




GrowthZone
chamber edition

2023 Annual Chamber Survey Results

For Chamber of Commerce Professionals

 Avg. Reading Time: **3.5 min**

01

Membership Growth

Organizational Challenges

Q: What concerns or worries you the most regarding your organization?

#1 Member Engagement/ Retention



#2 Growing Membership



#3 Revenue/Budget/ Funding



#4 Time, Never Enough Time



#5 The Economy



Growth Challenges

Q: What are your organization's biggest challenges to growing membership?

#1

Attracting younger
members

#2

Lack of
employees/staff

#3

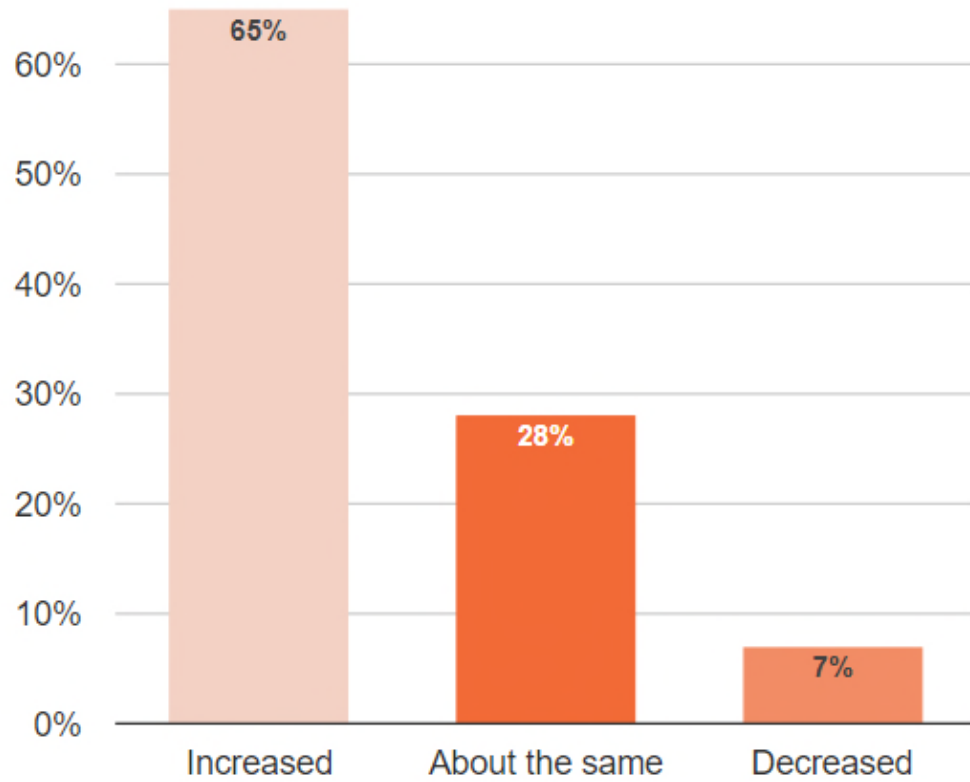
Lack of a
recruitment
strategy/plan

#4

Difficulty
communicating
our organization's
value

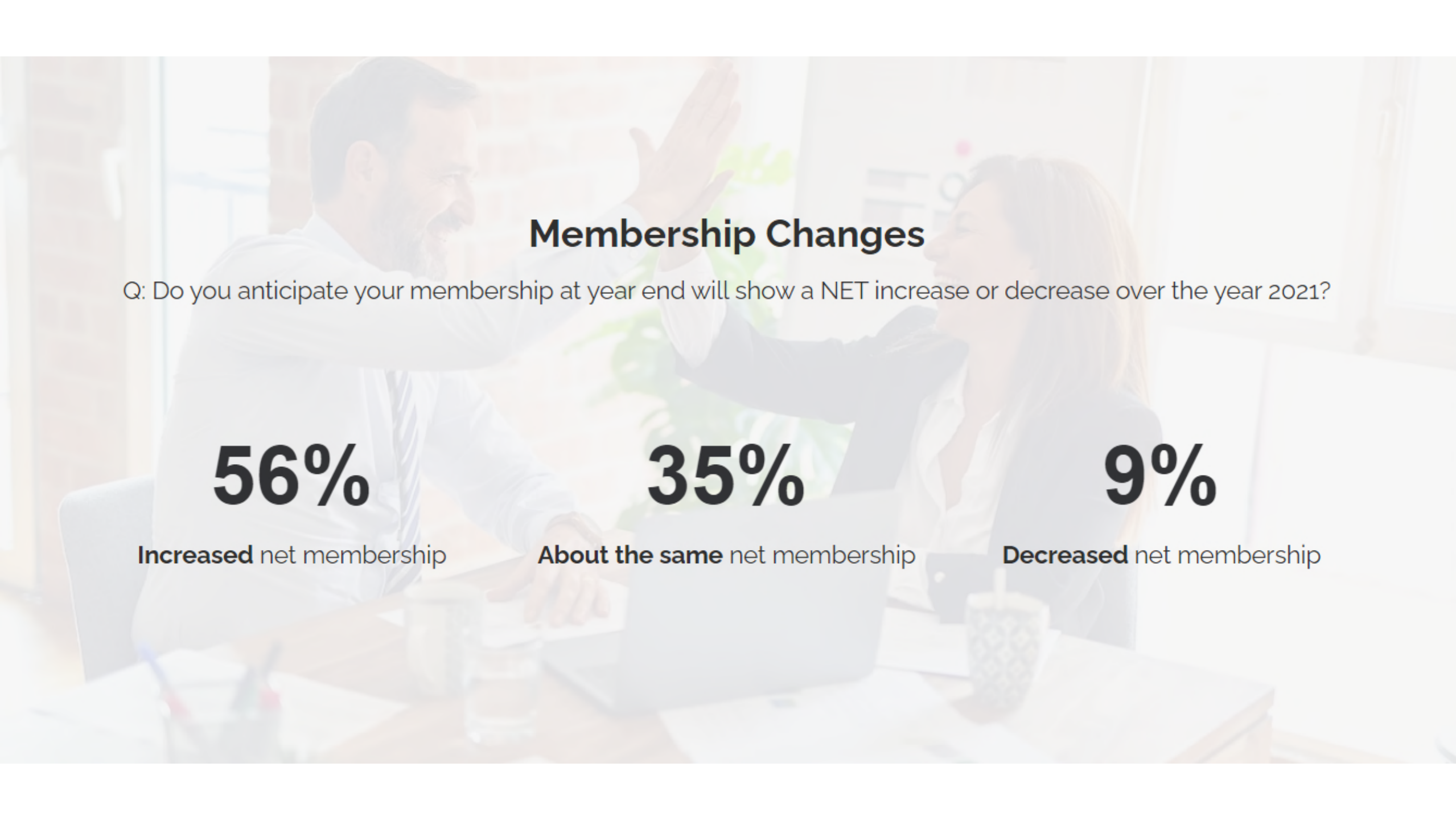
#5

Difficulty reaching
prospective
members



NEW Memberships

Q: Have **NEW** memberships increased or decreased since last year (since 12/31/21)?

