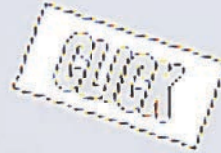




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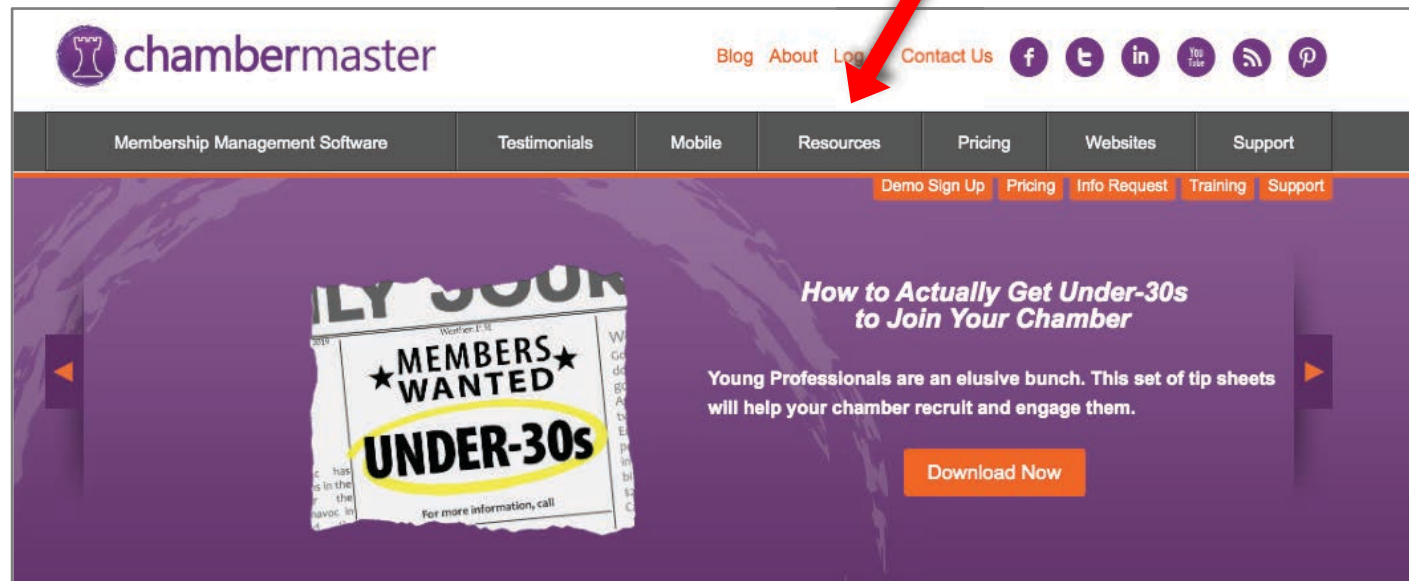
Organization

