



# The REAL Value of Joining a Chamber of Commerce

Source: Schapiro Group, Atlanta Georgia

## How Effective Business Strategies Communicate Specific Traits about a Company

Consumers say that being active in the local chamber is **29% more effective** for communicating that a company uses good practices.

		Specific Company Traits			
		Uses Good Business Practices	Reputable	Cares about Customers	Community Involvement
Business Strategies	<i>Being active in the local Chamber of Commerce</i>	<b>29% More effective</b>	<b>26% More effective</b>	<b>13% More effective</b>	<b>12% More effective</b>
	<i>Sponsoring events around the community</i>	Equally effective	10% More effective	20% More effective	24% More effective
	<i>Encouraging employees to volunteer</i>	19% More effective	14% More effective	13% More effective	15% More effective
	<i>Giving out scholarships to local students</i>	Equally effective	Equally effective	28% More effective	36% More effective

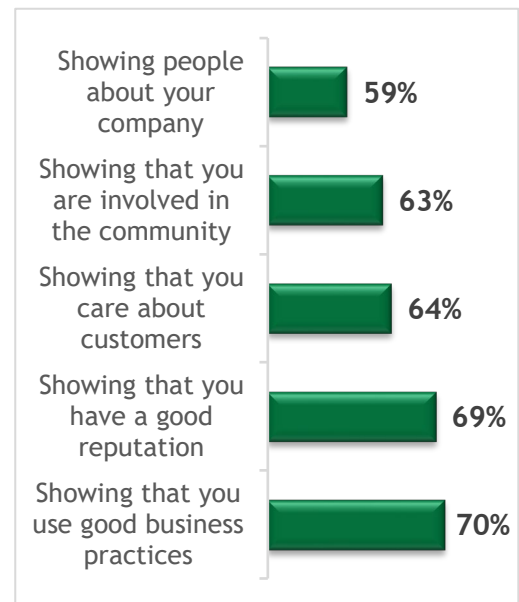
## The Impacts of Chamber Membership on Small Businesses

Small businesses that are members of the local chamber experience significant increases in consumer favorability, awareness, local reputation, and likelihood of future patronage. The impacts of chamber membership on small businesses vary across different demographic, geographic, age, and income groups.

% Increase in Favorability	% Increase in Awareness	% Increase in Local Reputation	% Increase in Likelihood of Future Patronage*
44%	51%	57%	63%

## What a Chamber Membership Shows Customers

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.



**The caveat: consumers need to be aware that your business is involved with its local chamber for the benefits to emerge.**

**Promote Your Chamber Membership!**

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