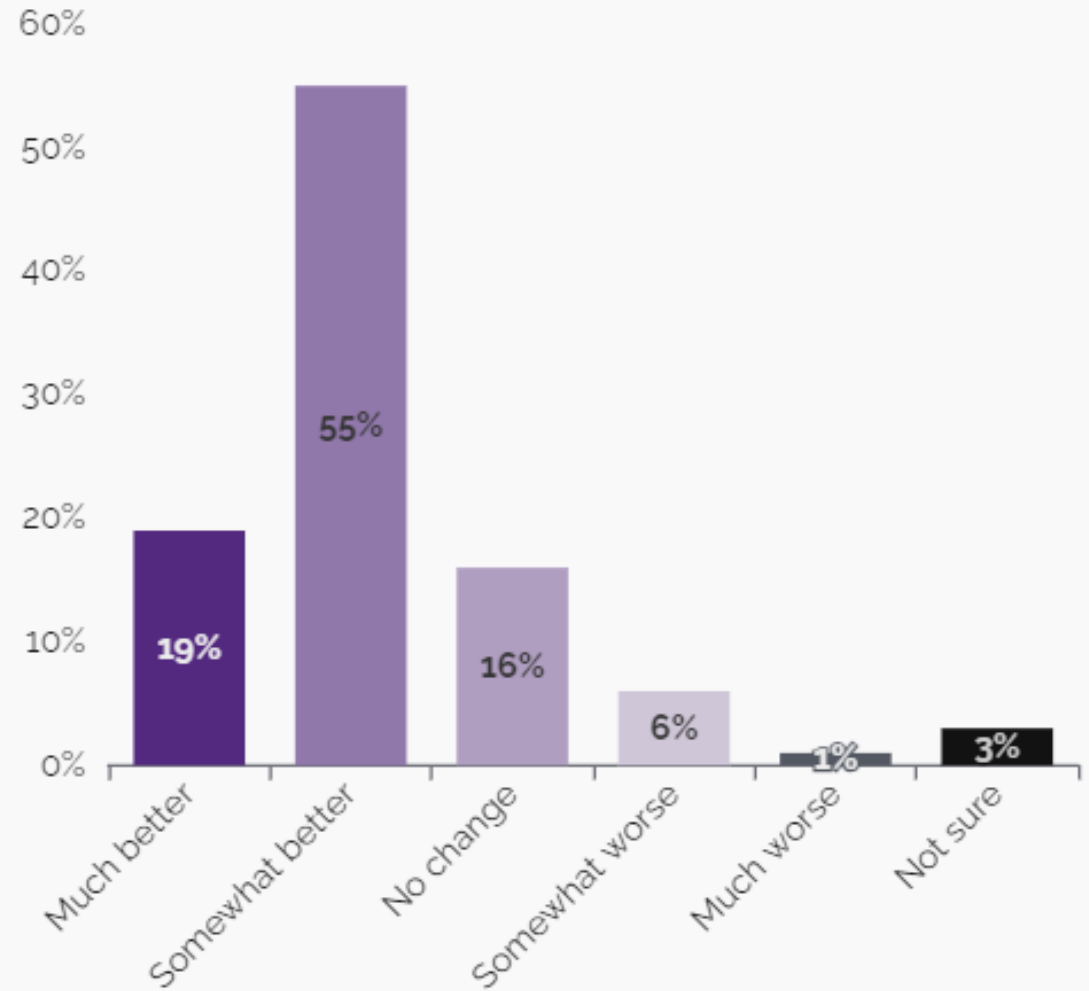


04

Membership & Engagement

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

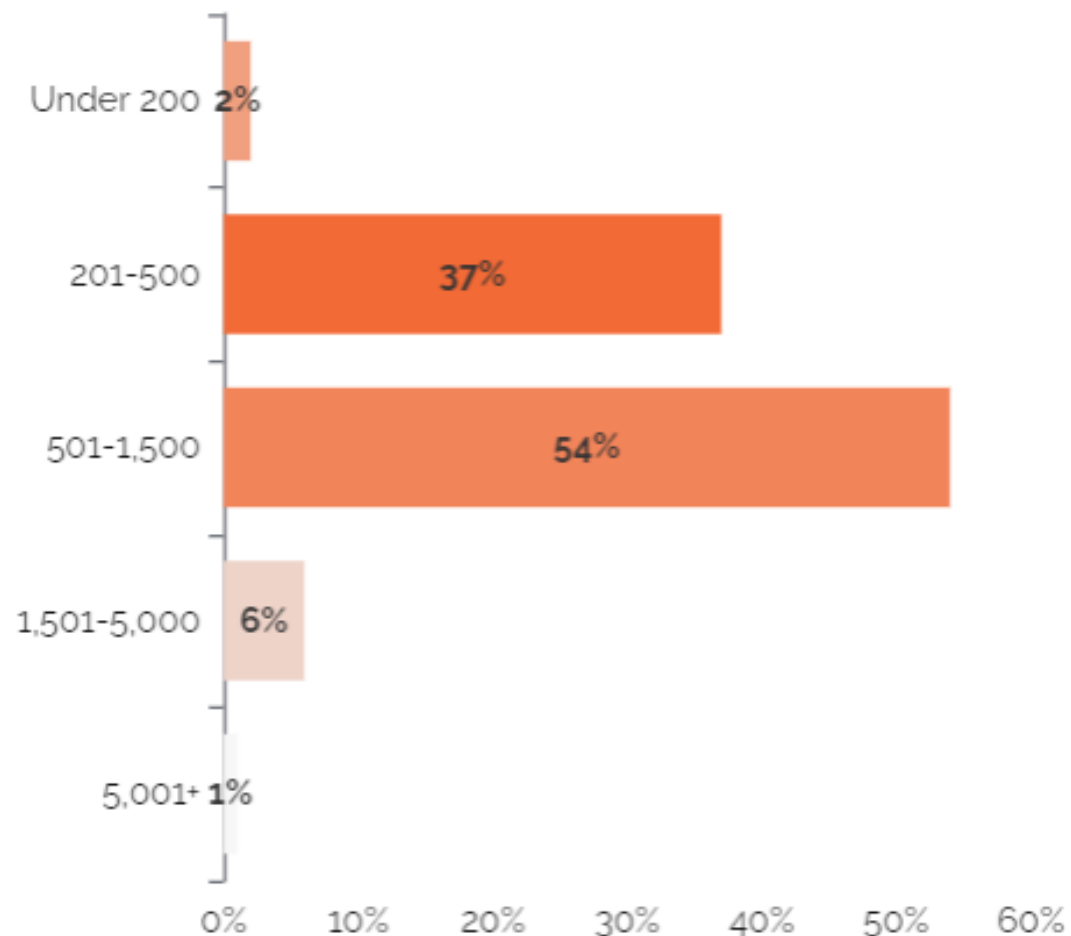
**SOMEWHAT BETTER**



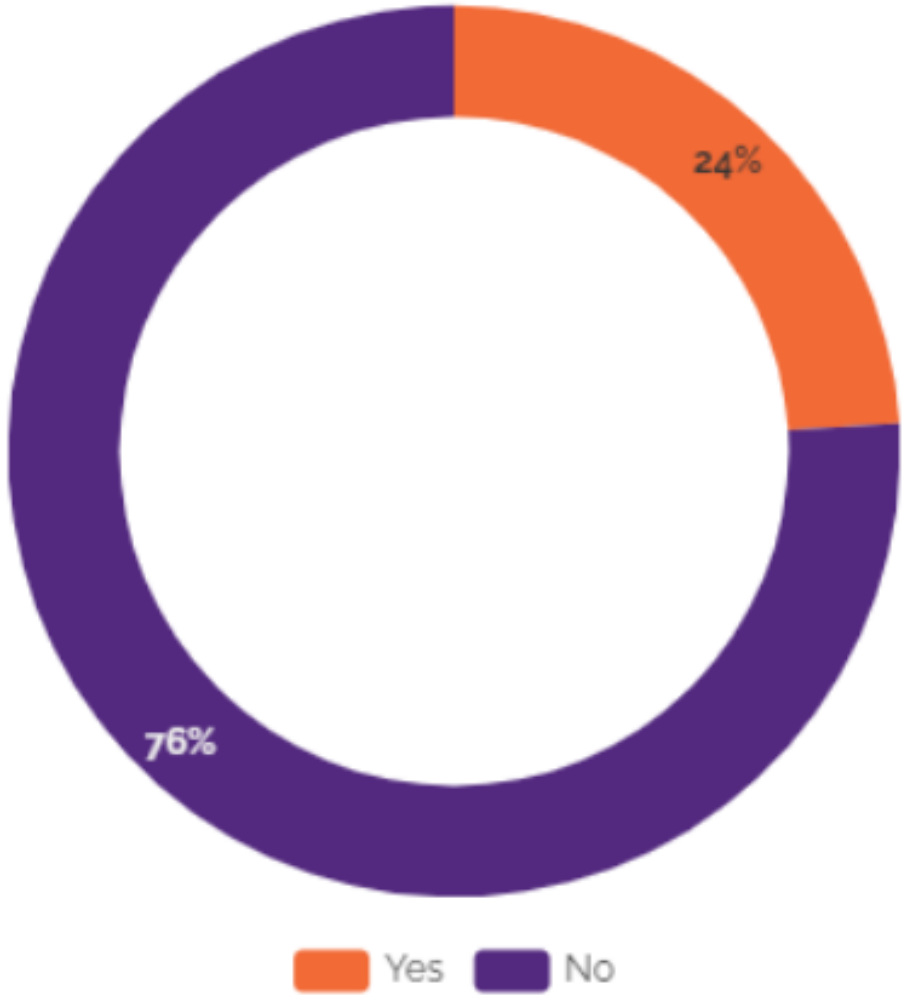