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**2020**

**CHAMBER  
OF COMMERCE**

ANNUAL SURVEY RESULTS



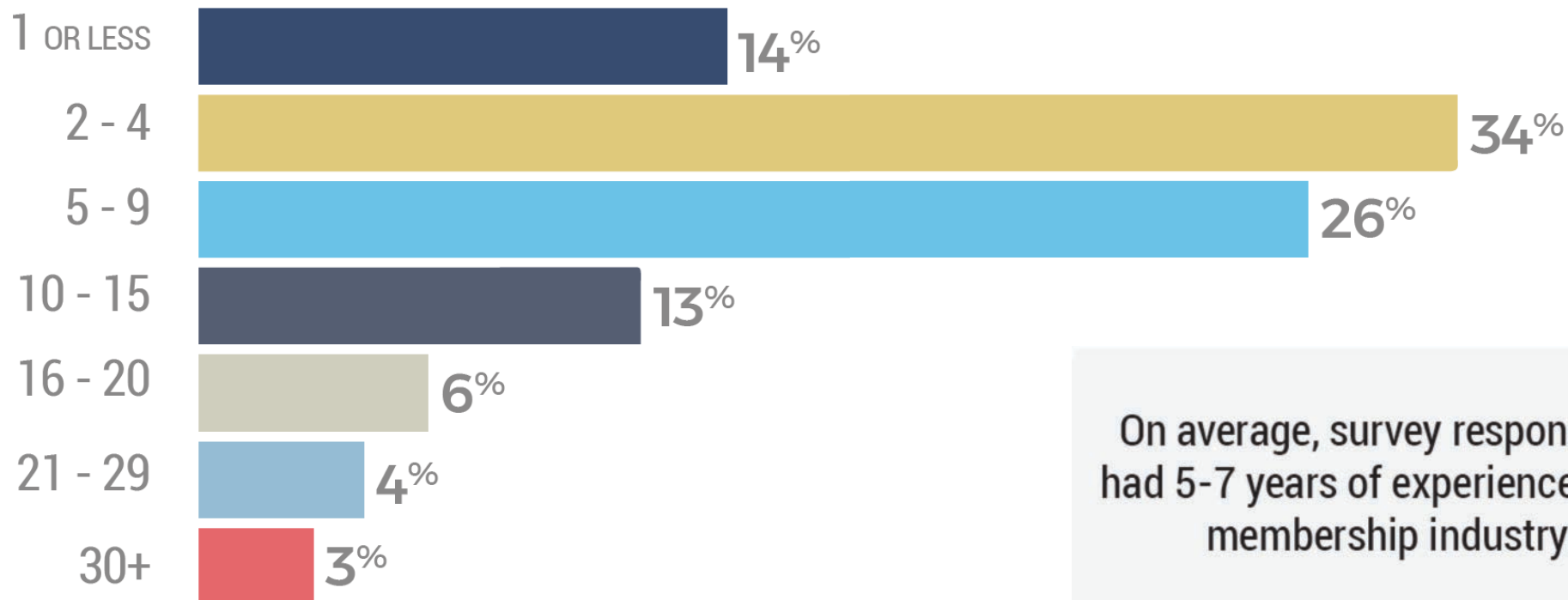
# 2020 CHAMBER OF COMMERCE

## ANNUAL SURVEY RESULTS

### ABOUT THE RESPONDENTS

## EXPERIENCE

TOTAL # OF YEARS EMPLOYED IN THE MEMBERSHIP INDUSTRY



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



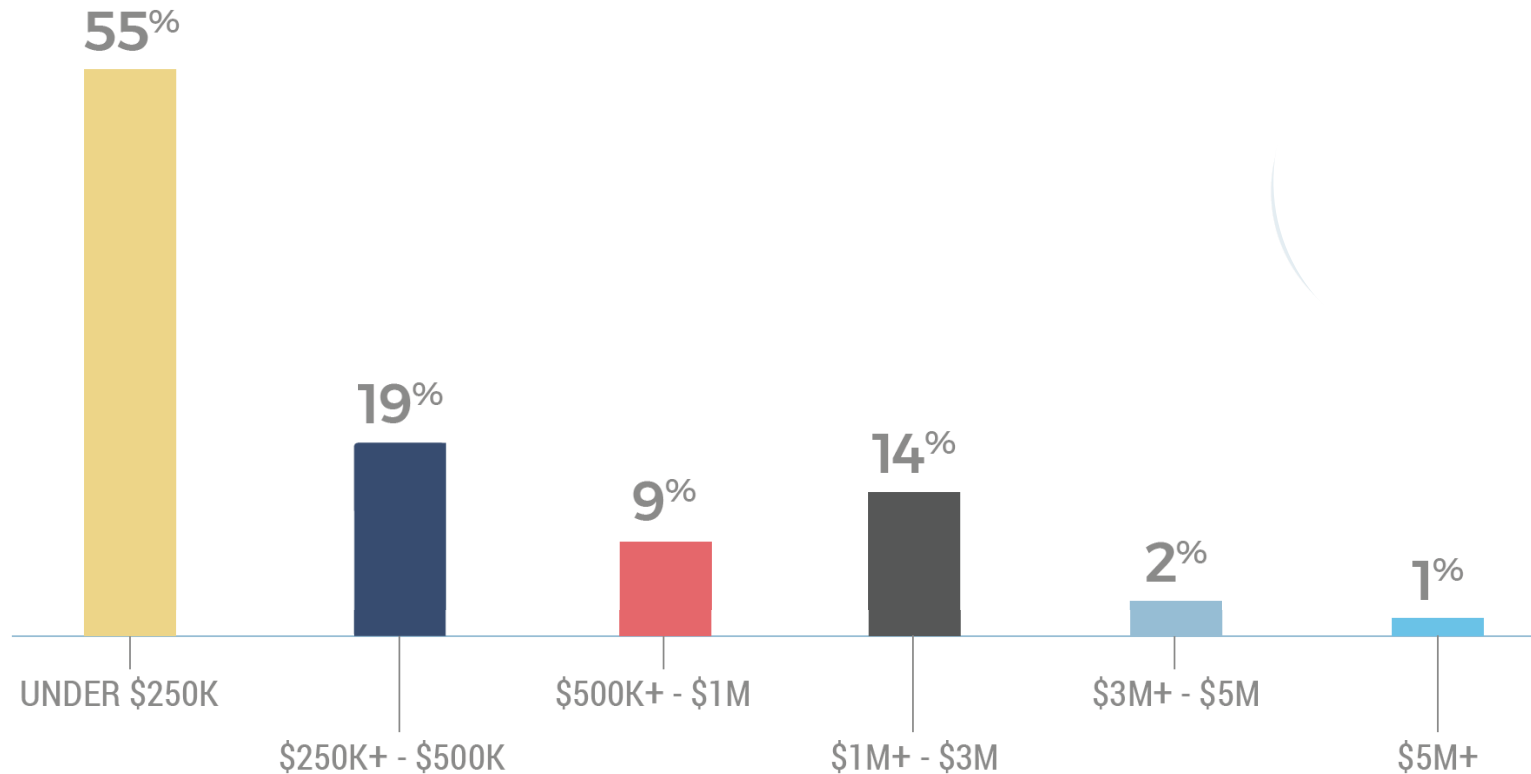


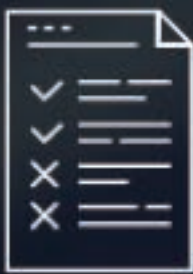
# 2020 CHAMBER OF COMMERCE

## ANNUAL SURVEY RESULTS

### ABOUT THE RESPONDENTS, cont.

