smarter membership software
This Webinar is Being Recorded.

Everyone who registered will receive the recording via email, even if they didn’t watch it live.
ChamberMaster.com

Frank Kenny LIVE: 2020 Chamber Survey Results Q & A

Join other chamber professionals for this high-gear, live Q&A, with membership expert, Frank Kenny, and the ChamberMaster team.

Save Your Seat!

Powerful, easy-to-use membership management software

Your Benefits
Get tangible chamber and member benefits in one comprehensive management solution.

Explore Resources
Browse our knowledge base of Chamber articles, webinars, ultra-informative white papers, and more.

Get Started
Experience a personalized demo and save big. Guaranteed to make you (and your board) smile.
Get the full report!
EXPERIENCE

| 1 OR LESS | 14% |
| 2 - 4     | 34% |
| 5 - 9     | 26% |
| 10 - 15   | 13% |
| 16 - 20   | 6%  |
| 21 - 29   | 4%  |
| 30+       | 3%  |

On average, survey respondents had 5-7 years of experience in the membership industry.
ABOUT THE RESPONDENTS, cont.

ANNUAL OPERATING BUDGET | APPROXIMATE

- **55%** for UNDER $250K
- **19%** for $250K+ - $500K
- **9%** for $500K+ - $1M
- **14%** for $1M+ - $3M
- **2%** for $3M+ - $5M
- **1%** for $5M+
### Number of Members

<table>
<thead>
<tr>
<th>Member Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 200</td>
<td>27%</td>
</tr>
<tr>
<td>200-500</td>
<td>38%</td>
</tr>
<tr>
<td>501-1,000</td>
<td>22%</td>
</tr>
<tr>
<td>1,001-2,500</td>
<td>10%</td>
</tr>
<tr>
<td>2,501-5,000</td>
<td>2%</td>
</tr>
<tr>
<td>5,000+</td>
<td>0%</td>
</tr>
</tbody>
</table>

*Predicted member count on 1/1/2020*
MEMBERSHIP GROWTH

**ANNUAL OVERALL NET MEMBERSHIP** | YEAR-OVER-YEAR CHANGE

- 11% DECREASED
- 46% INCREASED
- 43% UNCHANGED

**ANNUAL OVERALL NEW MEMBERSHIP** | YEAR-OVER-YEAR CHANGE

- 9% DECREASED
- 57% INCREASED
- 34% UNCHANGED
MEMBERSHIP GROWTH, cont.

ANNUAL OVERALL NET MEMBERSHIP | YEAR-OVER-YEAR CHANGE

- **INCREASE**
- **NO CHANGE**
- **DECREASE**

<table>
<thead>
<tr>
<th>Year</th>
<th>Increase</th>
<th>No Change</th>
<th>Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>10%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>10%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>10%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td>12%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td>11%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
MEMBERSHIP GROWTH, cont.

**ANNUAL OVERALL RENEWAL RATE | YEAR-OVER-YEAR CHANGE**

- 21% Higher
- 68% About the Same
- 11% Lower

**ANNUAL NEW-MEMBER RENEWAL RATE | YEAR-OVER-YEAR CHANGE**

- 21% Higher
- 62% About the Same
- 3% Unsure
- 16% Lower
**MEMBER ENGAGEMENT**

**MEMBER ENGAGEMENT TRACKING**

Do you use a formal process and/or a software system to track member engagement?

- **47%** YES
- **53%** NO

**VALUE PROPOSITION RECOGNITION**

Do you think members recognize your chamber’s value proposition?

- **56%** SOMewhat
- **26%** DEFINITELY
- **6%** NO
- **12%** VAGUely
OVERALL MEMBER ENGAGEMENT | YEAR-OVER-YEAR CHANGE

- **Better**: 58%
- **About the Same**: 37%
- **Worse**: 5%
MEMBER ENGAGEMENT IMPROVEMENTS | RESPONDENTS INDICATING INCREASED ENGAGEMENT ATTRIBUTED THE IMPROVEMENT TO:

TOP 8 ANSWERS

1. DEDICATED STAFF, NEW LEADERSHIP, MORE VOLUNTEERS - 30%
2. DELIBERATE STRATEGY AND DEDICATED FOCUS - 18%
3. PERSONAL INTERACTION AND GREATER OUTREACH - 16%
4. STREAMLINED, TARGETED COMMUNICATIONS - 16%
5. NEW OR UPDATED PROGRAMMING - 15%
6. ADDING, IMPROVING, OR DISCONTINUING EVENTS - 15%
7. IMPROVED TECHNOLOGY - 11%
8. STRONGER SOCIAL MEDIA PRESENCE - 10%
MEMBERSHIP DUES

Approximately how often does your organization increase dues?