# Anticipated Membership

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

**200-500**







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

NO

# 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?

#1



To grow their  
network



Visibility within  
their community or  
profession



To build credibility  
in their community  
or profession



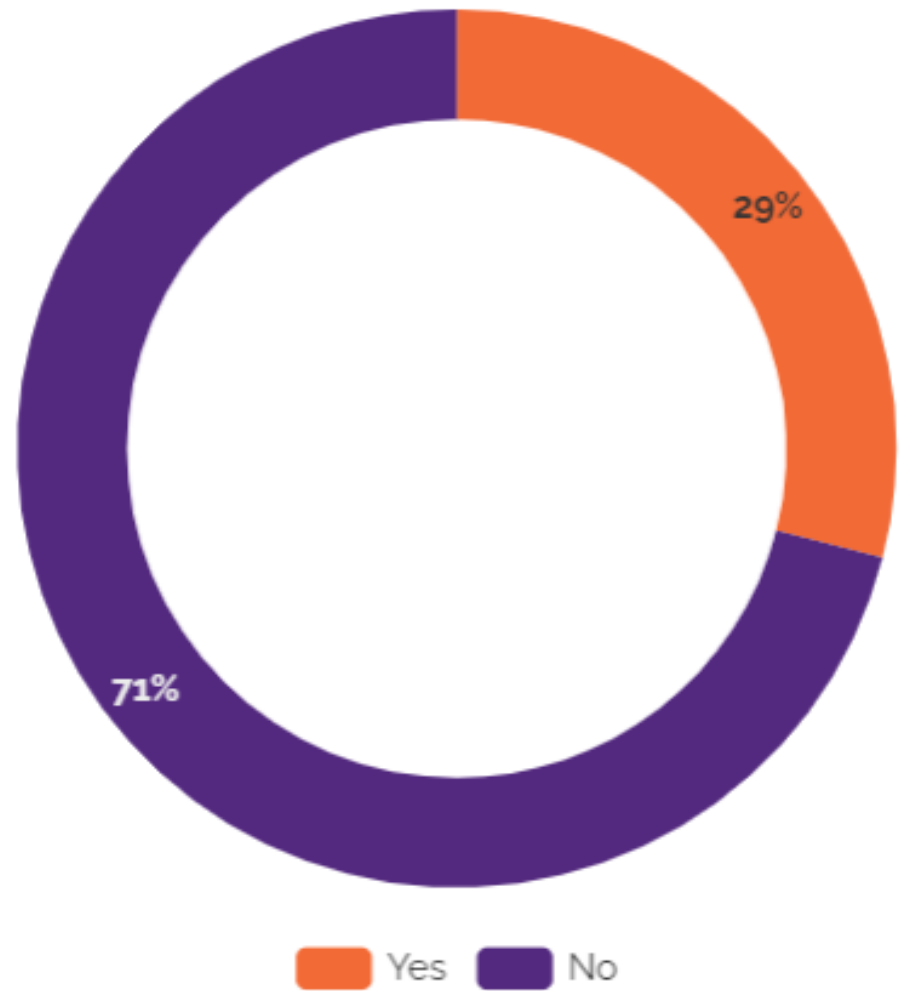
To attend events,  
trade shows,  
conferences