#### ANNUAL OPERATING BUDGET | APPROXIMATE



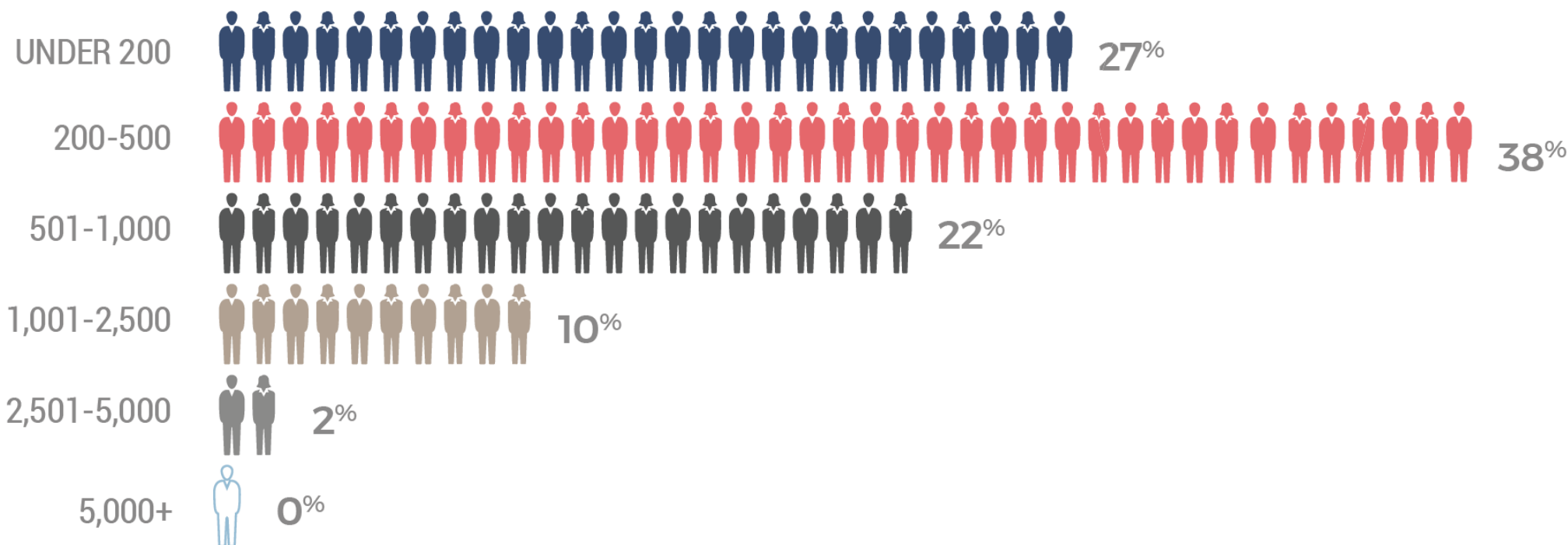


# 2020 CHAMBER OF COMMERCE

## ANNUAL SURVEY RESULTS

### ABOUT THE RESPONDENTS, cont.

### NUMBER OF MEMBERS | PREDICTED MEMBER COUNT ON 1/1/2020



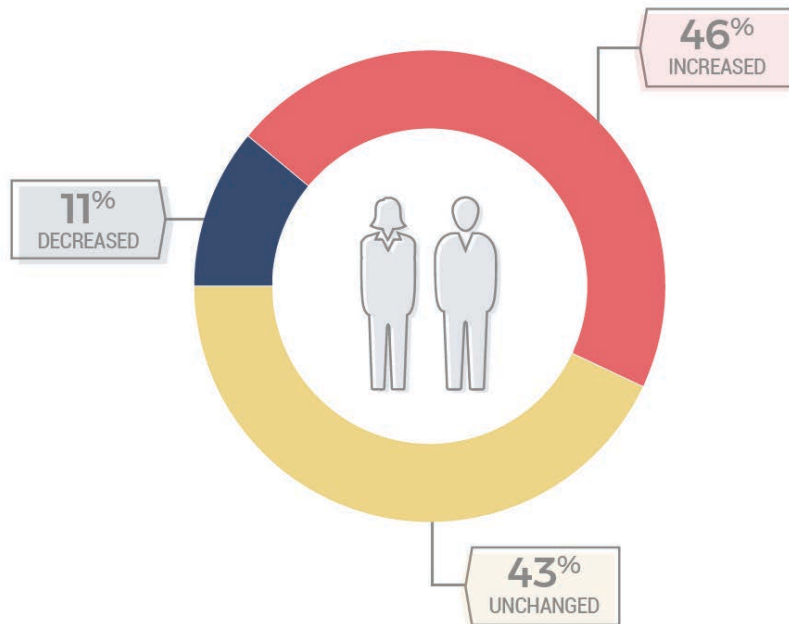


# 2020 CHAMBER OF COMMERCE

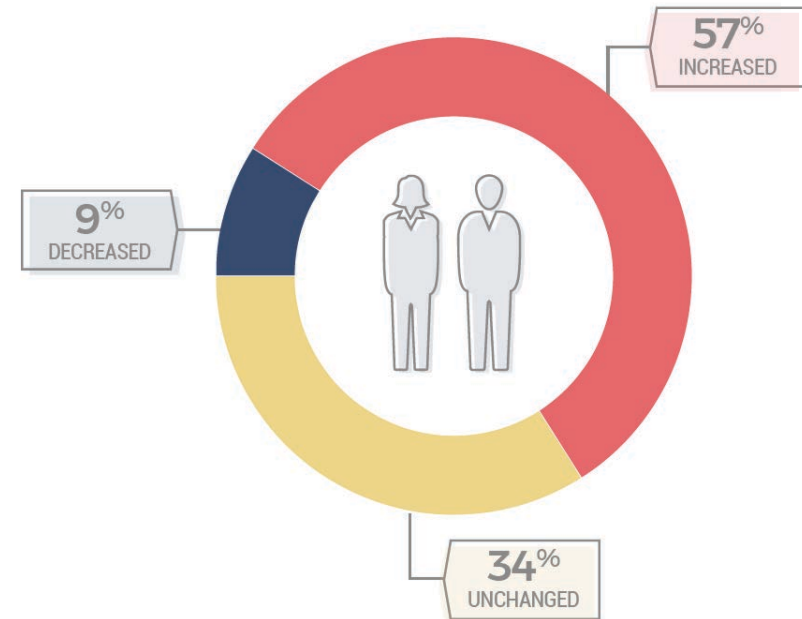
## ANNUAL SURVEY RESULTS

### MEMBERSHIP GROWTH

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



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