A man and a woman are sitting at a desk in an office, high-fiving each other. The man is on the left, wearing a light blue shirt, and the woman is on the right, wearing a dark blazer. They are both smiling. In the background, there is a whiteboard with some text on it, and a window with a view of a brick building.

Membership Changes

Q: Do you anticipate your membership at year end will show a NET increase or decrease over the year 2021?

56%

Increased net membership

35%

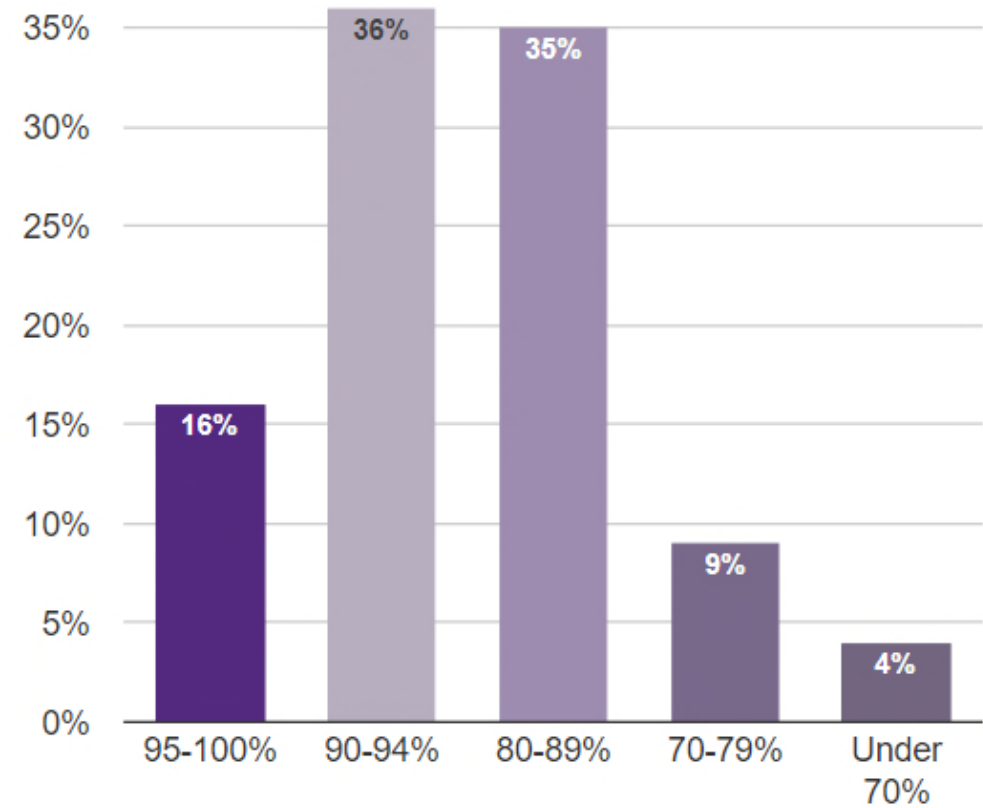
About the same net membership

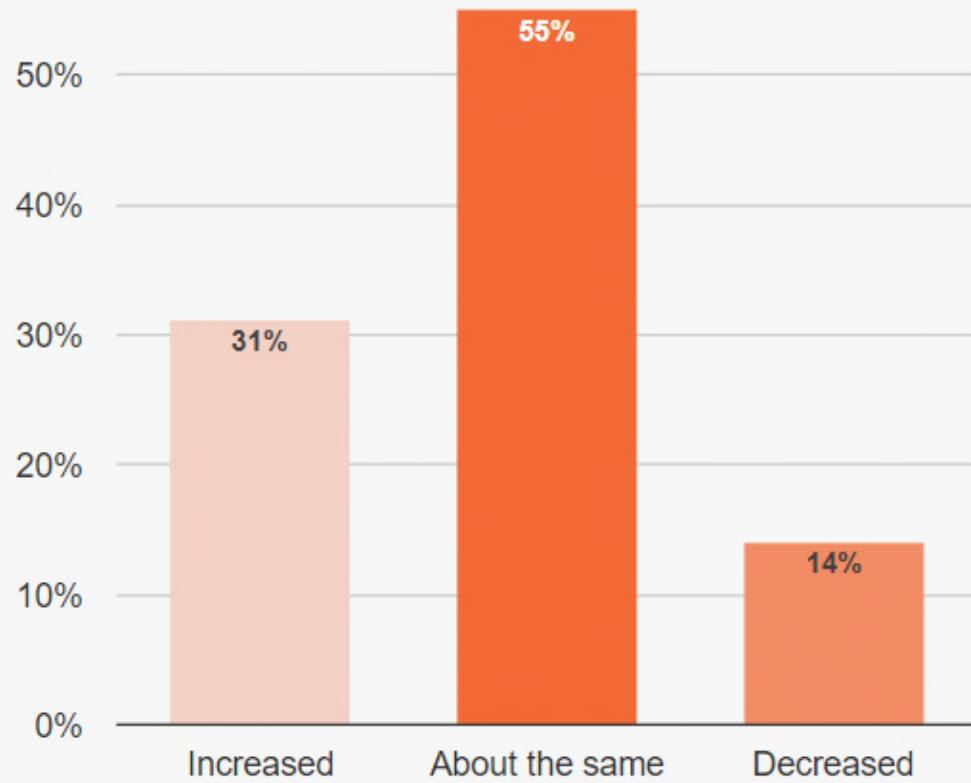
9%

Decreased net membership

Renewal Rate

Q: What is your anticipated overall renewal rate for 2022?





Renewal Changes

Q: Did your overall RENEWALS change for 2022 over the year 2021?