- 13% 1 YEAR
- 11% 2 YEARS
- 32% 3-5 YEARS
- 23% 6-10 YEARS
- 10% 10+ YEARS
- 11% NEVER
- 0% WE DON'T HAVE MEMBERSHIP DUES
Does your organization offer recurring memberships (auto-renewal)?

- Yes: 64%
- No: 33%
- N/A: 2%

Is auto-renewal participation optional or required?

- Optional: 77%
- Required: 19%
- Other: 4%

What auto-renewal payment methods do you accept?

- Credit Card: 95%
- ACH (e-Check or Bank Transfer): 56%
- Other: 14%
OPERATIONS, cont.

ADVOCACY

Does your chamber do any of the following?

- **69%**
  - NONE OF THE ABOVE

- **30%**
  - TAKE A POSITION ON LEGISLATIVE ISSUES

- **10%**
  - ENCOURAGE MEMBERS TO VOTE A CERTAIN WAY IN PUBLIC ELECTIONS

- **9%**
  - ACTIVELY PARTICIPATE IN OR PROVIDE FUNDING FOR GOVERNMENT LOBBYING

- **6%**
  - ENDORSE POLITICAL CANDIDATES

- **0%**
  - ENDORSE A U.S. PRESIDENTIAL CANDIDATE
URGENT COMMUNICATIONS PLANNING

Does your organization have a formal crisis communications plan in place?

- **Yes**: 27%
- **No**: 72%
- **In development / for certain events**: 1%
MARKETING

Over the past 2 years, has your organization done any paid advertising (e.g., boosted social media posts/campaigns, Google ads, display ads on specific websites, sent promoted texts, etc.)?

- Yes: 81%
- No: 19%
HUMAN RESOURCES | EMPLOYEE TURNOVER

In the U.S., on average, 1 out of every 6 employees voluntarily quits each year (16%).
Roughly, how would you say your staff retention rate compares?

- MUCH WORSE: 1%
- SOMEWHAT WORSE: 6%
- ABOUT THE SAME: 23%
- SOMEWHAT BETTER: 22%
- MUCH BETTER: 44%
- WE DON’T HAVE EMPLOYEES: 3%
HUMAN RESOURCES | REMOTE EMPLOYEES

Does your chamber allow staff to work from home/remote on a regular basis? (e.g., 1 day/week)

- Yes: 37%
- No: 52%
- Other: 11%
HEALTH INSURANCE

Does your chamber offer a health insurance program / benefit for member businesses?

- **32%** YES
- **65%** NO
- **3%** OTHER

Of participants indicating “other” in their response, many specified that their program is on hold due to legislative and/or legal issues.
GOLDEN HANDCUFFS | DRIVING RETENTION

Does your chamber have a particular benefit or affinity program used to keep your members returning (aka “golden handcuffs”)?

- **YES**: 14%
- **NO**: 86%

**golden handcuffs**: plural noun, informal - informal financial allurements and benefits that are designed to increase retention.
## Benefits / Affinity Programs

<table>
<thead>
<tr>
<th>Type</th>
<th>Yes %</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affinity Programs</td>
<td>33%</td>
<td>Office supplies discount, auto dealership concierge program, shipping discounts</td>
</tr>
<tr>
<td>Insurance</td>
<td>28%</td>
<td>Workers’ comp, health, auto</td>
</tr>
<tr>
<td>Benefits</td>
<td>22%</td>
<td>Member education, dual membership, business tax credits</td>
</tr>
<tr>
<td>Discounts</td>
<td>14%</td>
<td>Discounted dues each year member renews, free or discounted facility rentals, gift certificate programs</td>
</tr>
<tr>
<td>Marketing</td>
<td>8%</td>
<td>Community campaigns, free advertising, promotions</td>
</tr>
</tbody>
</table>
FRESH IDEAS

SUGGESTIONS | TOPICS FOR LUNCH & LEARN MEMBER EVENTS

- Search Engine Optimization (SEO)
- ADA Compliance
- How to Fire a Bad Hire
- Active Shooter Response
- Cannabis Legalization and the Workplace
- Fraud Prevention
- Sexual Harrassment in the Workplace
- Advanced Social Media Strategies
- Accommodating Service Animals
- plus 12 more...
WE ASKED: What is something that your chamber does that is cost-effective but adds significant value to your membership?