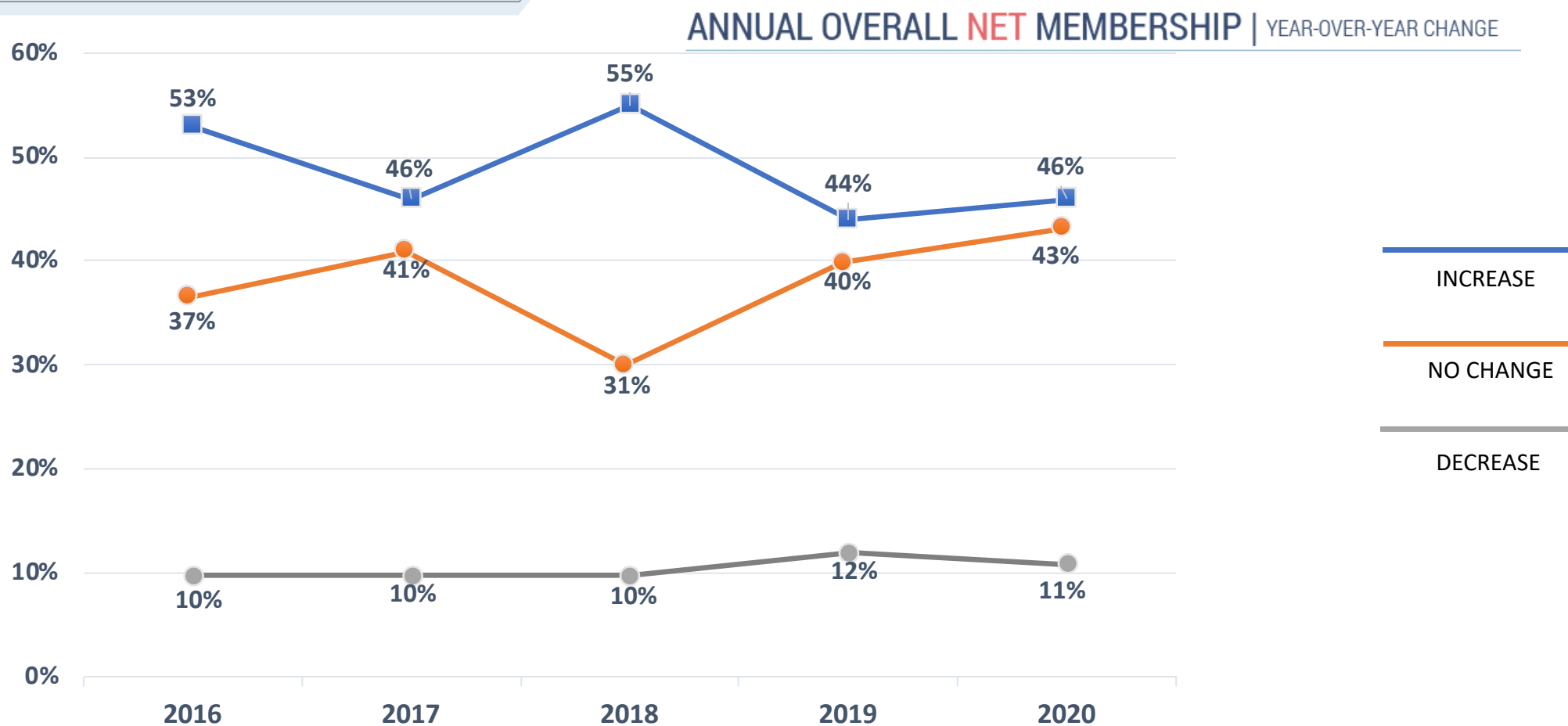




# 2020 CHAMBER OF COMMERCE

## ANNUAL SURVEY RESULTS

### MEMBERSHIP GROWTH, cont.



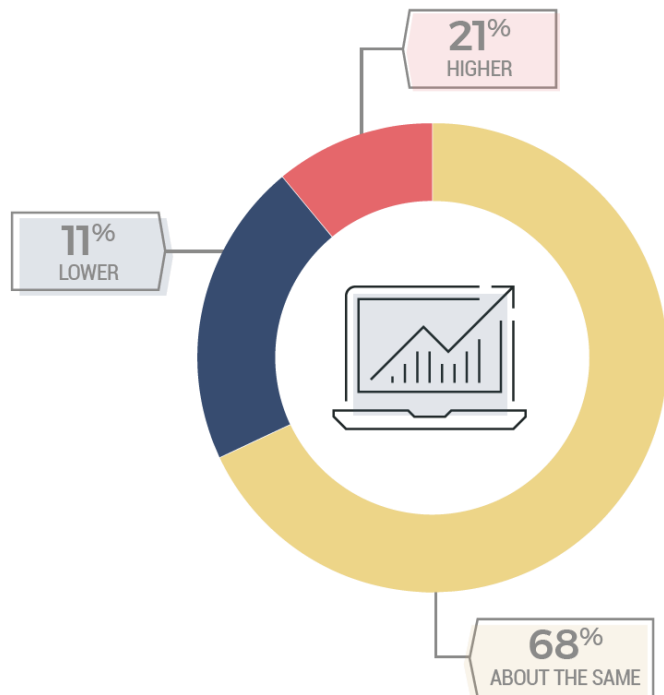


# 2020 CHAMBER OF COMMERCE

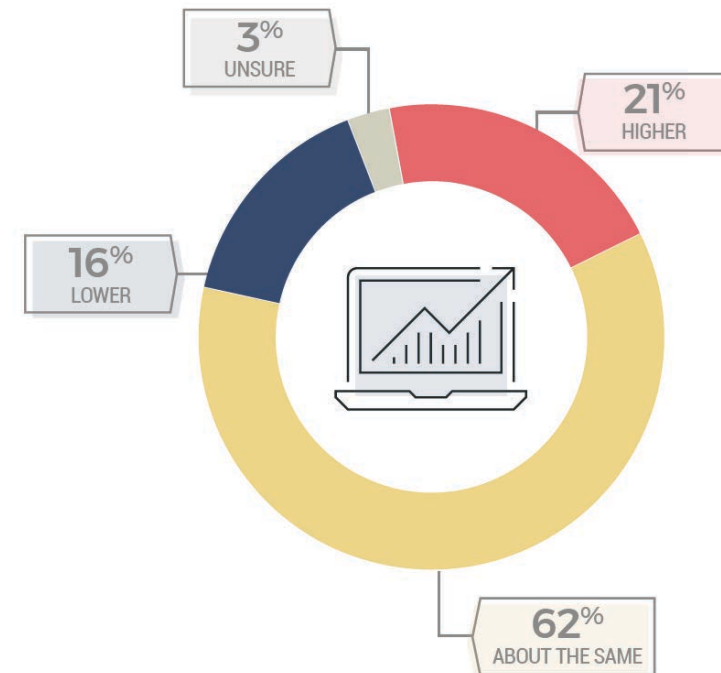
## ANNUAL SURVEY RESULTS

### MEMBERSHIP GROWTH, cont.

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



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







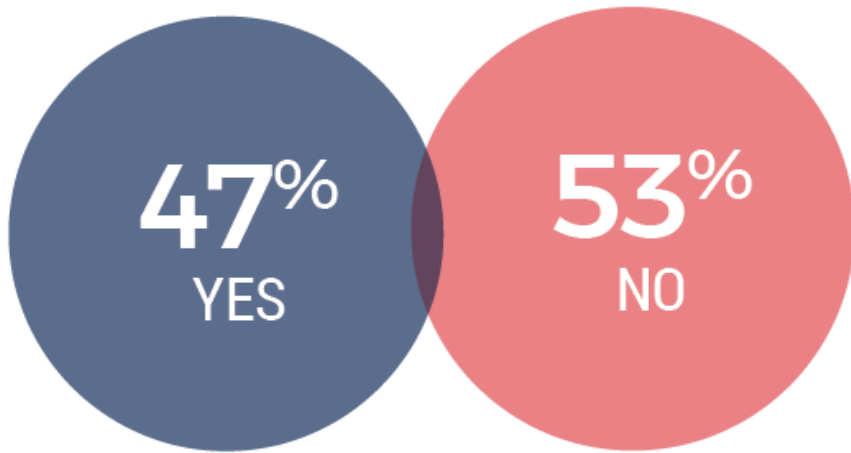
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## ANNUAL SURVEY RESULTS

