



2026 Annual Chamber Survey Results

For Chamber of Commerce Professionals

⌚ Avg. Reading Time: 3 min



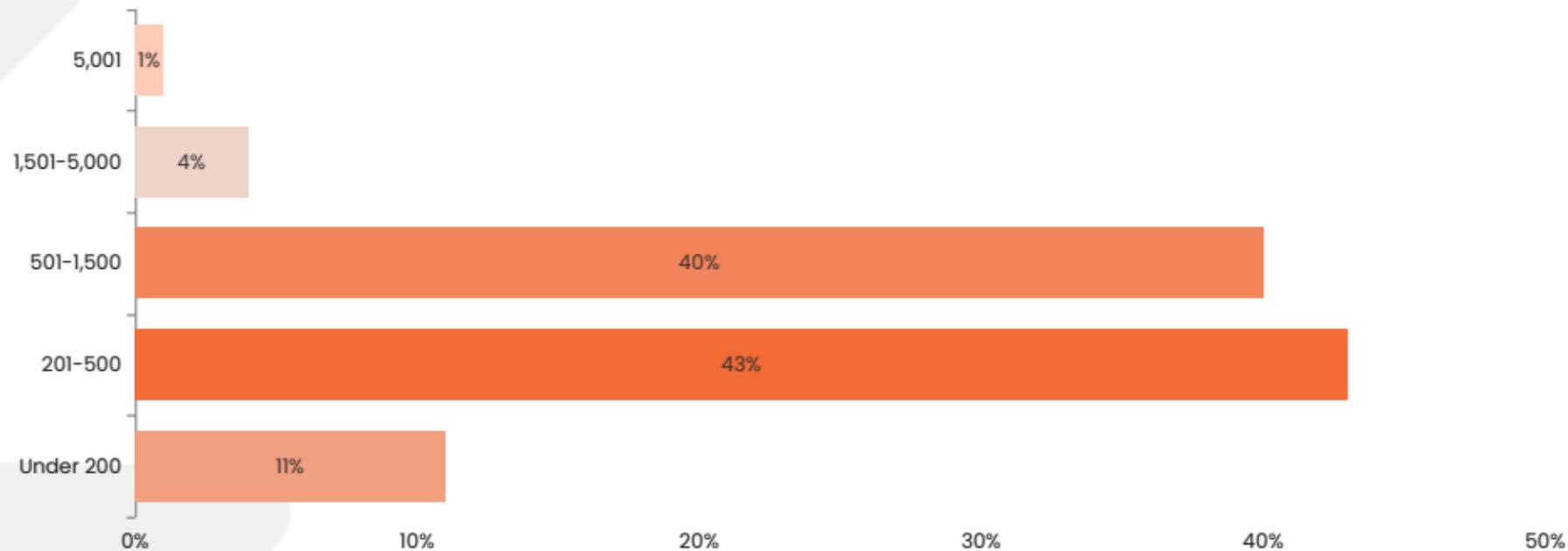


01

Membership Growth

Anticipated Membership

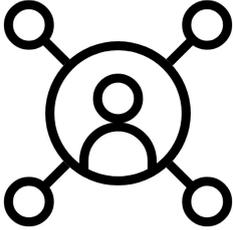
Q: What is your organization's anticipated membership as of 12/31/2025 (number of billing accounts)?



Organizational Challenges

Q: What are your organization's biggest internal challenges?

1. Member Engagement / Retention



2. Time, never enough time



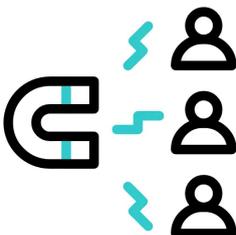
3. Growing Membership



4. Revenue / Budget / Funding



5. Attracting Younger Members



External Trends or Pressures

Q: Which external trends or pressures do you expect will have the biggest impact on your organization in the next 12 months?

1



Inflation

2



Competition for attention

3



Artificial Intelligence

4



Political or regulatory changes

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 our organization's value

4

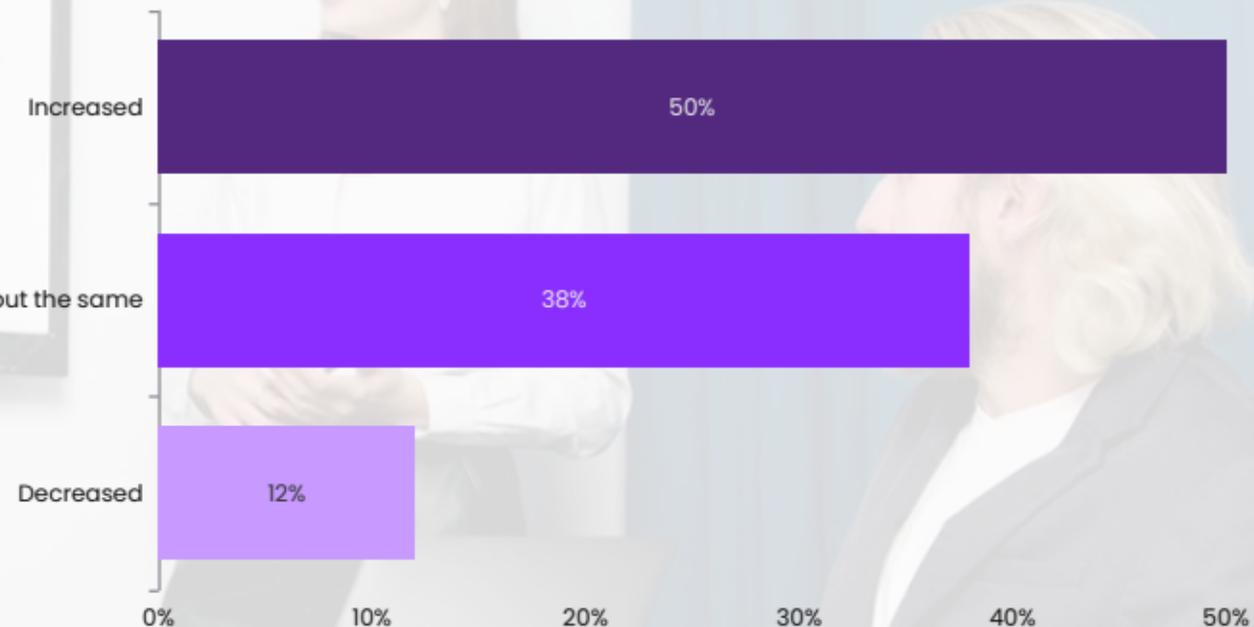
Competing with another local membership-based chamber

5

Difficulty reaching prospective members

New Memberships

Q: Have **NEW** memberships increased or decreased since last year (2024 vs 2025)?



Membership Changes

Q: Do you anticipate your membership at 2025 year-end will show a NET increase or decrease over the year 2024?