Non-Renewal Reasons

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

1

Lack of engagement with the organization

2

Lack of time to participate

3

Lack of value

4

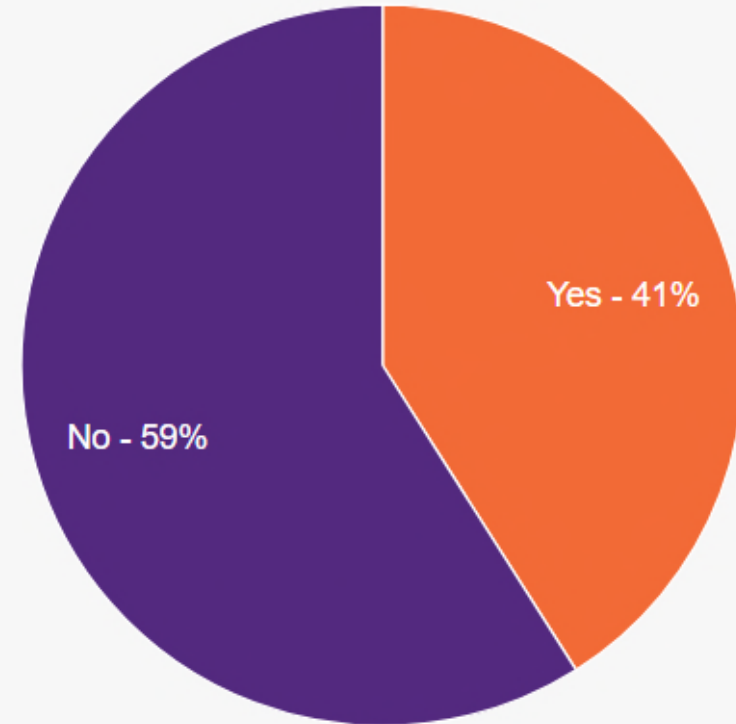
Forget to renew

5

Left the profession/industry/area

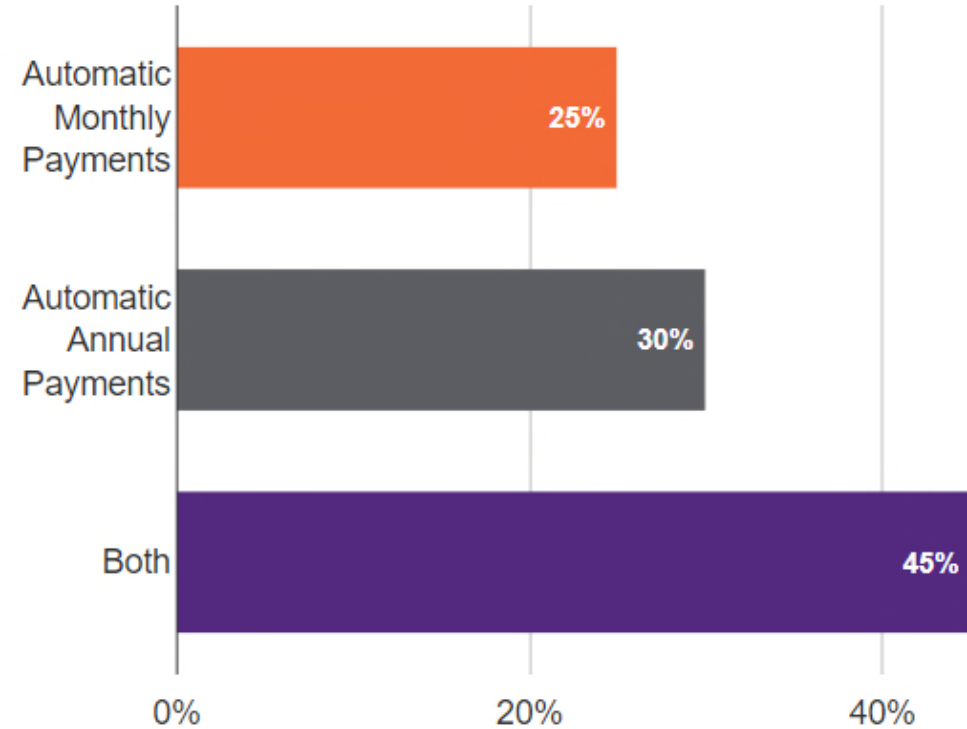
Automatic Renewals

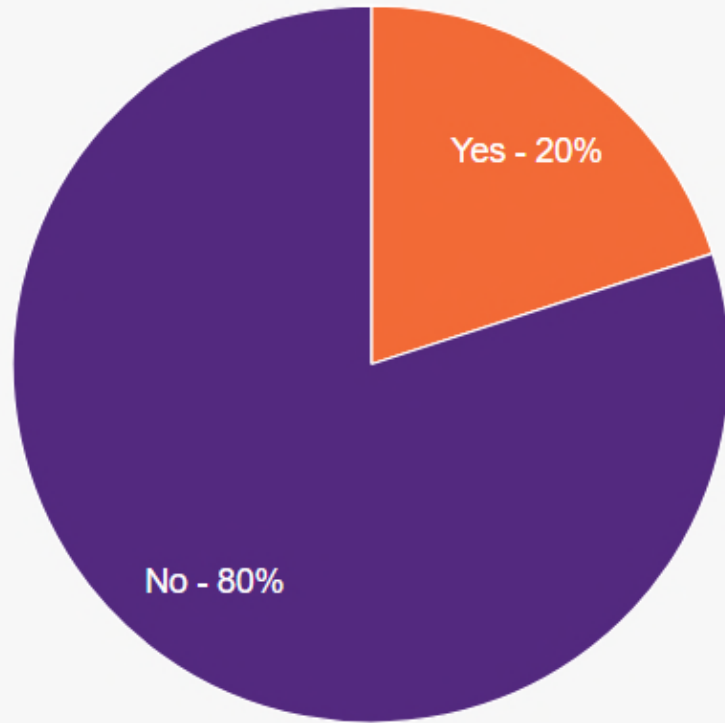
Q: Does your organization offer automatic credit card renewal of membership fees (aka auto-renewal)?



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 reengage members that you lost in previous years?

Pro Tips: Tools to Grow Your Chamber

GrowthZone's Knowledge Library has helpful (and free!) guides, on-demand webinars, and white papers to help you grow your chamber.

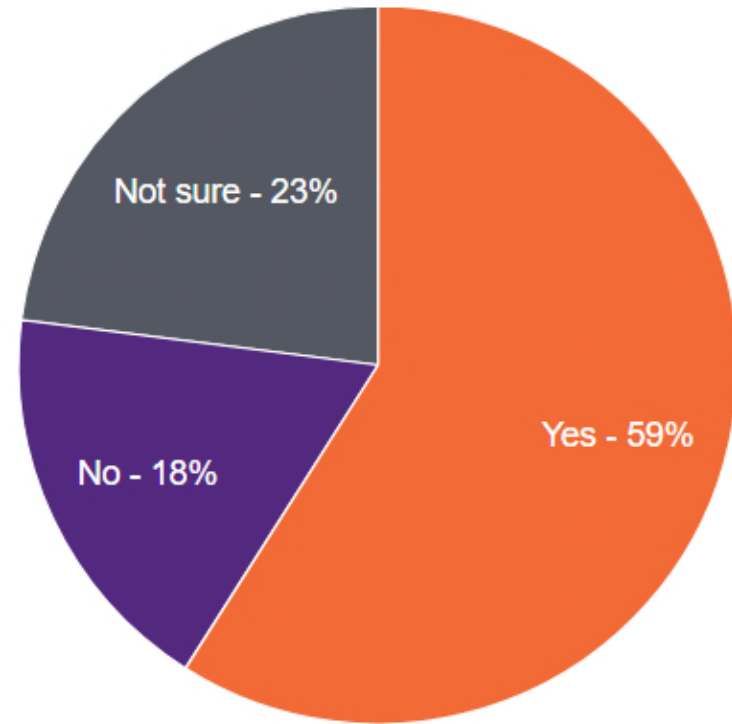
[Go There Now](#)