### MEMBER ENGAGEMENT

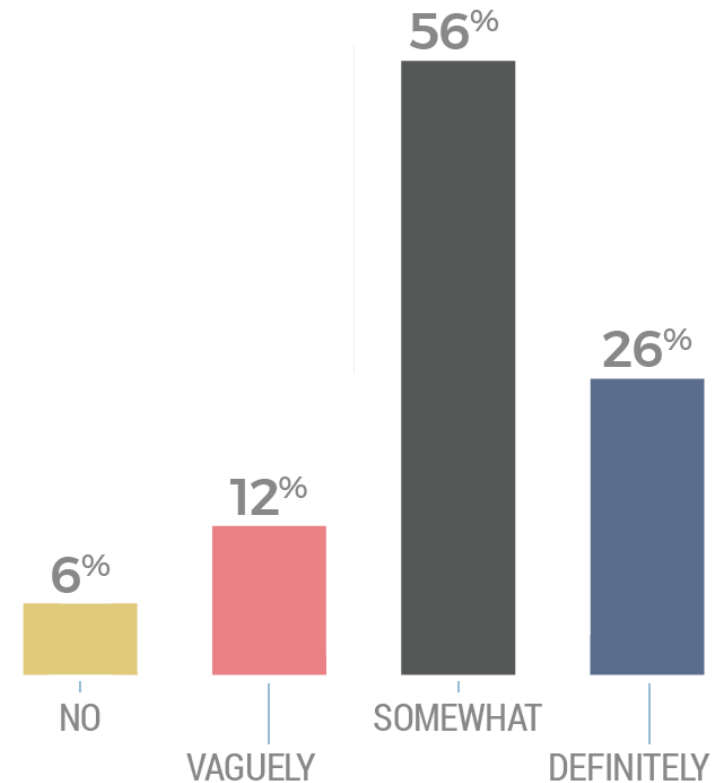
#### MEMBER ENGAGEMENT TRACKING

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



### VALUE PROPOSITION RECOGNITION

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





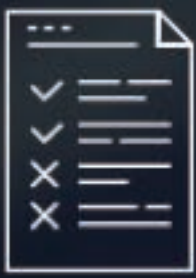
# 2020 CHAMBER OF COMMERCE

## ANNUAL SURVEY RESULTS

### MEMBER ENGAGEMENT, cont.

#### OVERALL MEMBER ENGAGEMENT | YEAR-OVER-YEAR CHANGE





# 2020 CHAMBER OF COMMERCE

## ANNUAL SURVEY RESULTS

### MEMBER ENGAGEMENT, cont.

#### MEMBER ENGAGEMENT IMPROVEMENTS | RESPONDENTS INDICATING INCREASED ENGAGEMENT ATTRIBUTED THE IMPROVEMENT TO:

##### TOP 8 ANSWERS



DEDICATED STAFF,  
NEW LEADERSHIP,  
MORE VOLUNTEERS

30%



DELIBERATE  
STRATEGY AND  
DEDICATED FOCUS

18%



PERSONAL  
INTERACTION AND  
GREATER  
OUTREACH

16%



STREAMLINED,  
TARGETED  
COMMUNICATIONS

16%



NEW OR  
UPDATED  
PROGRAMMING

15%



ADDING, IMPROVING,  
OR DISCONTINUING  
EVENTS

15%



IMPROVED  
TECHNOLOGY

11%



STRONGER SOCIAL  
MEDIA PRESENCE

10%



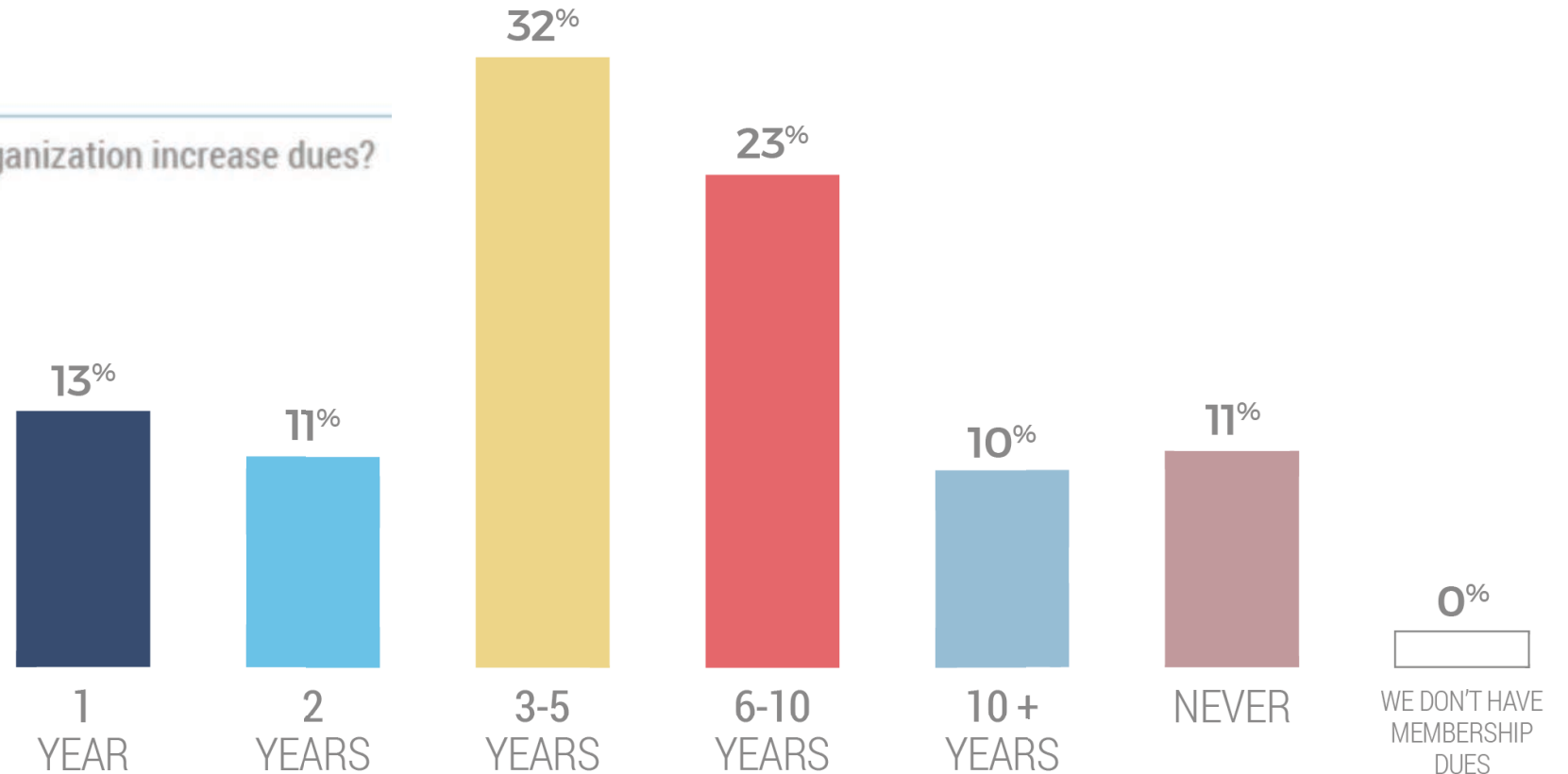
# 2020 CHAMBER OF COMMERCE

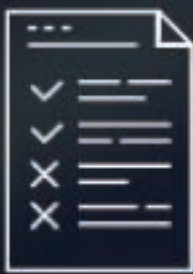
## ANNUAL SURVEY RESULTS

### OPERATIONS

#### MEMBERSHIP DUES

Approximately how often does your organization increase dues?



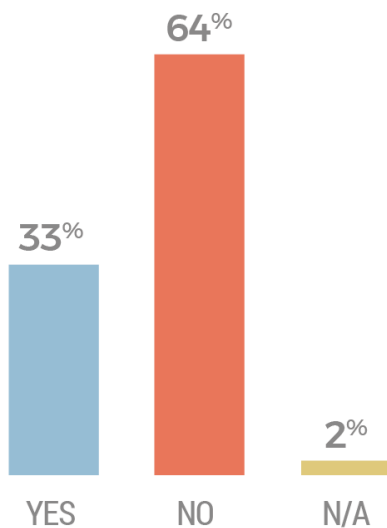


# 2020 CHAMBER OF COMMERCE

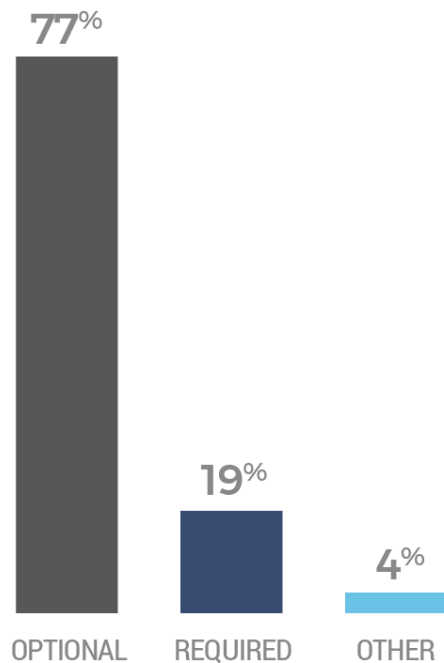
## ANNUAL SURVEY RESULTS

### OPERATIONS, cont.

Does your organization offer recurring memberships (auto-renewal)?