44%

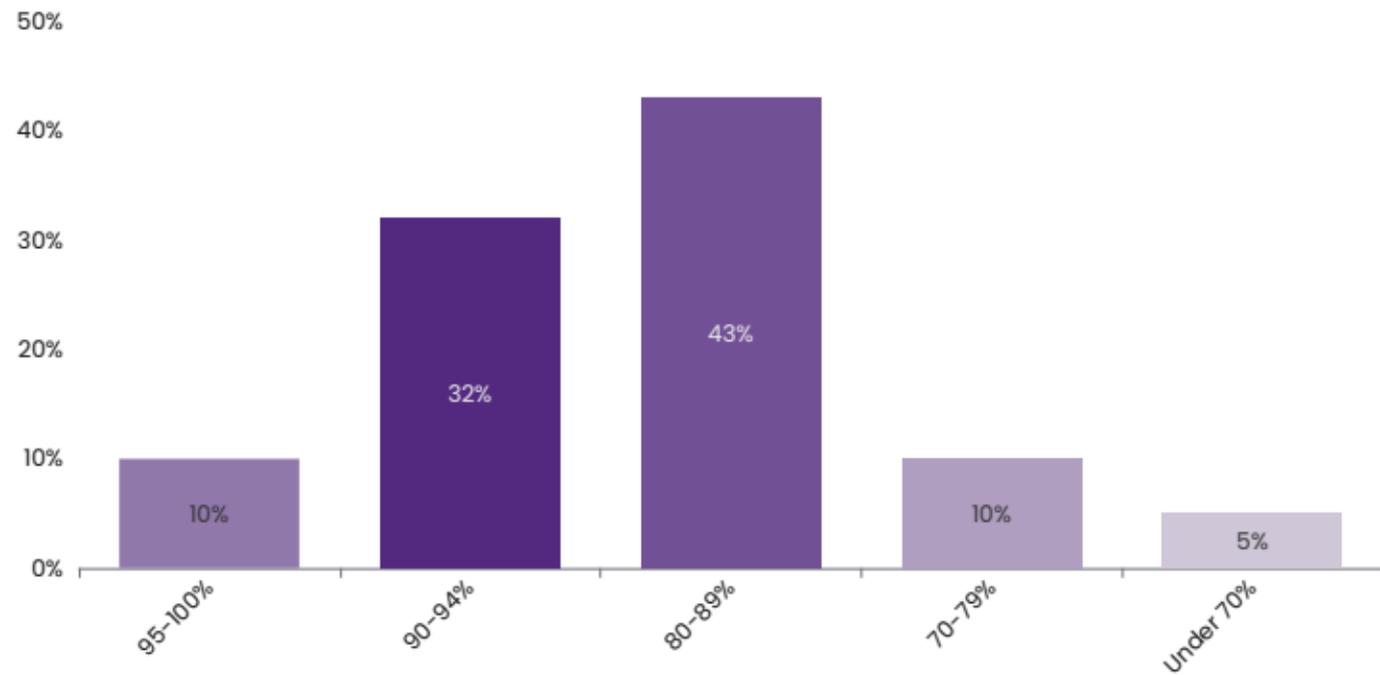
Increased net membership

44%

About the same net membership

11%

Decreased net membership

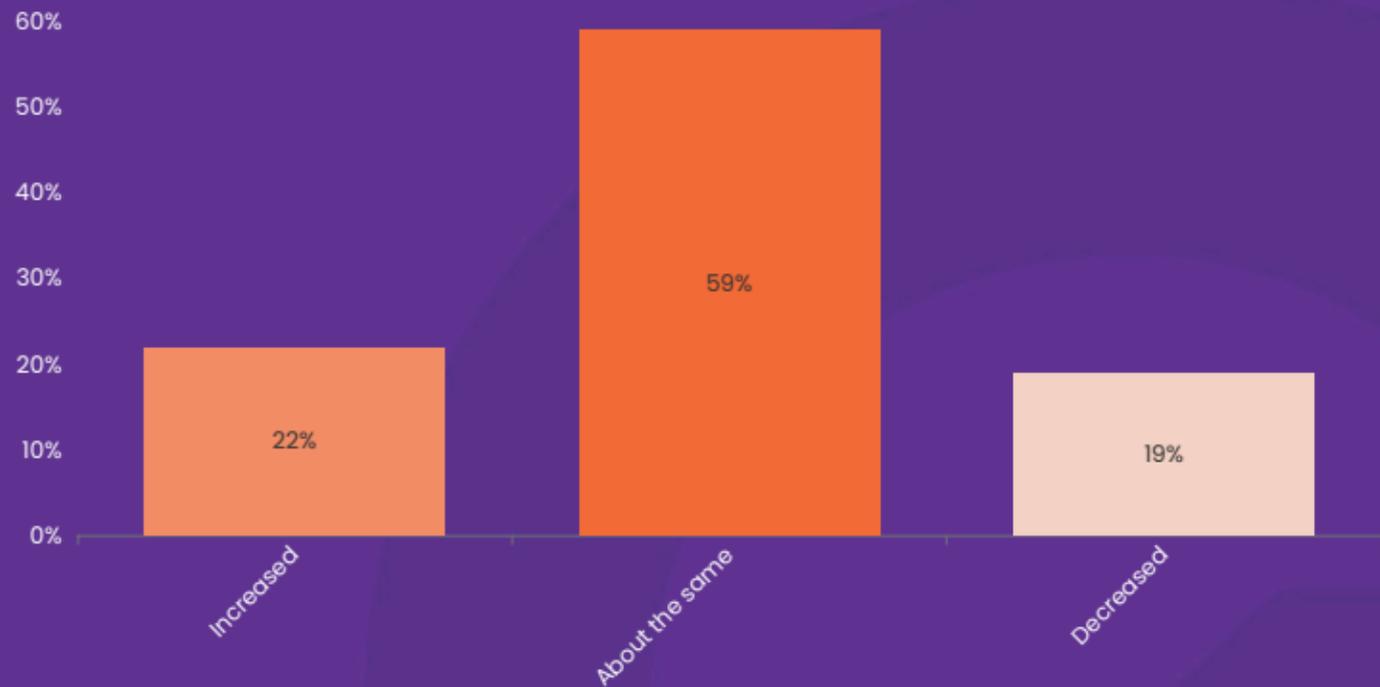


Retention Rate

Q: What is your anticipated overall retention rate for 2025?

Retention Changes

Q: Has your overall retention rate increased or decreased since last year (2024 vs 2025) ?



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



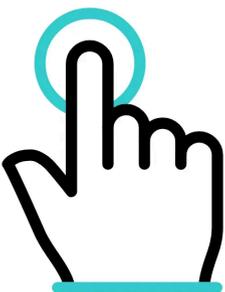
3

Left the profession, industry, area, or closed business



4

Lack of value

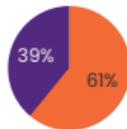


5

Forget to renew

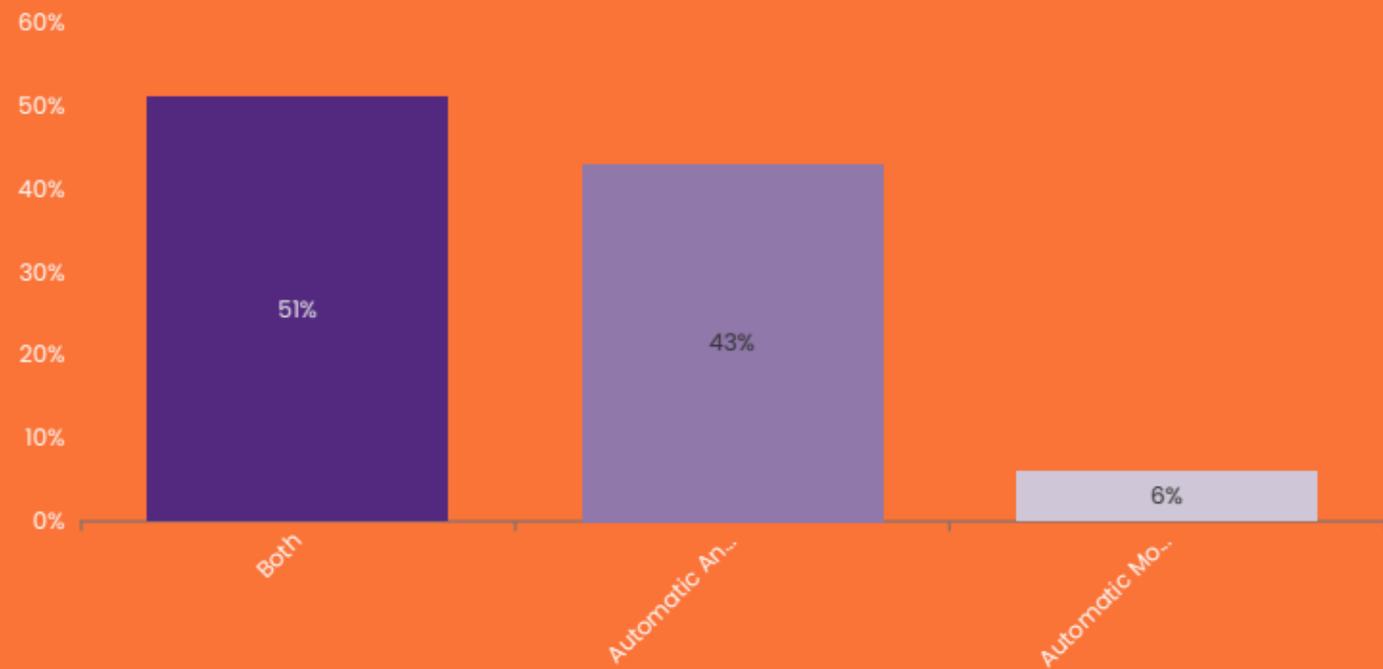
Automatic Renewals

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?



Unlock new revenue streams for your chamber

Discover practical strategies to boost non-dues income and strengthen your financial foundation.

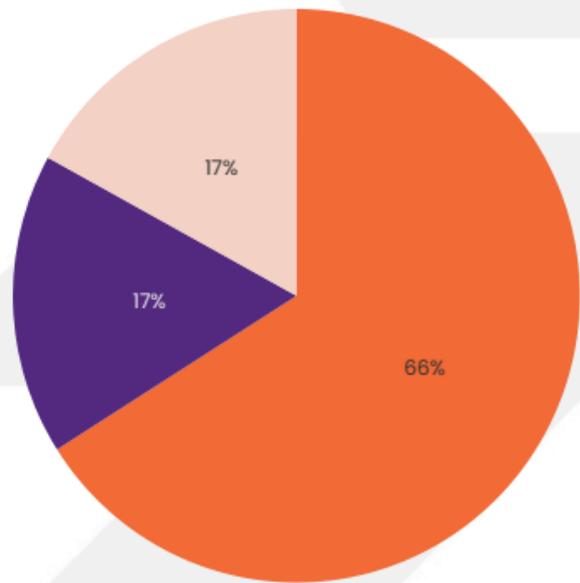
Download the free guide now to explore revenue-boosting ideas and maximize your chamber's earning potential.

