

The Real Value of Joining a Chamber of Commerce

Table 1. How Effectively Business Strategies Communicate Specific Traits about a Company

The percentages in Table 1 show just how effective of a business strategy being active in a chamber really is. For example, consumers say that being active in the local chamber is 29% more effective for communicating that a company uses good practices than it is for making a general statement about the company.

		Specific Company Traits			
		Uses good business practices	Reputable	Cares about customers	Community involvement
Business Strategies	Being active in the local chamber of commerce	29% more effective	26% more effective	13% more effective	12% more effective
	Sponsoring events around the community	Equally effective	10% more effective	20% more effective	24% more effective
	Encouraging employees to volunteer	19% more effective	14% more effective	13% more effective	15% more effective
	Giving out scholarships to local students	Equally effective	Equally effective	28% more effective	36% more effective
	Encouraging employees to donate to a charity	Equally effective	Equally effective	Equally effective	Equally effective

Table 2. The Impacts of Chamber Membership on Small Businesses

This table indicates that if consumers are aware that a small business is involved with its local chamber great benefits emerge. For example, the table indicates that if consumers know that a small business is a member of the chamber of commerce, the business enjoys a 44% increase in its consumer favorability rating.

	% Increase in Favorability	% Increase in Awareness	% Increase in Reputation	% Increase in Future Patronage
Consumers	44%	51%	57%	63%
Business Decision-Makers	37%	51%	58%	59%

Table 3. What a Chamber Membership Shows Customers

This table is a snapshot of just how effectively chamber membership conveys to consumers each of the specific company traits. The graph shows that seven out of ten consumers believe that being actively involved in the chamber is an effective strategy for enhancing a business' reputation and for demonstrating that it uses good business practices.

Showing people about your company	59%			
Showing that you are involved in the community	63%			
Showing that you care about customers	64%			
Showing that you have a good reputation	69%			
Showing that you use good business practices	70%			