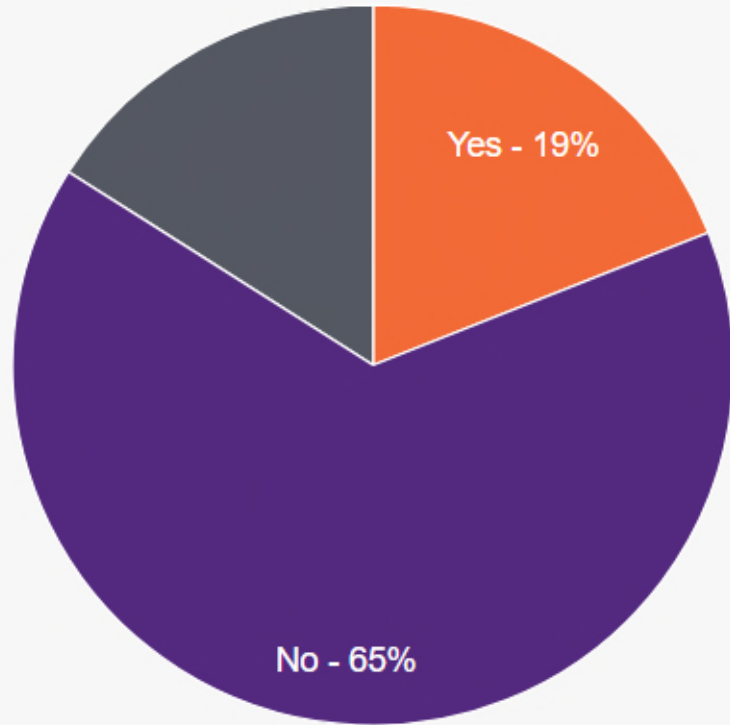


02

Values & Policies

Q: Do you believe members clearly understand the value of your organization and the specific solutions you offer them?



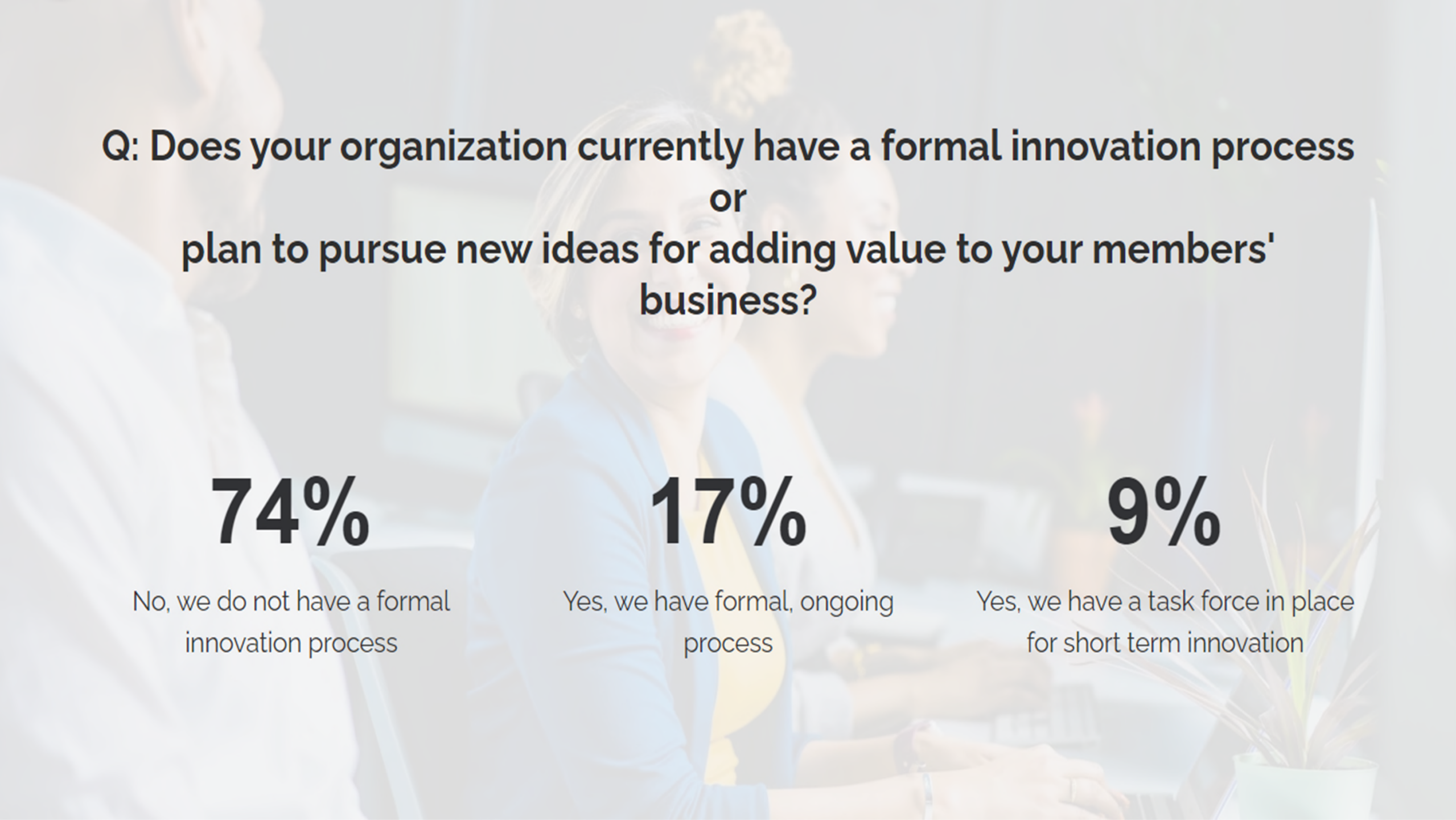


● Yes - 19% ● No - 65% ● In development -...

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

03

Innovation & Initiatives



Q: Does your organization currently have a formal innovation process or plan to pursue new ideas for adding value to your members' business?

74%

No, we do not have a formal innovation process

17%

Yes, we have formal, ongoing process

9%

Yes, we have a task force in place for short term innovation

Pro Tips: Innovative Chamber Ideas

Download dozens of innovative ideas for programs and events submitted by chambers pros for chambers pros.