Download Now





02 Values & Policies



Yes No Not sure

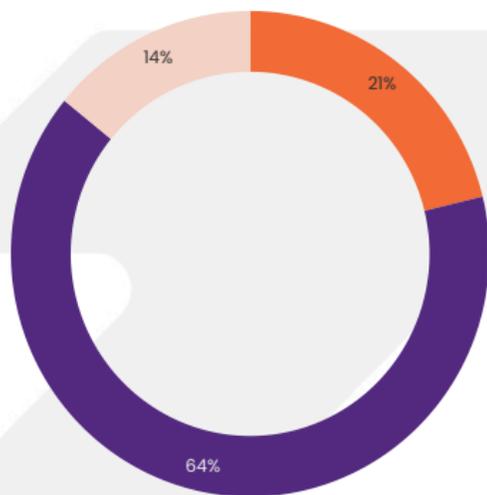
Organizational Value

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

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

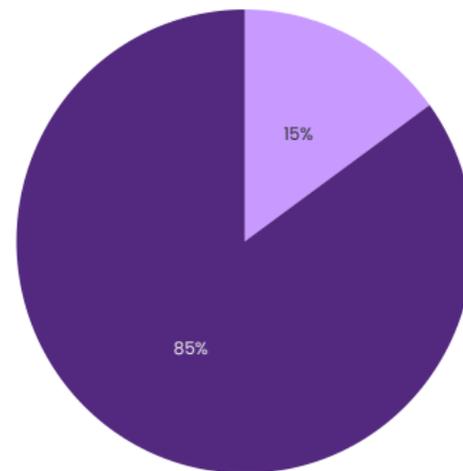
3P: A chamber of events

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

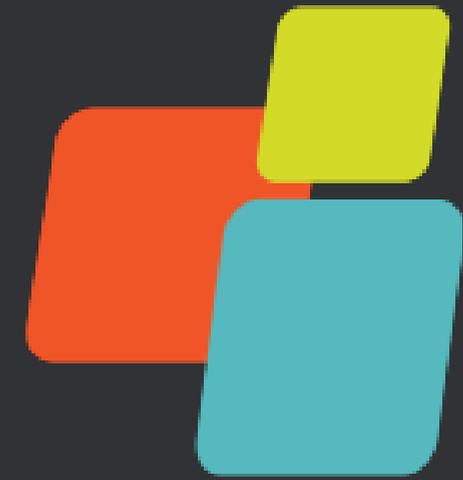


3P 3C Both

Q: Does your chamber help elect candidates to office?

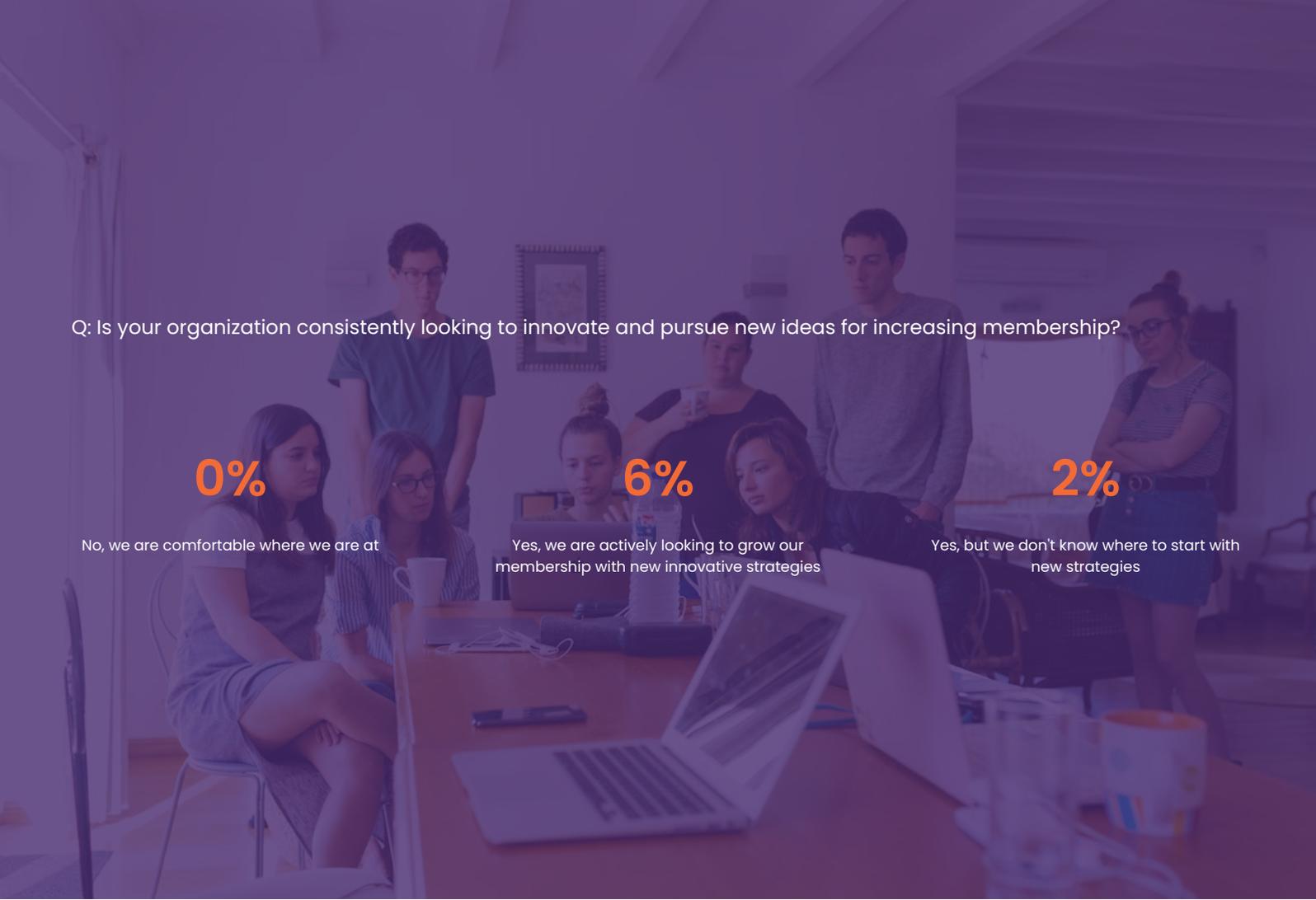


Yes No



03

Innovation & Initiatives



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

0%

No, we are comfortable where we are at

6%

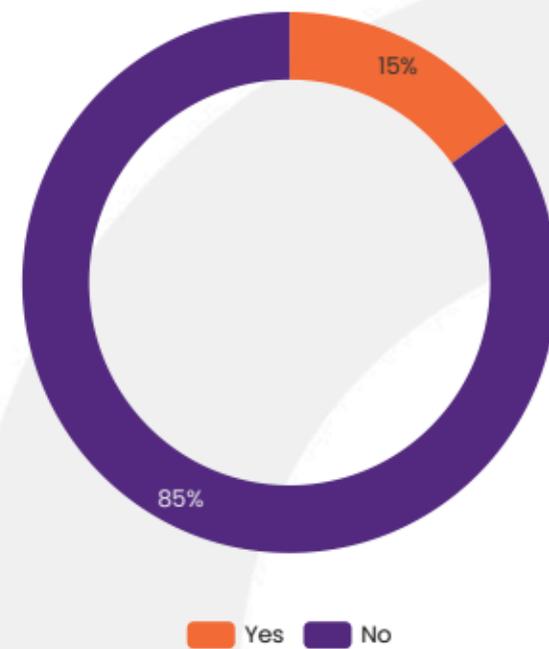
Yes, we are actively looking to grow our membership with new innovative strategies

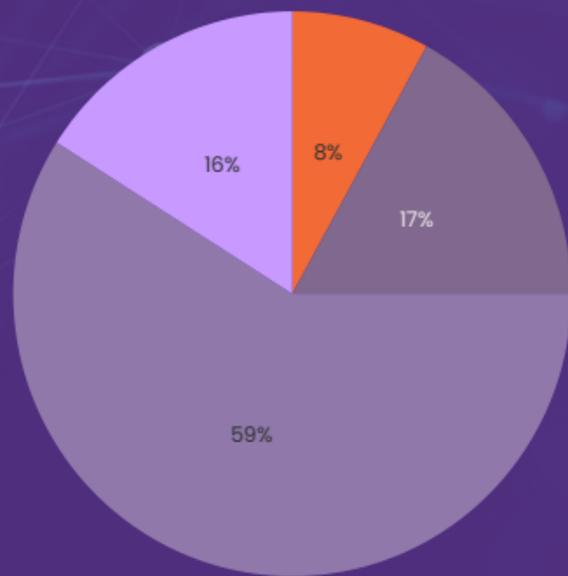
2%

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 that you lost in previous years?