To support the  
mission of our  
organization

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

NO



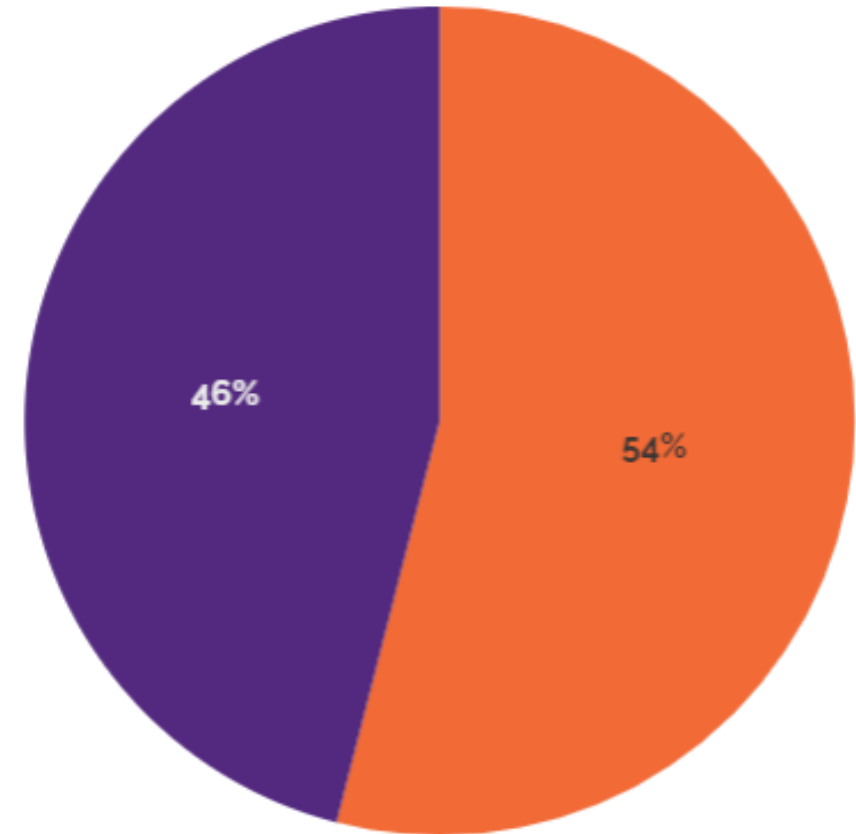
05

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)?