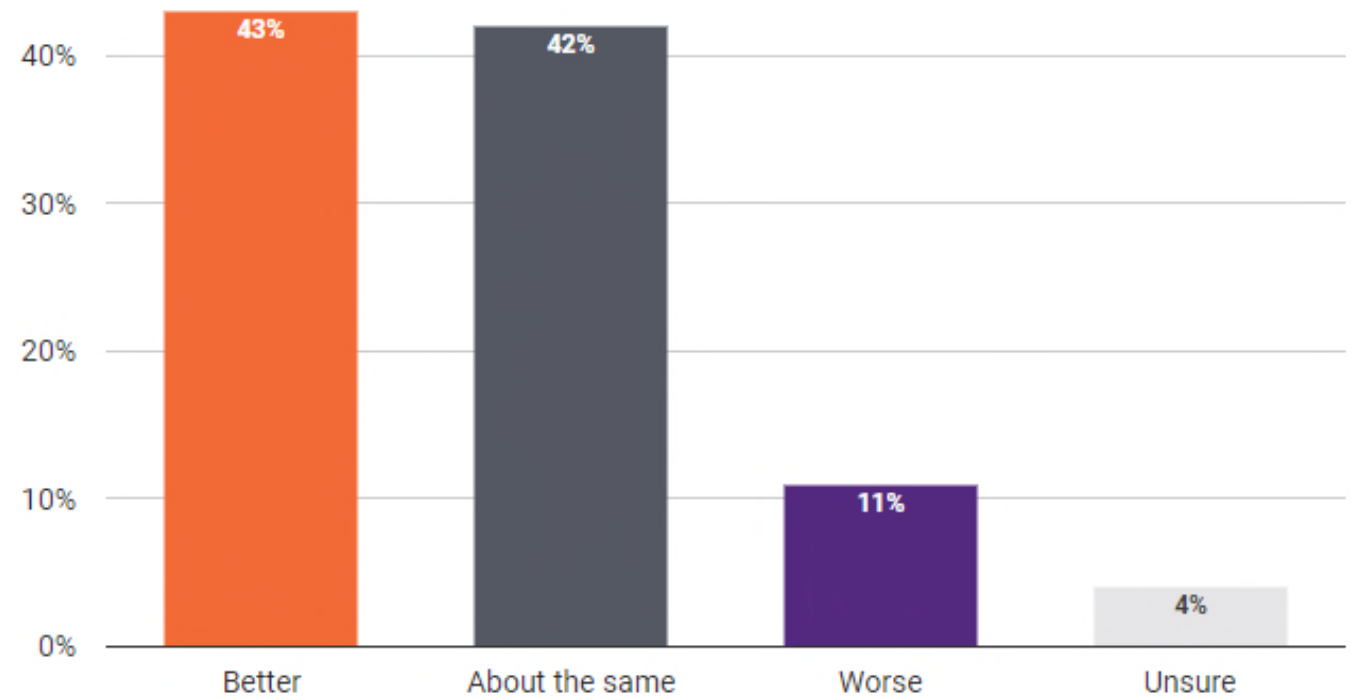
[Go There Now](#)