- Free or low-cost rental of chamber meeting rooms.
- Featured chamber business profiling on chamber blog.
- Promote events and member businesses on Facebook Live.
- Bulk mailing privileges.
- Allow corporate members to use one half of their membership dues towards sponsorships.
- Add content to all member listings on chamber website.
- Member Minute Videos - film videos in-house or at the member business and publish weekly on social media.
- Members can pay a small fee for a dedicated email blast to our membership on their behalf and it is not buried in a newsletter.
- plus 7 more...
WE ASKED: If you were a fly on the wall in a room full of members, what do you think they’d say about your organization?

- Positive Feedback
- Value
- Diversity
- Time for Change
- Staffing
- Who, What?
- Do More
- Improving
MEMBER FEEDBACK, cont.

TOP FEEDBACK

- They're not sure of the value in being a member.
- We don't do a good job of getting out and explaining the value of membership.
- There are not enough benefits for members.
- Most would say they get out of it what they put into it.
- They don't know the full value of what a chamber does, but that the chamber is supportive of local businesses and the community.
- The chamber does a good job of organizing networking and educational events, but members just don't have time to attend.

POSITIVE FEEDBACK

- It has a great vibe.
- Very professional.
- Feels like family.
- Great marketing source and trusted source for information regarding our county.
- We do what we say, keep the city accountable, lead changes, staff is always helpful and responsive.
- We play a significant role in the prosperity of the county.
- A developed, first class preeminent organization, which evolves and strives for continuous improvement.
- We are ahead of the curve and take care of our members, put our members and businesses FIRST.
- Business connectors, promoters and advocates.
- We help bring both our businesses and our residents together to build up our community.
MEMBER FEEDBACK, cont.

TIME FOR CHANGE

- In a bind between old-school ideals and millennial expectations.
- We’re behind the times and need to be more up-to-date with social media and offer new events.

DIVERSITY

- We are diverse and work to engage members.
- We have a very diverse membership when it comes to number of employees, investment, and engagement.
- A few people would say that we are too elitist at times.

TOP FEEDBACK

STAFFING

- “Hope this one stays...”
- They support the direction the chamber is now moving. They would like to see more of the staff.
- How much we have improved over the last 2+ years and with the change of the Executive Director, the chamber is not as stale as it used to be.
- They need a full-time person to run the organization, not just one part-time person. That way we could get more value from membership.
- Needs a more cohesive internal structure and leadership team.

= What respondents said
MEMBER FEEDBACK, cont.

DO MORE

:whiteSmoke

💬 We need to be doing more to promote the town.
💬 We need to get more active members, or encourage the members we do have in a positive way.
💬 We need to be better at supporting our community by listening to what they want, not just what we’re willing to provide.
💬 Don’t always understand the challenges of smaller member businesses.

TOP FEEDBACK

WHO ARE THEY? WHAT DO THEY DO?

💬 They either say “awesome organization” or “they never did anything for me.”
💬 They would say, “What do they do?” or “I don’t hear from them enough.”
💬 Why do we have a chamber? What is their role?
💬 Why are we members? What do we get for our membership?
💬 What have they done for me lately?
💬 The chamber needs to be doing more to promote the town.

💬 = What respondents said
MEMBER FEEDBACK, cont.

IMPROVING

- We're more open to member suggestions.
- We are growing and changing for the betterment of the community.
- How much we've improved over the last 2 years and how a board can make or break a chamber.
- We are constantly evolving and open to new ideas.
- They're pleased with the new staff and where we're headed.
- We've improved value in the last year and have added fresh ideas to promote businesses.
- We are growing, have improved our relationship with members, increased revenue, and been more prominent within the community.

TOP FEEDBACK

“Where do they get all that wine they raffle off?”

💬 = What respondents said
smarter

membership software