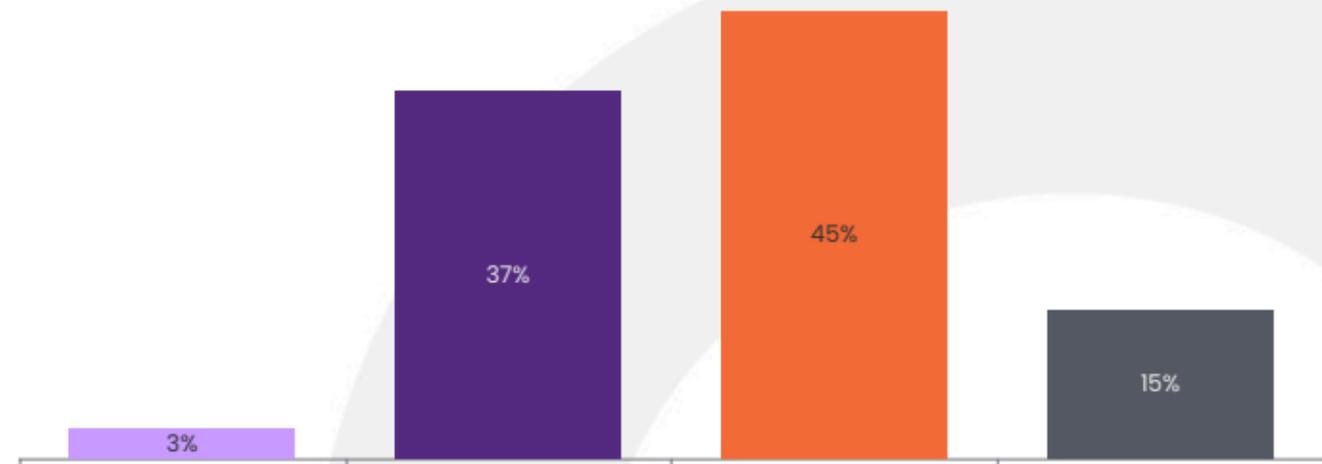
AI Activity

Q: Which best describes your current AI activity or interest?

Not on our radar yet We're interested in learning more We're exploring 1/3

AI Relevancy

Q: How relevant do you believe AI will be to your chamber's success in the next 2-3 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, waived new-member fees, free membership through year-end, or special offers to entice lapsed members to rejoin. These incentives aim to showcase the value of membership and encourage re-engagement.

Transform Your Chamber — Unlock 10 Powerful Benefits

Discover how building a strong community can boost engagement, foster collaboration, and drive growth for your chamber.

Download the ebook now and start building a connected, thriving chamber community that supports your members — and your mission.

[Download Now](#)

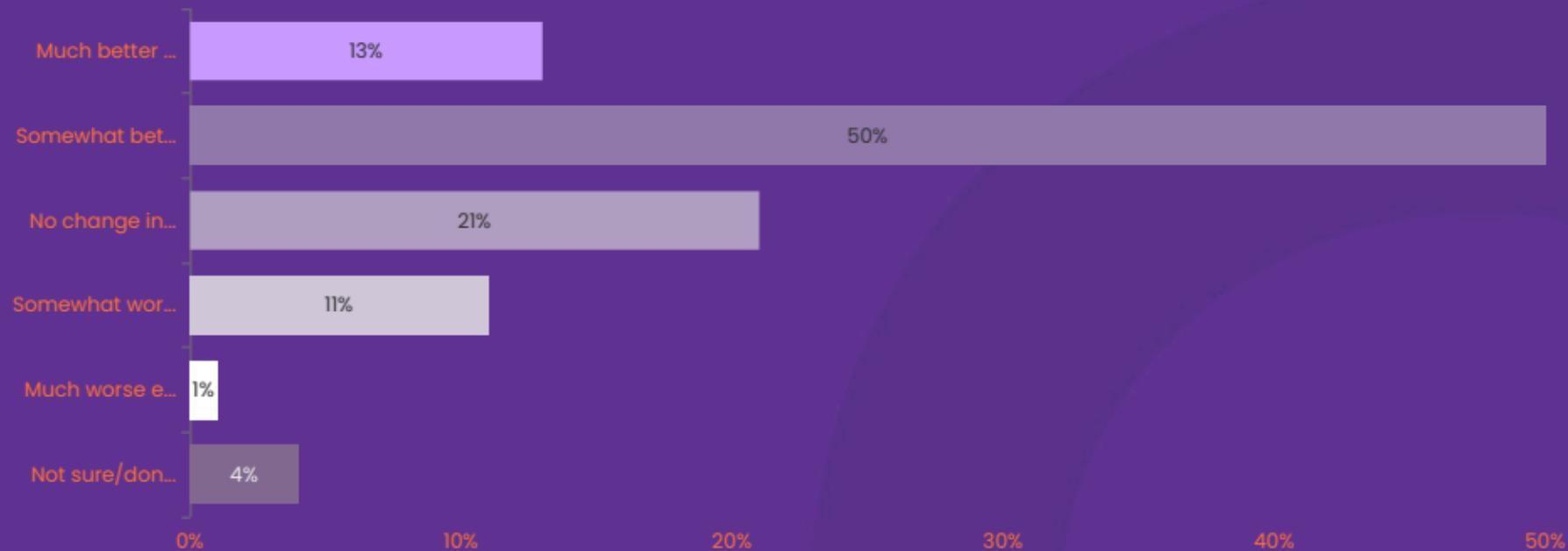


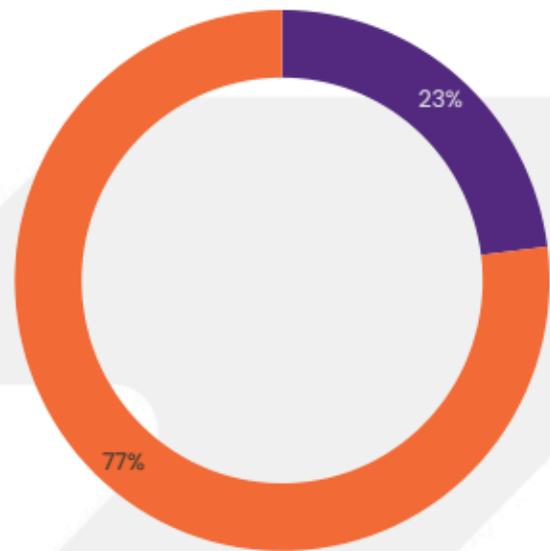


04

Membership & Engagement

Q: How, if at all, did member engagement change since 12/31/2024?





■ Yes ■ No

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, and social media outreach. Including dedicated engagement specialists that help ensure members feel seen and heard.

2

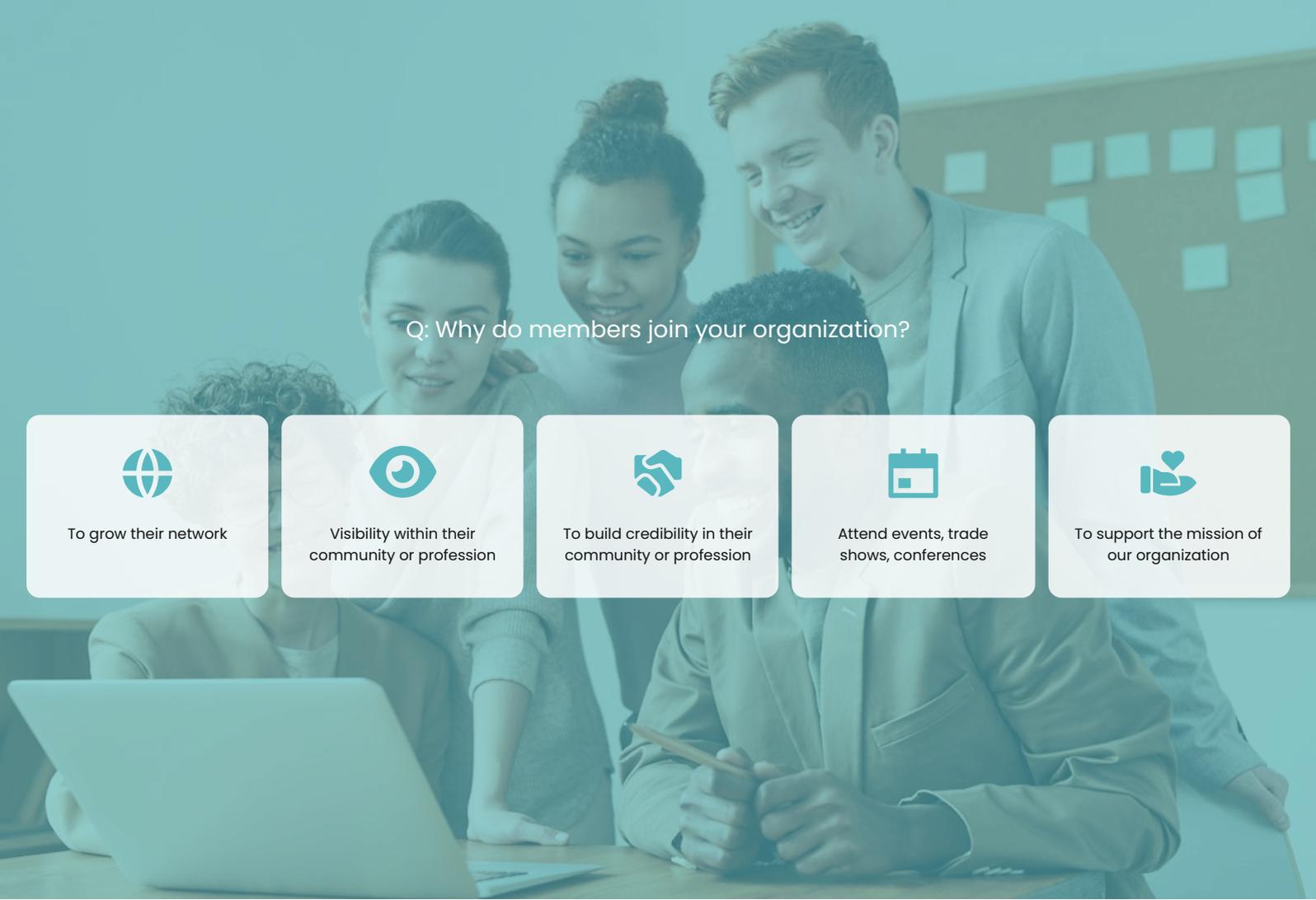
Structured Onboarding:

Chambers have created or improved their member onboarding systems to include 30-day, 90-day, and first year engagement plans; onboarding journey mapping with pre-planned touch points; and monthly communications during early membership stages. This helps ensure consistent multi-channel communication.

3

Refreshing Events:

Chambers establish dedicated committees responsible for engaging members through various events. Offering more events with improved planning, new networking groups, monthly gatherings, pop-up events, lunch & learns, cohorts, mentorship programs, and educational programs. The event styles are changed to meet the members' evolving interests. And the frequency and accessibility of events help drive both membership engagement and retention.



Q: Why do members join your organization?



To grow their network



Visibility within their
community or profession



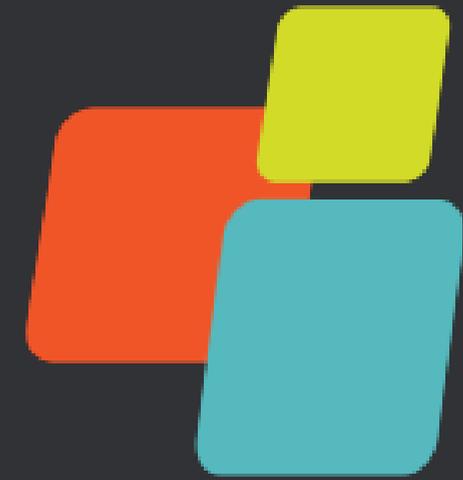
To build credibility in their
community or profession



Attend events, trade
shows, conferences

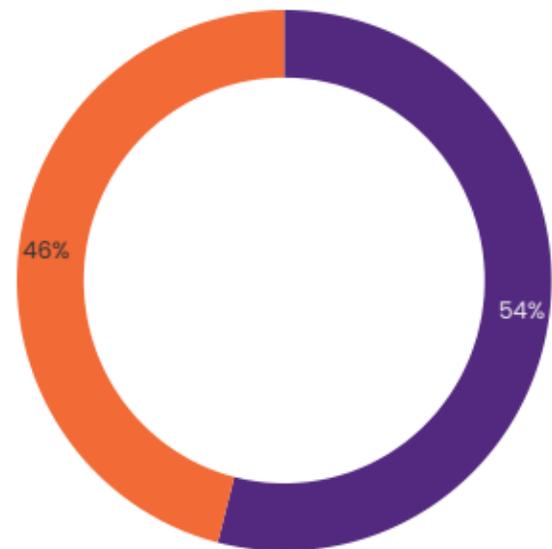


To support the mission of
our organization



05

Online Community Platform

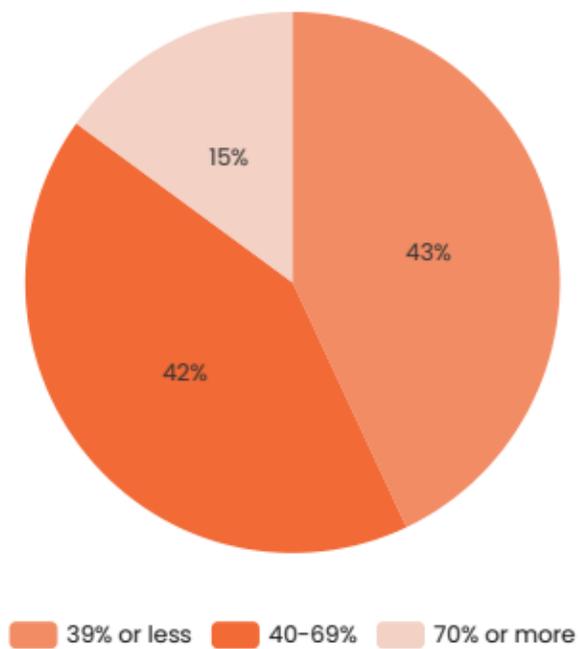


■ Yes ■ No

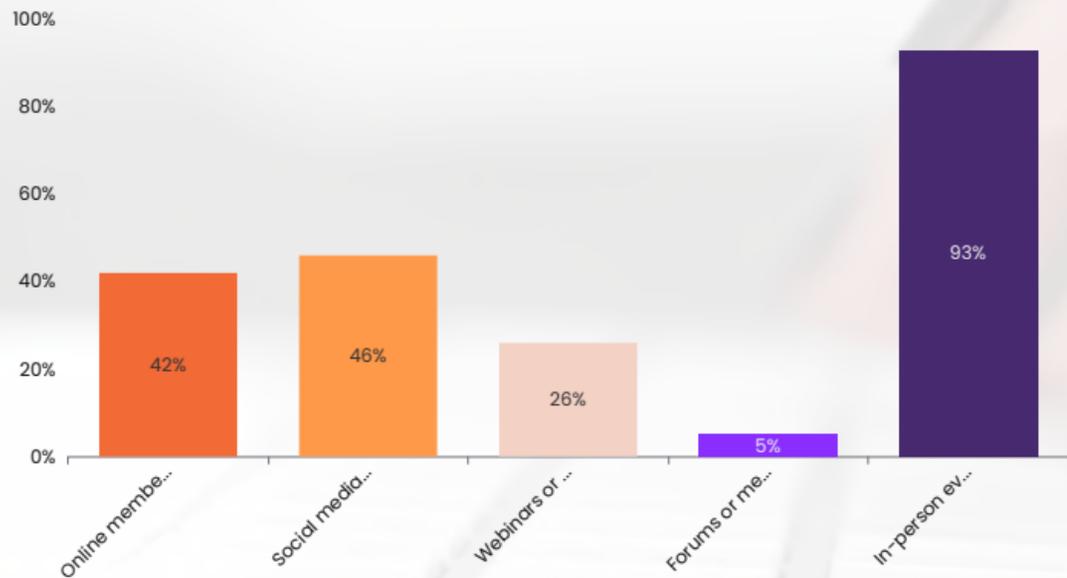
Q: Does your chamber use a community platform?

Member Engagement

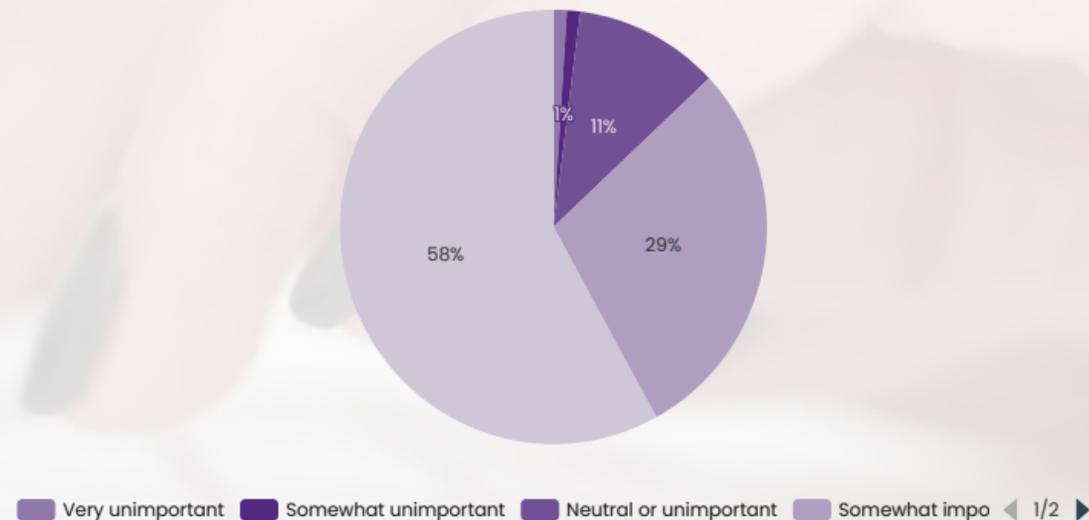
Q: What percentage of your members are actively engaged with your community platform?