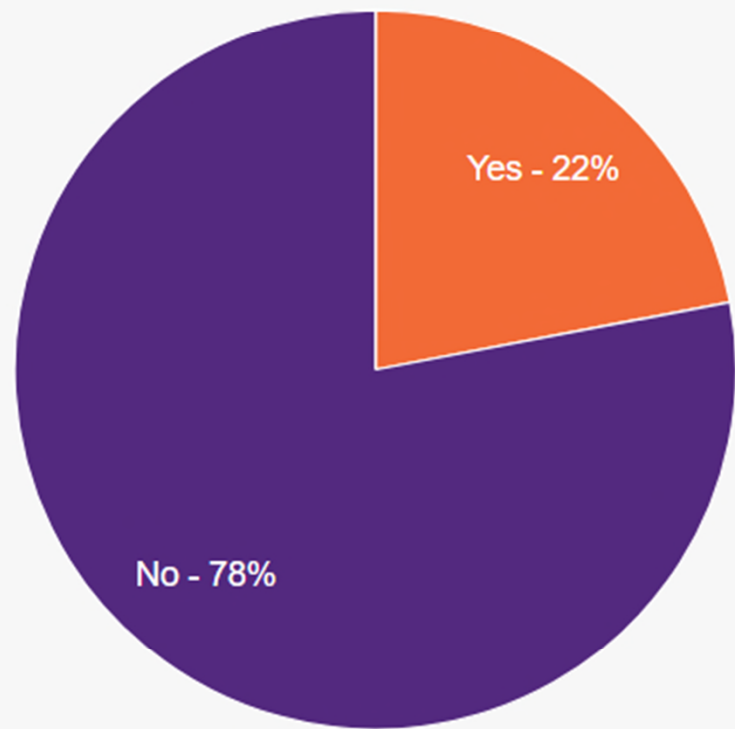


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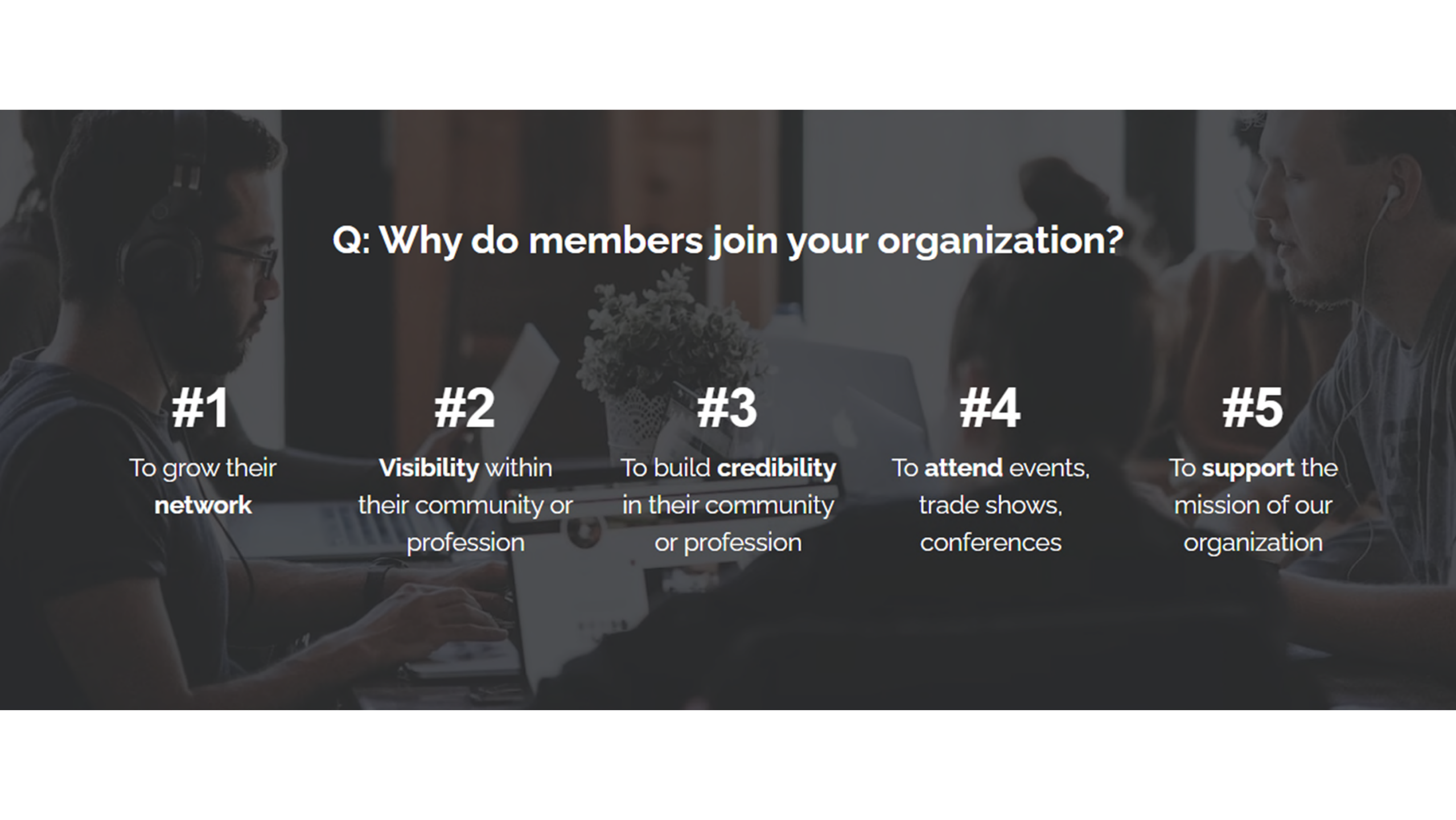
Membership & Engagement

Q: Did overall member engagement change since 12/31/2021?





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



Q: Why do members join your organization?

#1

To grow their
network

#2

To gain **visibility** within
their community or
profession

#3

To build **credibility**
in their community
or profession

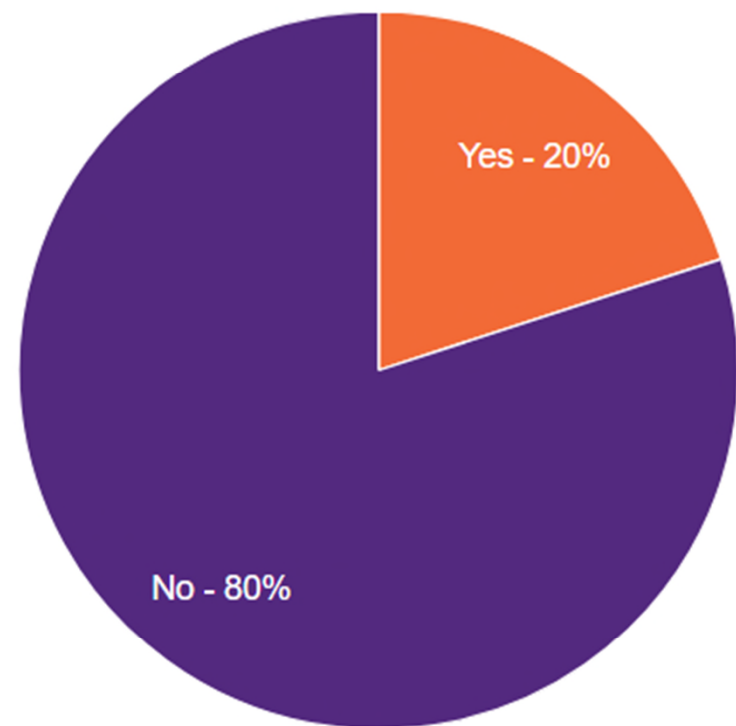
#4

To **attend** events,
trade shows,
conferences

#5

To **support** the
mission of our
organization

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

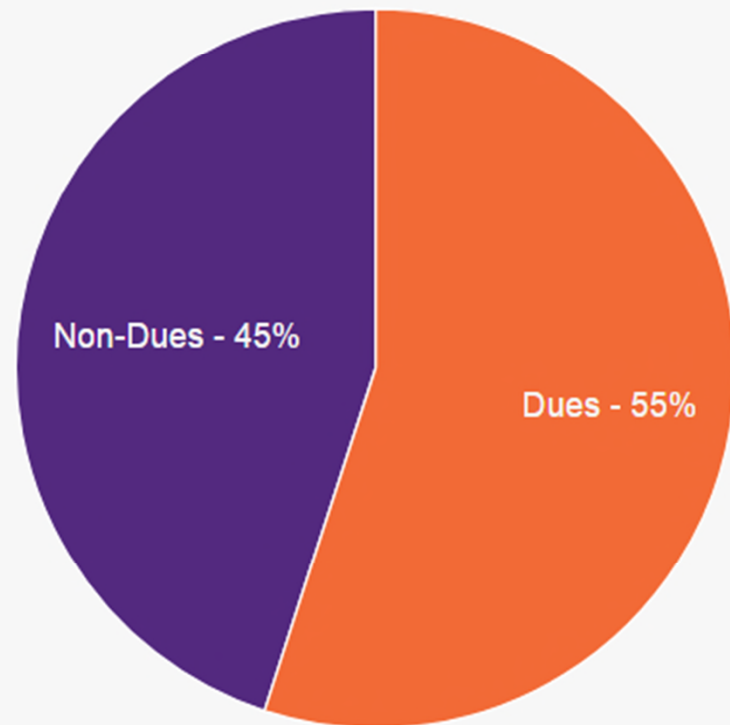


05

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)?