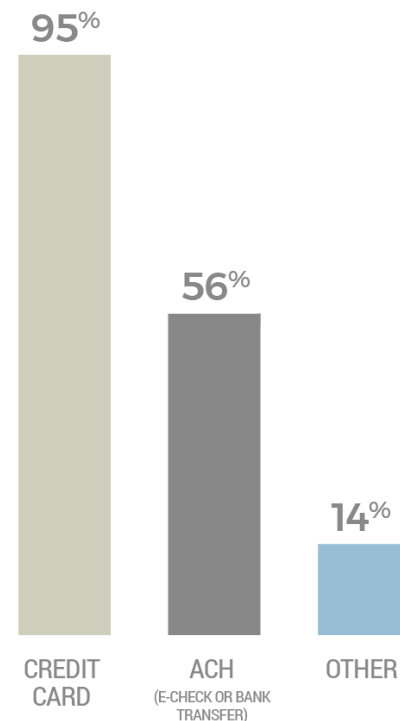


Is auto-renewal participation optional or required?  
(The following includes data from respondents who offer auto-renewal.)

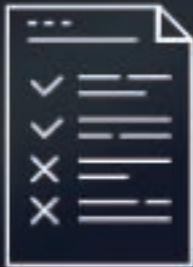


### RECURRING MEMBERSHIP

What auto-renewal payment methods do you accept?  
(The following includes data from respondents who offer auto-renewal.)







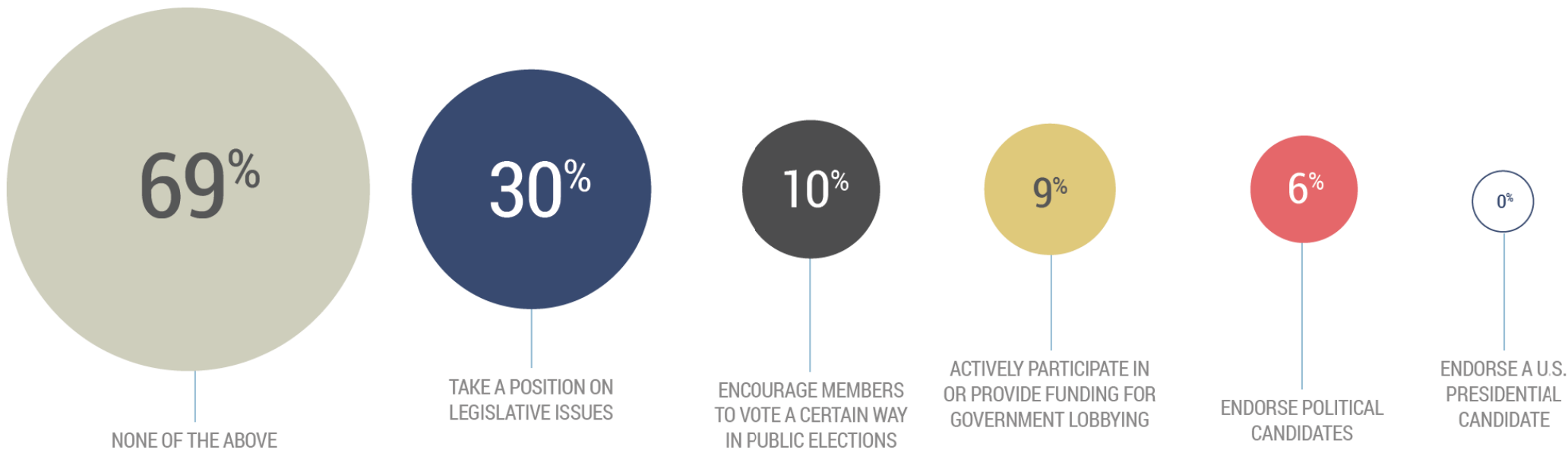
# 2020 CHAMBER OF COMMERCE

## ANNUAL SURVEY RESULTS

### OPERATIONS, cont.

## ADVOCACY

Does your chamber do any of the following?