Q: What collaboration tools are provided to members to enable them to communicate with other members?



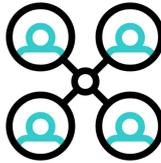
Q: How important is your chamber's online community to you?



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

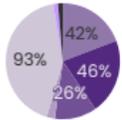


Accessing industry-
specific resources and
news



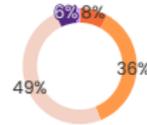
Seeking advice or support
from other members

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



1/7

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



1/5

Community Platform Features

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

0%

Providing valuable resources and information

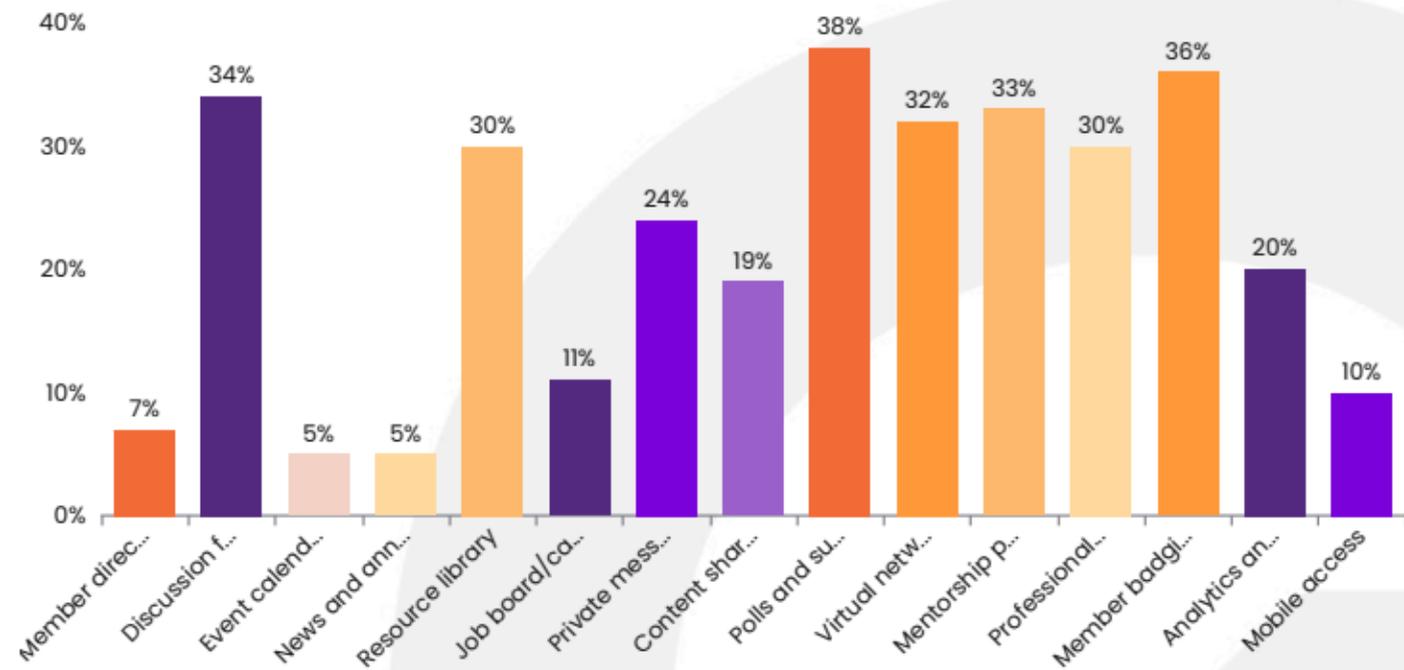
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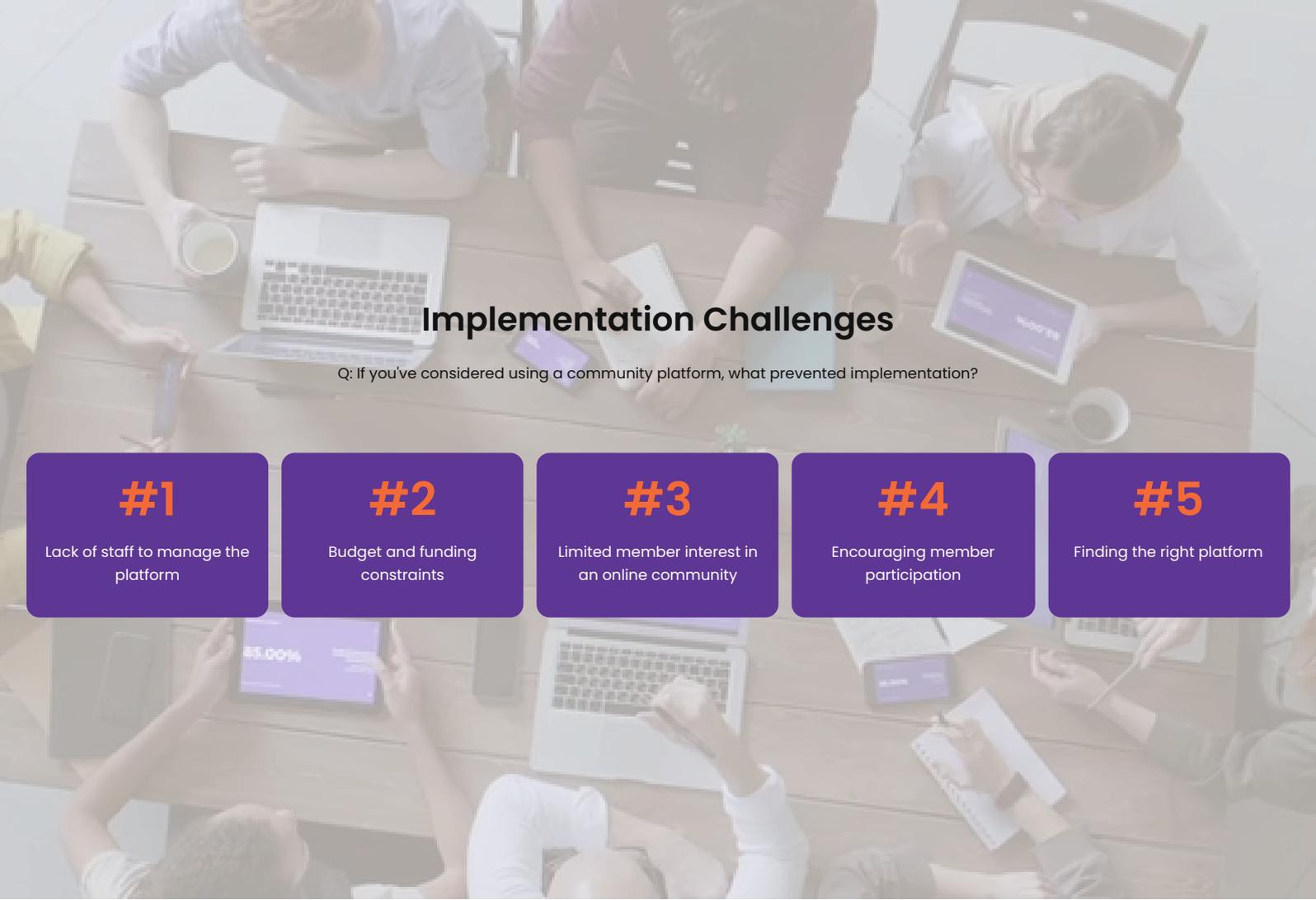
Building a strong sense of community among members