Top Non-Dues Revenue Sources

#1 Events



#2 Sponsorships



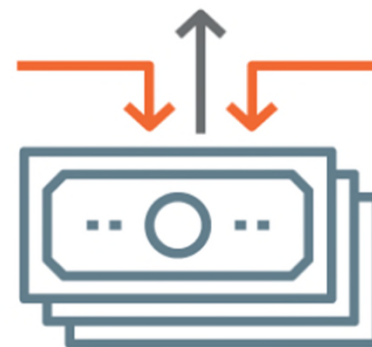
#3 Grants



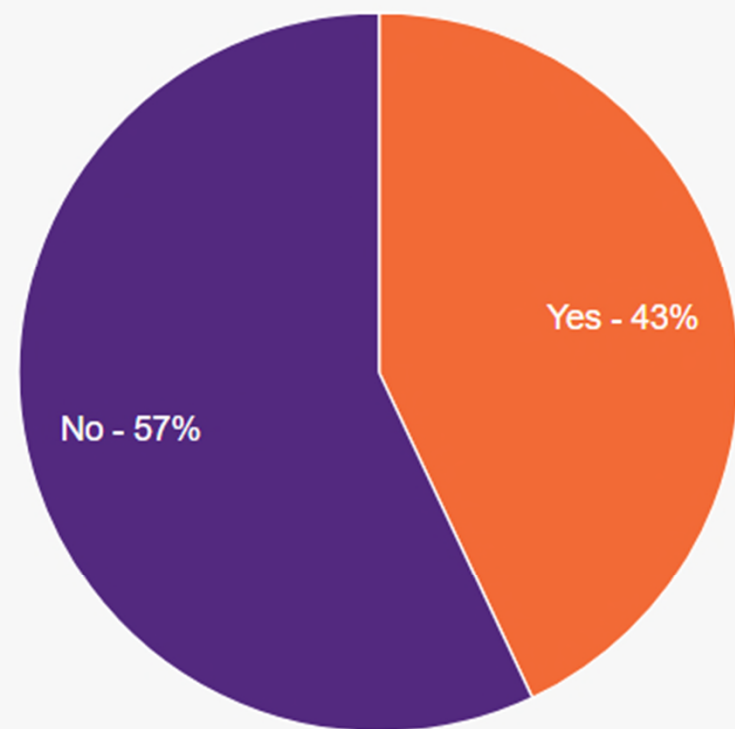
#4 Fundraising

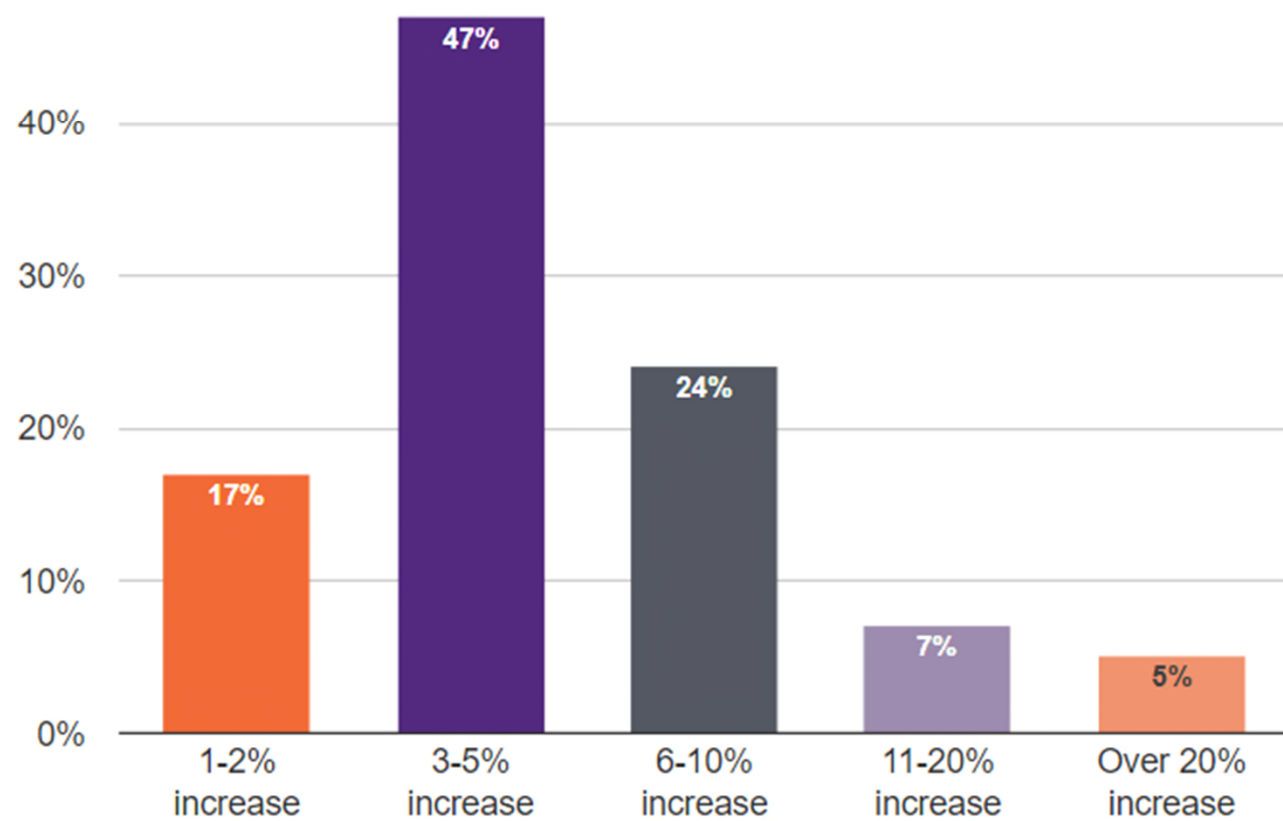


#5 Advertising



**Q: Did you, or do you plan to,
raise your membership dues in
2022?**



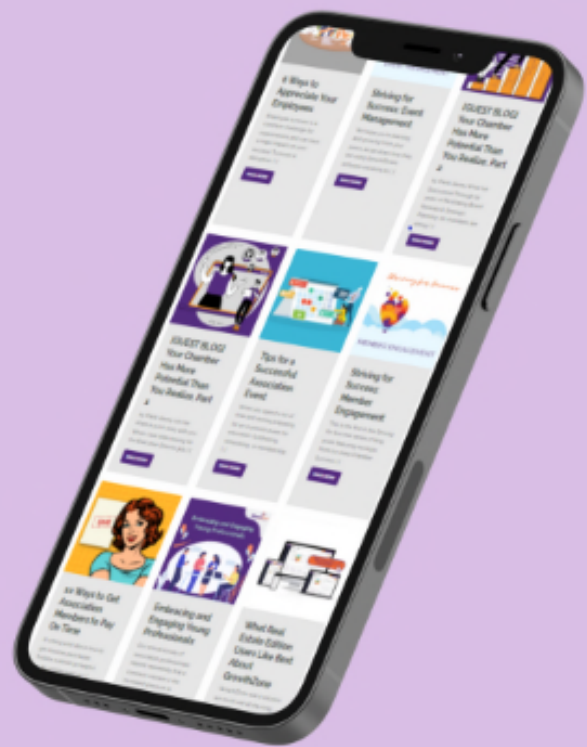


If yes, by what percentage do you plan to raise dues?