**AVERAGE OF 28% SINCE 2020**  
**EVENTS - 21.5% / NON DUES - 34.2%**



Legend: ■ Dues ■ Non-Dues

	2024 Jan - Feb		2023 Jan - Dec		2022 Jan - Dec		2021 Jan - Dec		2020 Jan - Dec						
Gross Revenue	\$	34,988.36	\$	194,606.90	\$	215,274.77	\$	214,649.00	\$	239,752.98					
Membership	\$	13,725.50	39.2%	\$	94,895.00	48.8%	\$	98,856.25	45.9%	\$	82,967.00	38.7%	\$	114,890.45	47.9%
Events	\$	7,137.44	20.4%	\$	46,640.38	24.0%	\$	41,654.00	19.3%	\$	58,590.00	27.3%	\$	39,785.00	16.6%
Non Dues	\$	14,125.42	40.4%	\$	53,071.52	27.3%	\$	74,764.52	34.7%	\$	73,092.00	34.1%	\$	85,077.53	35.5%

# Top Non-Dues Revenue Sources

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

## #1 Event Sponsorships

\$34,421



## #2 Event Registration Fees

\$13,830



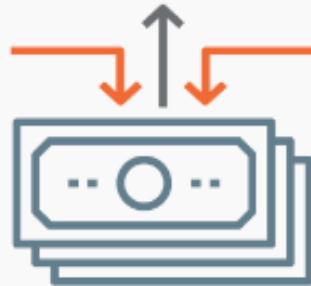
## #3 Other Sponsorships

\$20,400



## #4 Advertising

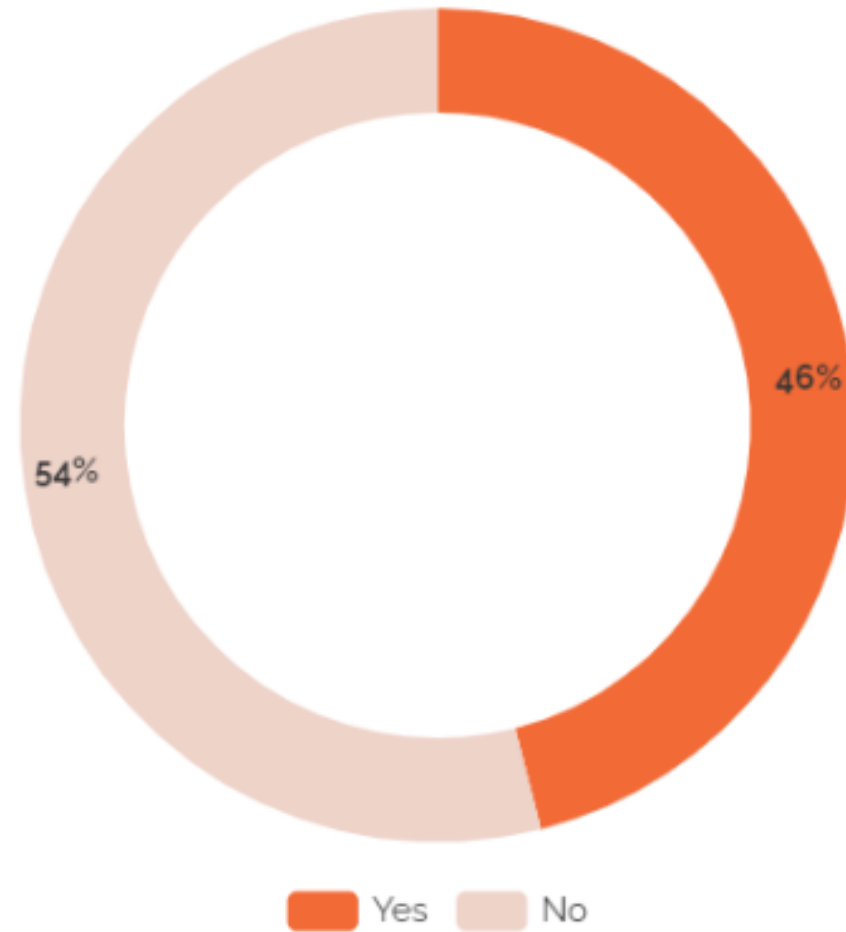
\$6,134



## #5 Grants



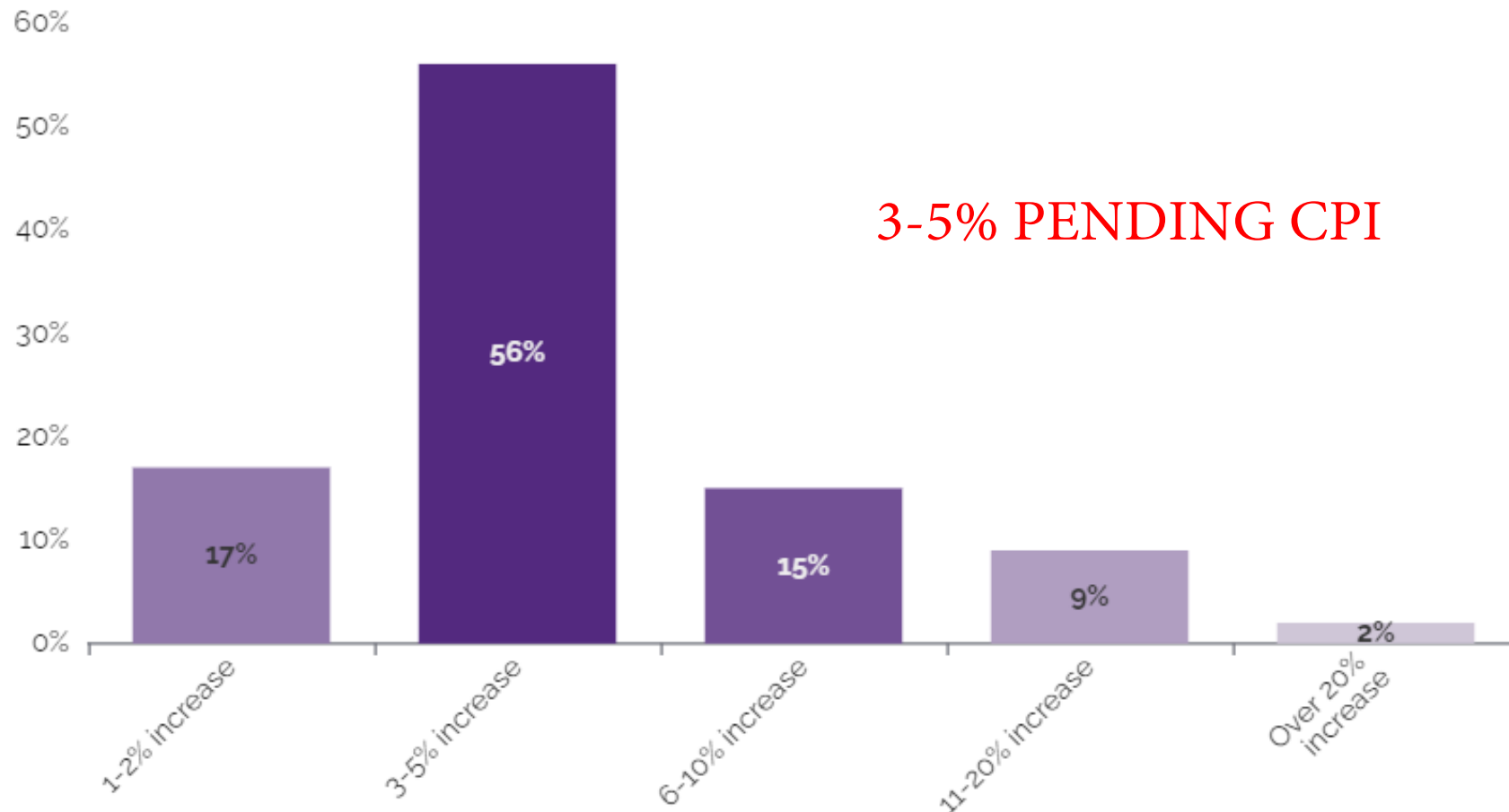
Q: Did you, or do you plan to, raise your membership dues in 2024?