0%

Improving communication between members and the organization

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





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

Limited member interest in an online community

#4

Encouraging member participation

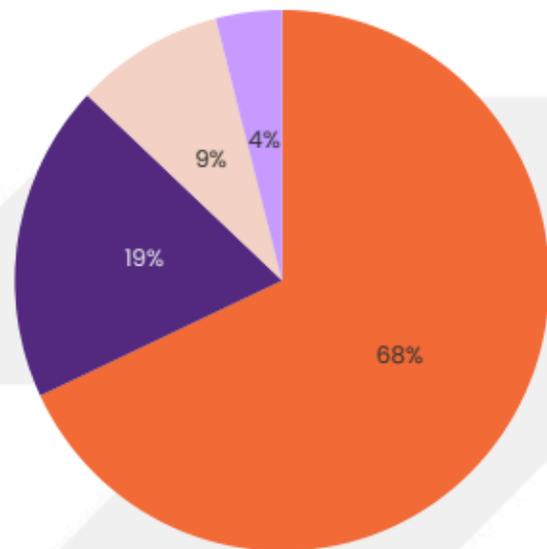
#5

Finding the right platform



06

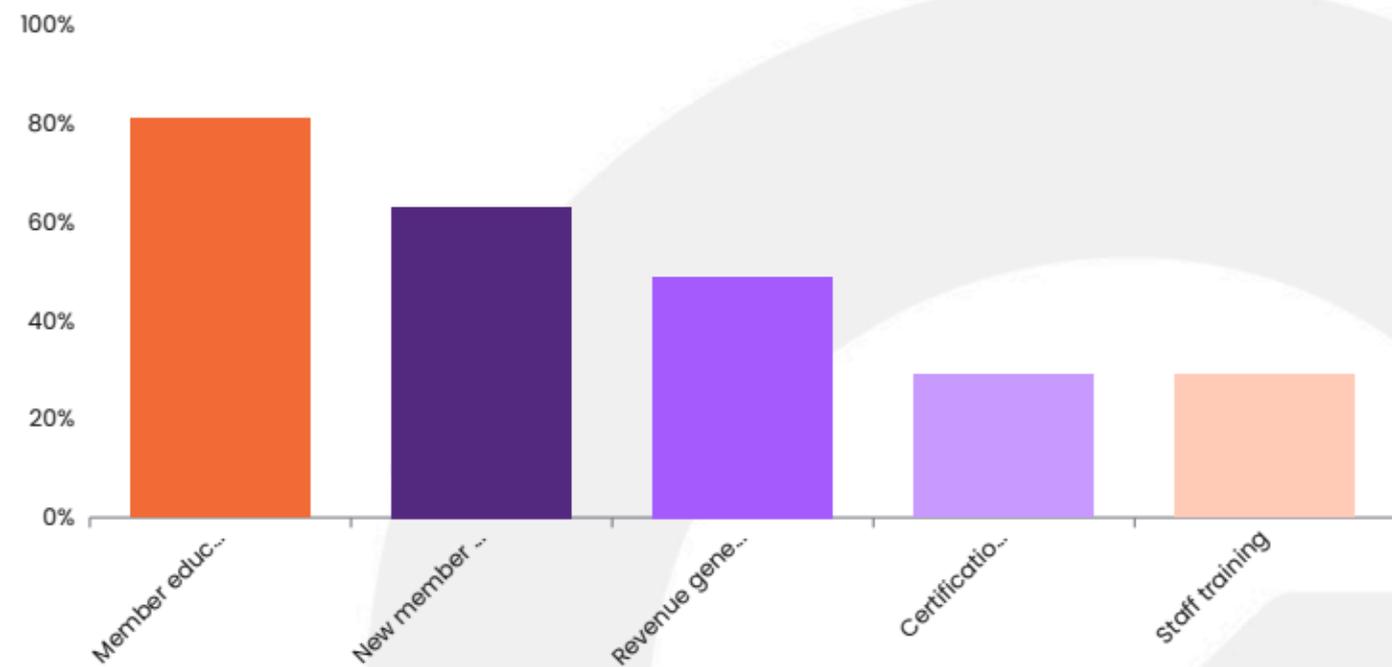
Ongoing Learning



Q: Which best describes your organization's current use of a Learning Management System (LMS) or online learning tools?

■ We don't use an LMS and have no immediate plans ■ We're interested in offering online learning but ◀ 1/5 ▶

Q: What are your primary goals for offering online learning?



Biggest Challenges

Q: What's your biggest challenge today when it comes to delivering learning or training content?



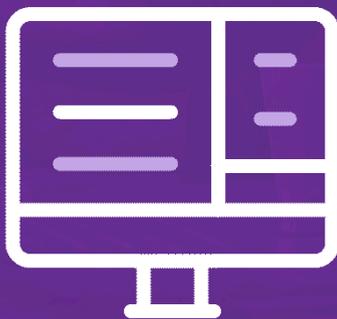
1. Time & Capacity Constraints

Members are too busy to attend, participate, or follow through—despite initial interest. There's poor attendance even when members request topics. And staff lack time to create, manage, or update training and engagement content; including keeping content current, relevant, and aligned with fast-changing member needs.



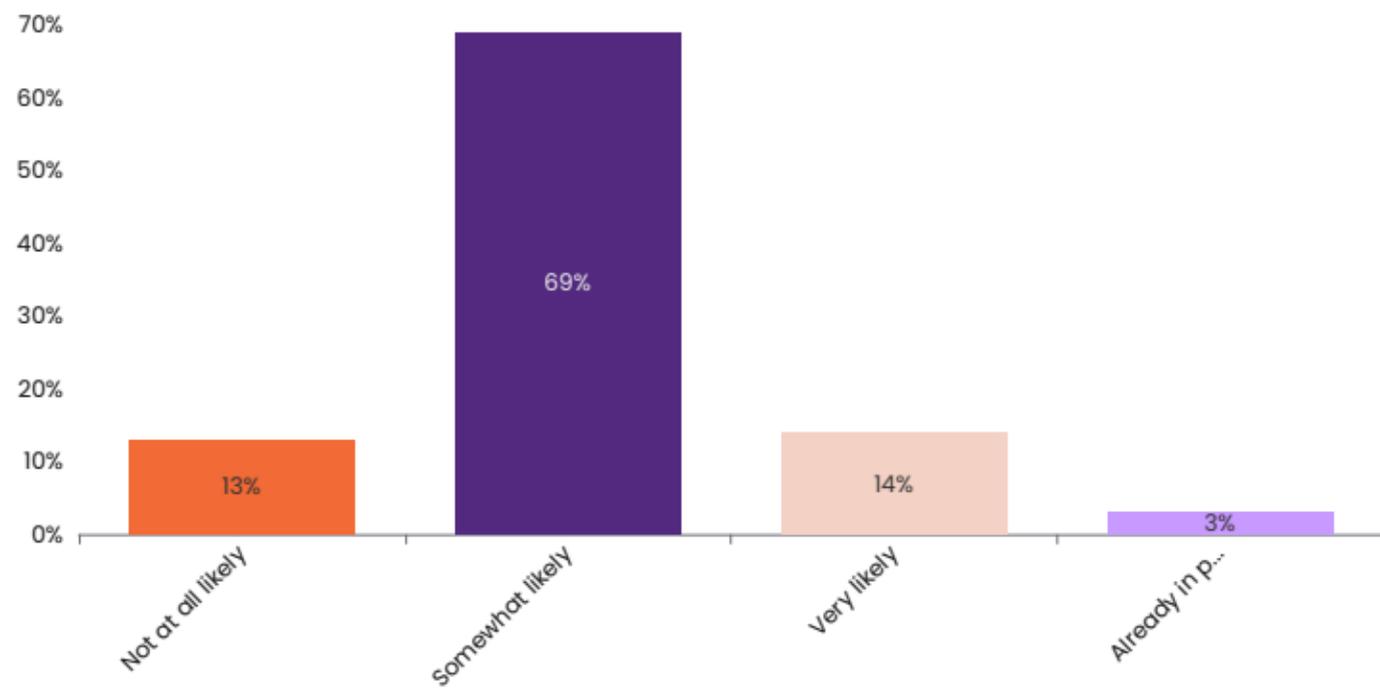
2. Staffing & Skills Gaps

There's limited staff, small teams, or "staff of one" unable to support program development. And there's gaps in staff experience with building online learning, content creation, or platform management.



3. Technology & Accessibility:

There's a lack of affordable, reliable platforms, CRMs, or learning systems; outdated software. And difficulty finding tools that are easy to use, well-supported, and fit within budget constraints.



Q: How likely are you to explore or expand your use of an LMS in the next 12-18 months?

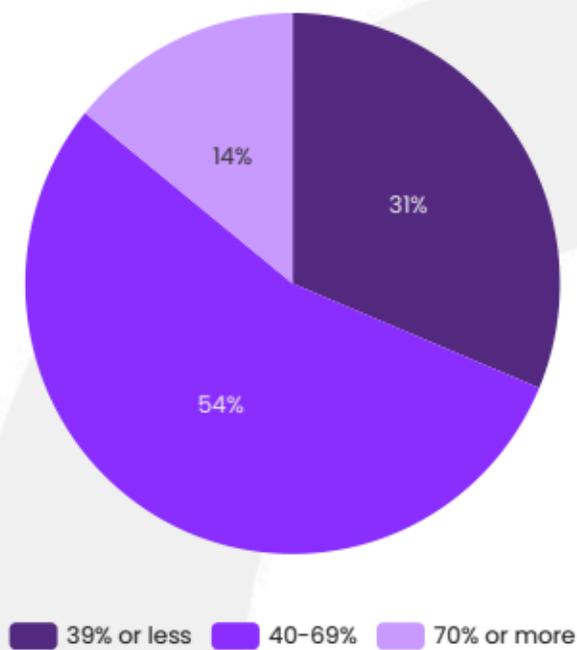


07

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 Advertising



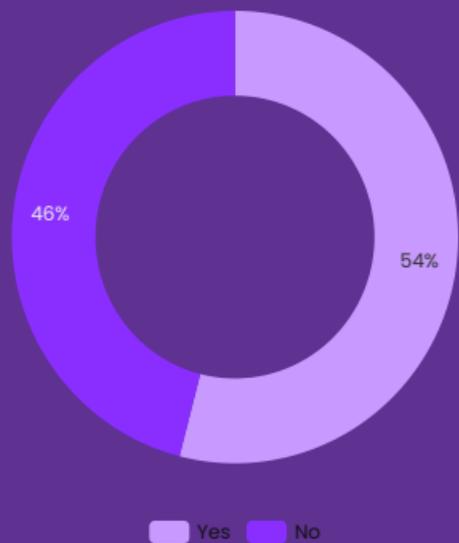
4 Other Sponsorships



5 Grants



Q: Did you raise your membership dues in 2025 or plan to in 2026?