Pro Tips: The Blog for Membership Pros

The GrowthZone blog for membership pros is filled with actionable tips, guest articles, and useful resources to help you run your organization and improve your bottom line.

[Go There Now](#)



06

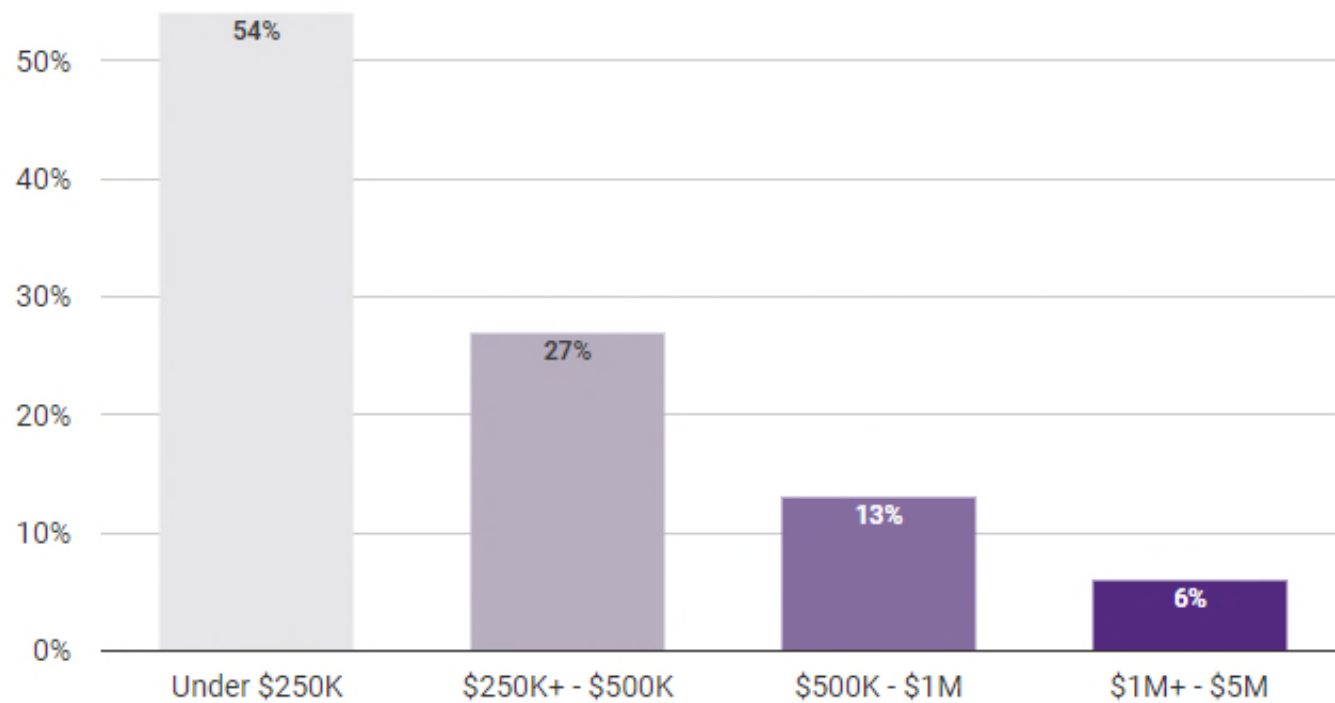
About the Respondents

About the Survey Respondents

GrowthZone surveyed 474 chamber of commerce professionals across the U.S. and Canada at the end of 2022.

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



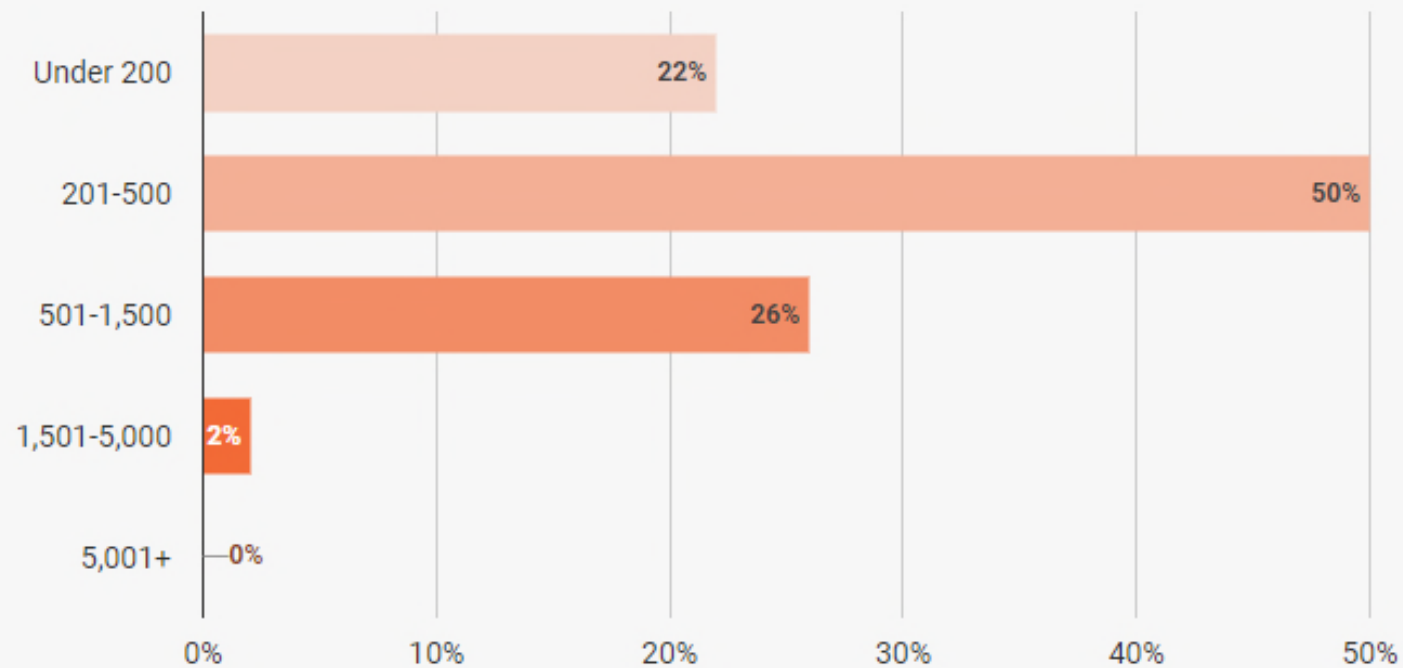


Approximate Annual Operating Budget

Q: What is your organization's approximate annual operating budget?

Anticipated Membership

Q: What is your organization's anticipated membership as of 12/31/2022 (number of billing accounts)?




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.





Watch a Video Tour to See GrowthZone Software in Action

[View the Tour](#)