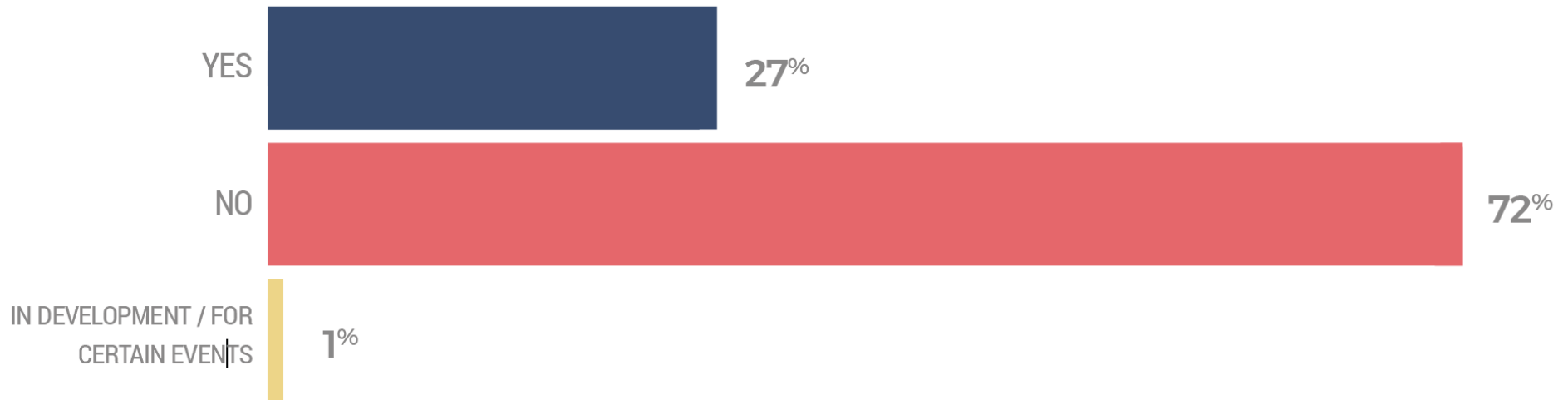
# 2020 CHAMBER OF COMMERCE

## ANNUAL SURVEY RESULTS

### OPERATIONS, cont.

#### URGENT COMMUNICATIONS PLANNING

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





# 2020 CHAMBER OF COMMERCE

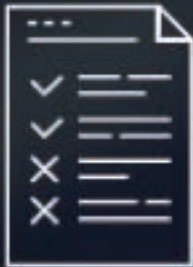
## ANNUAL SURVEY RESULTS

### OPERATIONS, cont.

## 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.)?





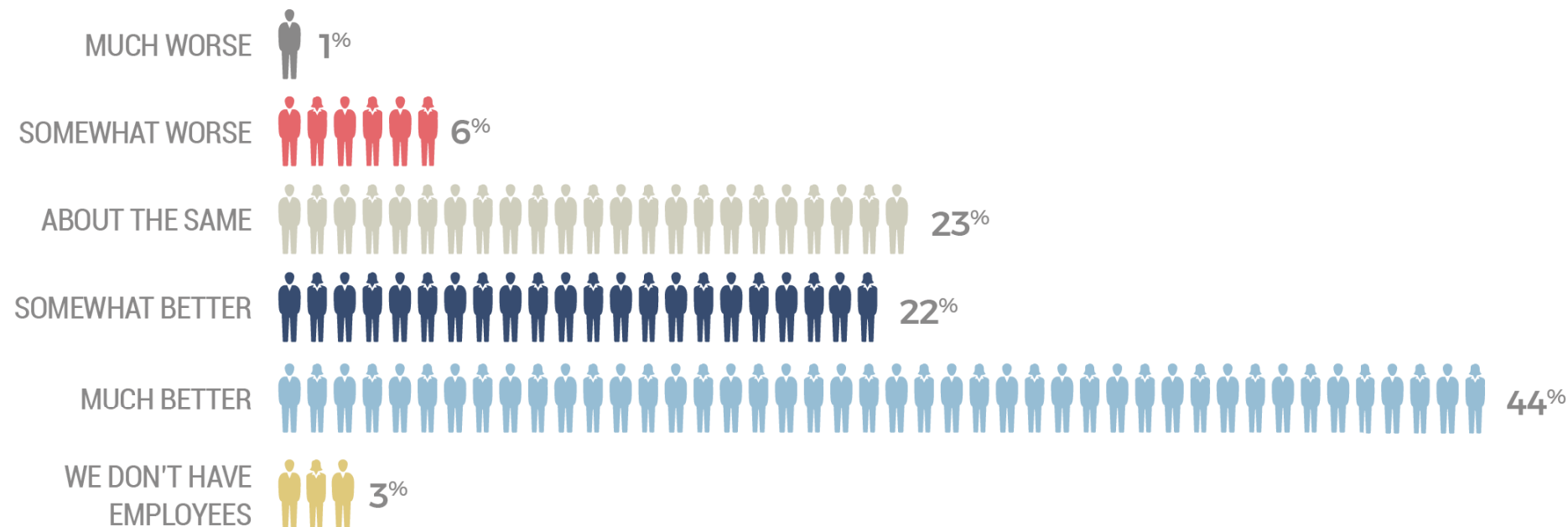
# 2020 CHAMBER OF COMMERCE

## ANNUAL SURVEY RESULTS

### OPERATIONS, cont.

#### 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?





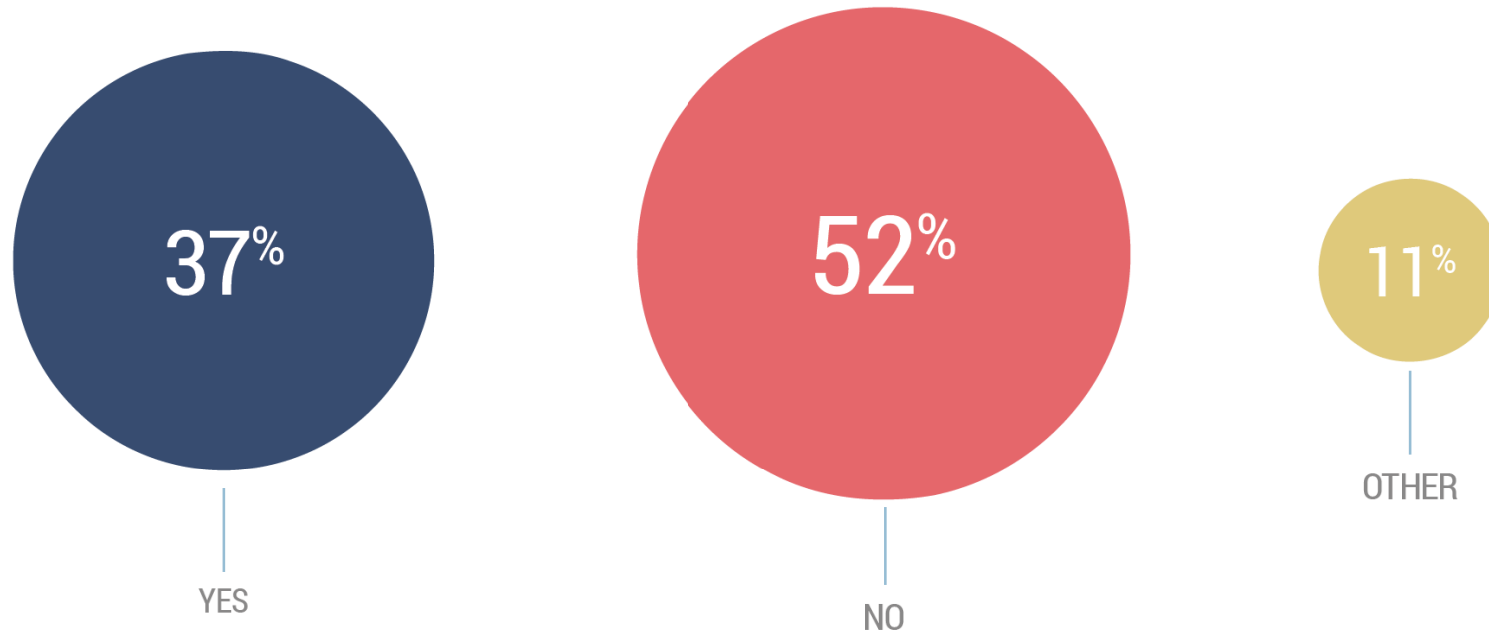
# 2020 CHAMBER OF COMMERCE

## ANNUAL SURVEY RESULTS

### OPERATIONS, cont.

#### HUMAN RESOURCES | REMOTE EMPLOYEES

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







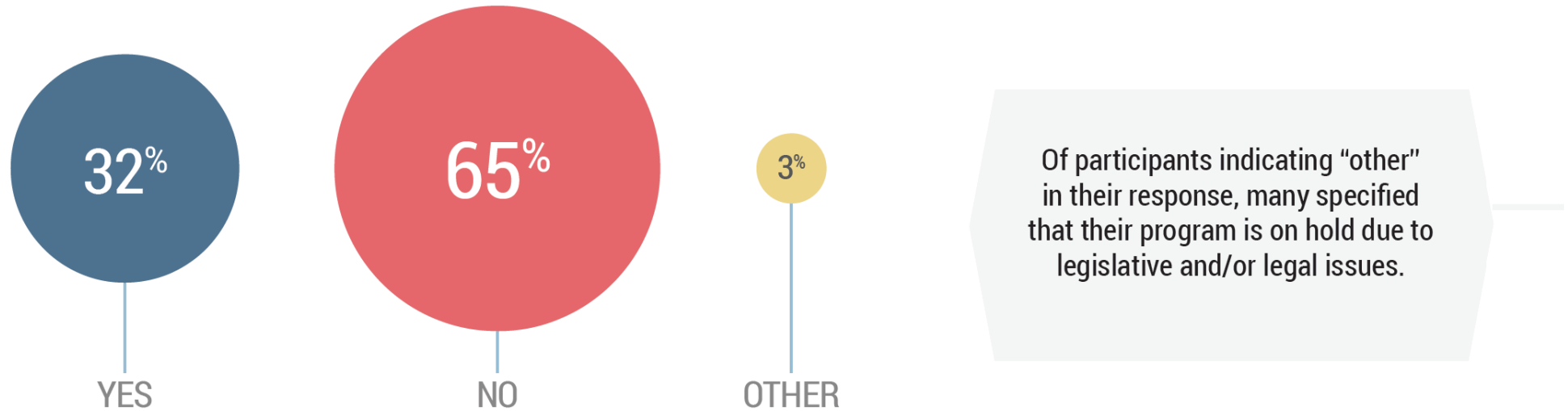
# 2020 CHAMBER OF COMMERCE

## ANNUAL SURVEY RESULTS

### OPERATIONS, cont.

### HEALTH INSURANCE

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





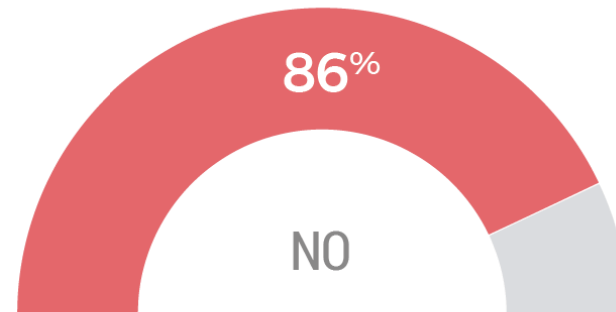
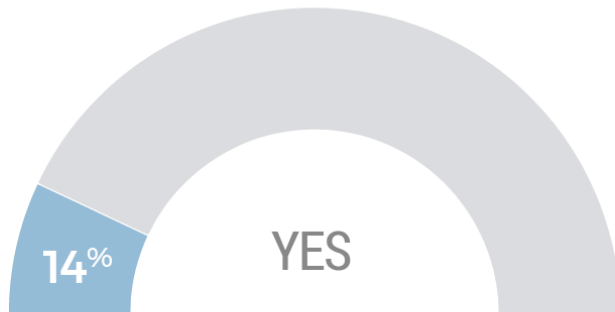
# 2020 CHAMBER OF COMMERCE

## ANNUAL SURVEY RESULTS

### OPERATIONS, cont.

#### GOLDEN HANDCUFFS | DRIVING RETENTION

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



**gold-en hand-cuffs:** *plural noun, informal* - informal financial allurements and benefits that are designed to increase retention.



# 2020 CHAMBER OF COMMERCE

## ANNUAL SURVEY RESULTS

### OPERATIONS, cont.

### BENEFITS / AFFINITY PROGRAMS | EFFECTIVE "GOLDEN HANDCUFFS" UTILIZED BY CHAMBERS

TYPE	YES %	EXAMPLES
AFFINITY PROGRAMS	33%	Office supplies discount, auto dealership concierge program, shipping discounts
INSURANCE	28%	Workers' comp, health, auto
BENEFITS	22%	Member education, dual membership, business tax credits
DISCOUNTS	14%	Discounted dues each year member renews, free or discounted facility rentals, gift certificate programs
MARKETING	8%	Community campaigns, free advertising, promotions