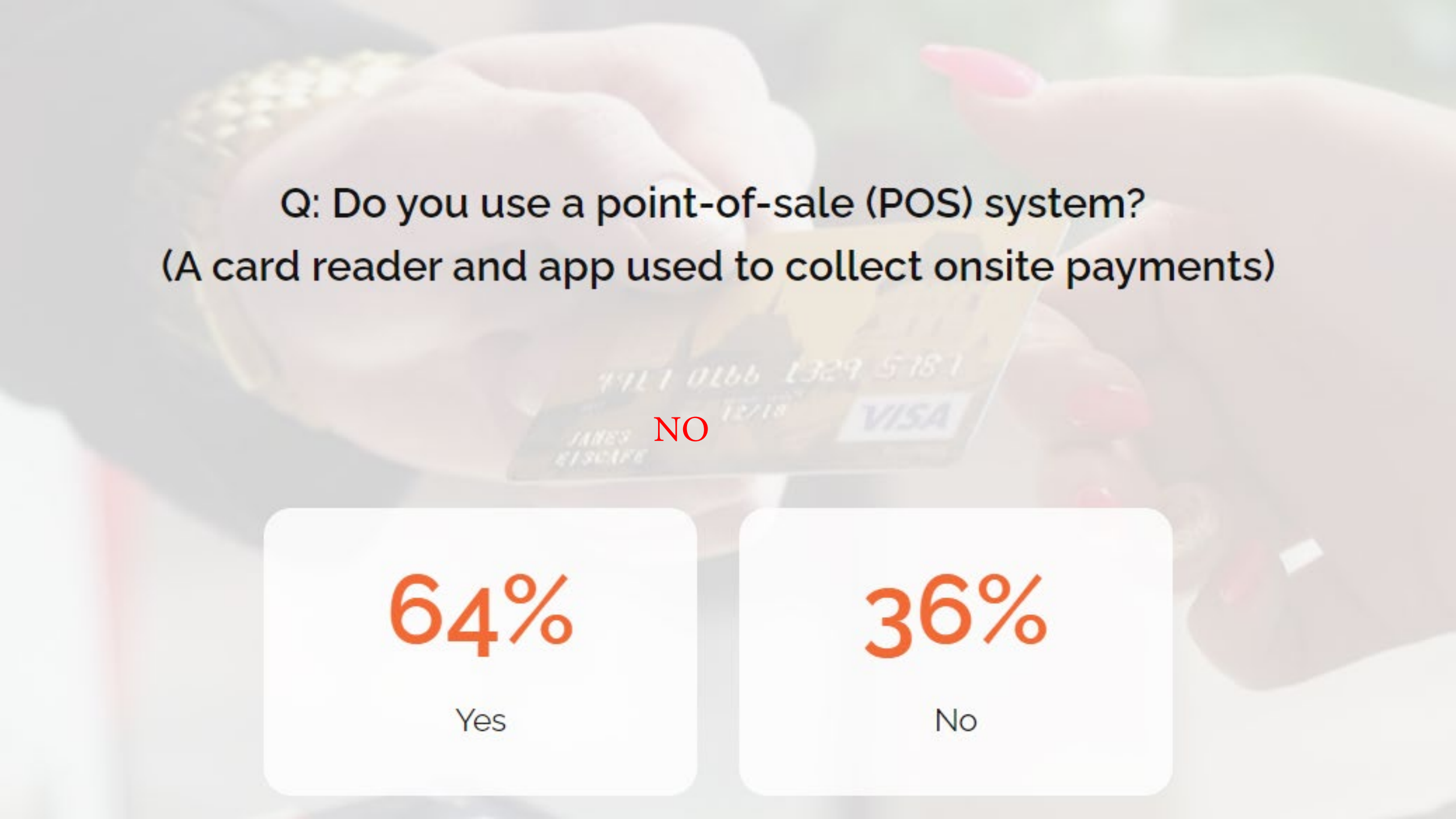


YES



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



A hand holding a Visa credit card over a POS terminal. The card is yellow and black, with the name JAMES KISCAGE and the number 4111 0166 1329 5181 visible. The word NO is written in red over 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