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

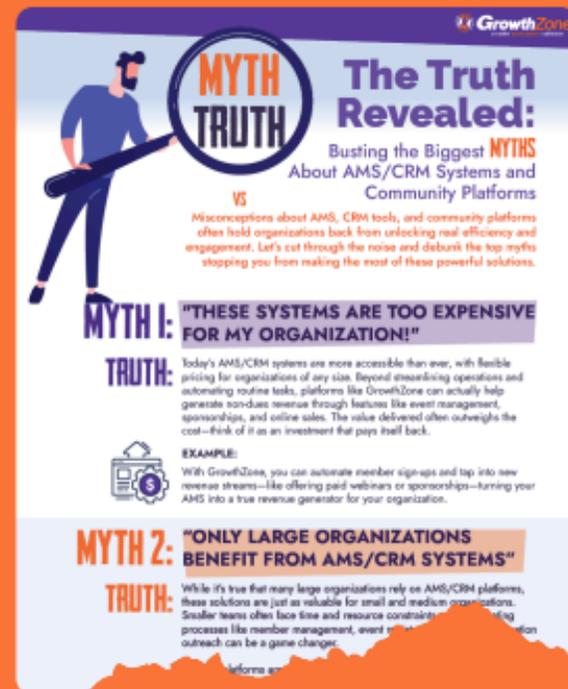


Ready to Separate Fact from Fiction About AMS/CRM Systems?

Uncover the truth behind common myths preventing chambers like yours from maximizing technology.

Download the guide now to get clarity on AMS, CRM, and community platforms — and make smarter choices for your chamber.

[Download Now](#)



GrowthZone

MYTH TRUTH

The Truth Revealed:

Busting the Biggest **MYTHS** About AMS/CRM Systems and Community Platforms

VS

Misconceptions about AMS, CRM tools, and community platforms often hold organizations back from unlocking real efficiency and engagement. Let's cut through the noise and debunk the top myths stopping you from making the most of these powerful solutions.

MYTH 1: "THESE SYSTEMS ARE TOO EXPENSIVE FOR MY ORGANIZATION!"

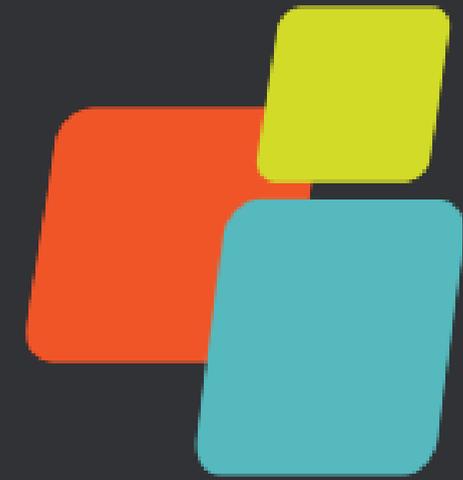
TRUTH: Today's AMS/CRM systems are more accessible than ever, with flexible pricing for organizations of any size. Beyond streamlining operations and automating routine tasks, platforms like GrowthZone can actually help generate non-dues revenue through features like event management, sponsorships, and online sales. The value delivered often outweighs the cost—think of it as an investment that pays itself back.

EXAMPLE:

With GrowthZone, you can automate member sign-ups and tap into new revenue streams—like offering paid webinars or sponsorships—turning your AMS into a true revenue generator for your organization.

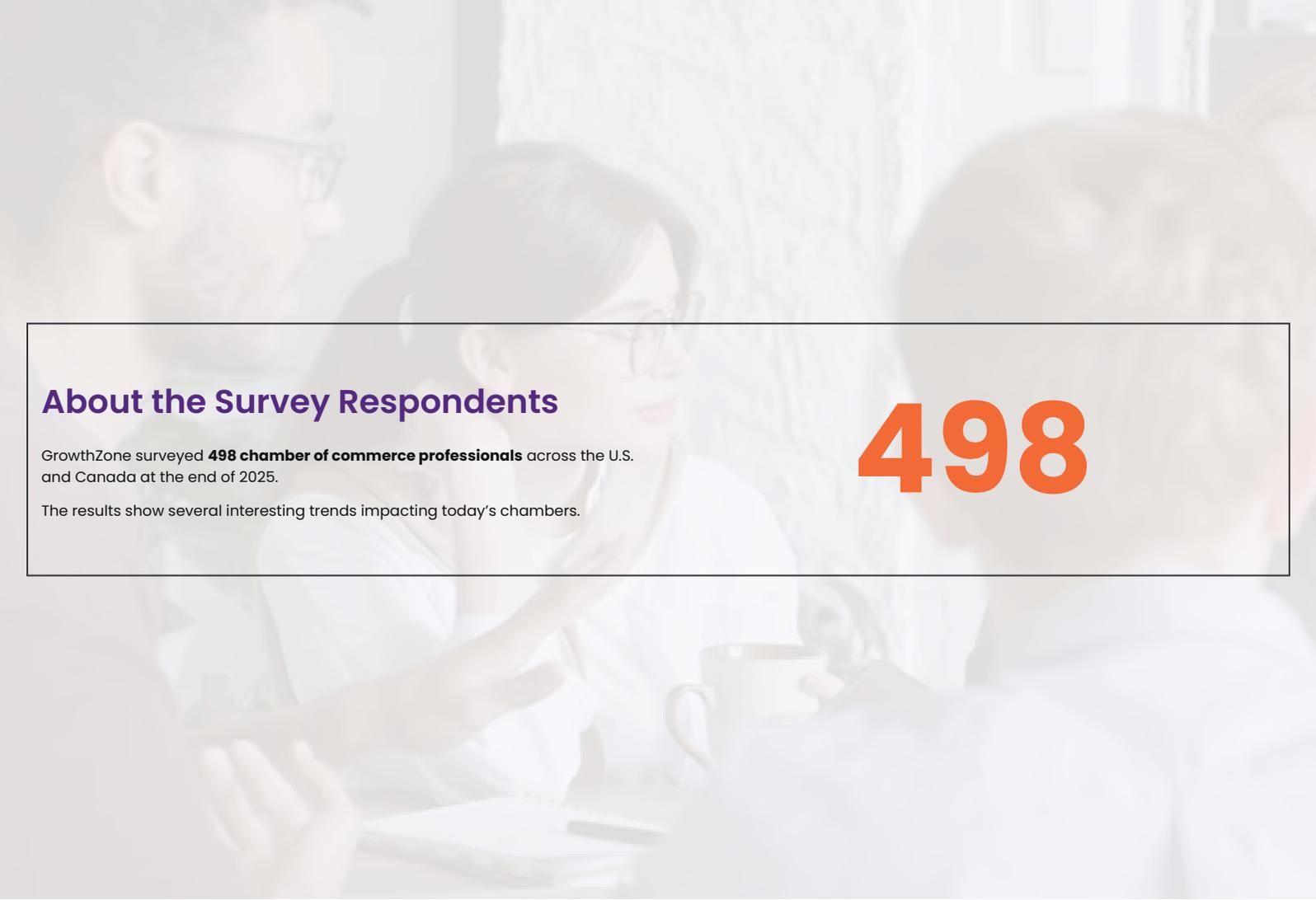
MYTH 2: "ONLY LARGE ORGANIZATIONS BENEFIT FROM AMS/CRM SYSTEMS"

TRUTH: While it's true that many large organizations rely on AMS/CRM platforms, these solutions are just as valuable for small and medium organizations. Smaller teams often face time and resource constraints, making streamlining processes like member management, event management, and member outreach can be a game changer.



08

About the Respondents



About the Survey Respondents

GrowthZone surveyed **498 chamber of commerce professionals** across the U.S. and Canada at the end of 2025.

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

498

About GrowthZone

The GrowthZone mission is to **empower chambers** with the tools they need to grow member value, keep members engaged, and do more in less time.

GrowthZone Chamber Edition is a full membership management software platform with built-in payment processing, e-commerce fundraising, marketing automation, and more.

You deserve a partner



GrowthZone Rebrand

GrowthZone Rebrand

 [youtube.com](https://www.youtube.com)





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