# 2020 CHAMBER OF COMMERCE

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## ANNUAL SURVEY RESULTS

### FRESH IDEAS

### SUGGESTIONS | TOPICS FOR LUNCH & LEARN MEMBER EVENTS

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- ✓ 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...



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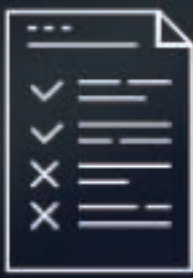
## ANNUAL SURVEY RESULTS

### VALUE ADDED

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...





# 2020 CHAMBER OF COMMERCE

## ANNUAL SURVEY RESULTS

### MEMBER FEEDBACK

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 | ✓ Time for Change | ✓ Do More   |
| ✓ Value             | ✓ Staffing        | ✓ Improving |
| ✓ Diversity         | ✓ Who, What?      |             |



# 2020 CHAMBER OF COMMERCE

## ANNUAL SURVEY RESULTS

### MEMBER FEEDBACK, cont.

#### TOP FEEDBACK

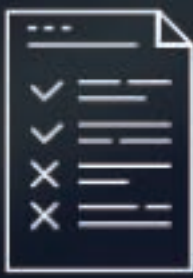
##### VALUE

- 💬 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.

💬 = What respondents said

##### 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.



# 2020 CHAMBER OF COMMERCE

## ANNUAL SURVEY RESULTS

### 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



# 2020 CHAMBER OF COMMERCE

## ANNUAL SURVEY RESULTS

### MEMBER FEEDBACK, cont.

#### DO MORE

- 💬 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





# 2020 CHAMBER OF COMMERCE

## ANNUAL SURVEY RESULTS

### MEMBER FEEDBACK, cont.

#### IMPROVING

#### TOP FEEDBACK

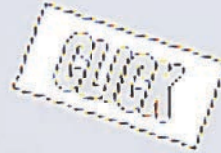
- 💬 We're more open to member suggestions.
- 💬 We are growing and changing for the betterment of the community.
- 💬 How much we've improved over the last 2 years and how a board can make or break a chamber.
- 💬 We are constantly evolving and open to new ideas.
- 💬 They're pleased with the new staff and 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.

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

💬 = What respondents said

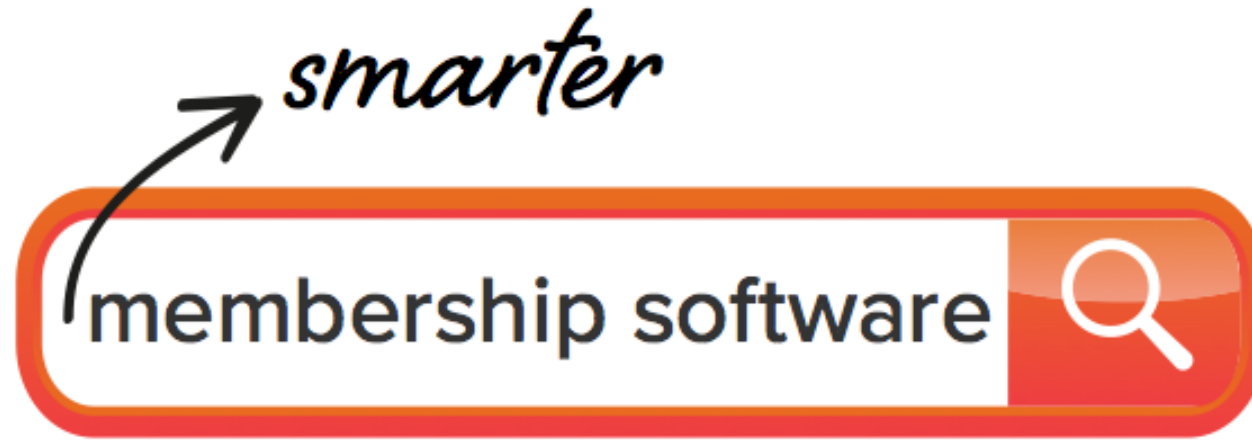


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