



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 23% 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	BEING ACTIVE IN THE LOCAL CHAMBER OF COMMERCE	23% more effective	24% more effective	17% more effective	21% more effective
	SPONSORING EVENTS AROUND THE COMMUNITY	12% more effective	Equally effective	16% more effective	29% more effective
	ENCOURAGING EMPLOYEES TO VOLUNTEER	17% more effective	Equally effective	15% more effective	20% more effective
	GIVING OUT SCHOLARSHIPS TO LOCAL STUDENTS	Equally effective	Equally effective	19% more effective	38% more effective
	ENCOURAGING EMPLOYEES TO DONATE TO A CHARITY	15% more effective	18% more effective	16% more effective	16% more

The Impacts of Chamber Membership on Small Businesses

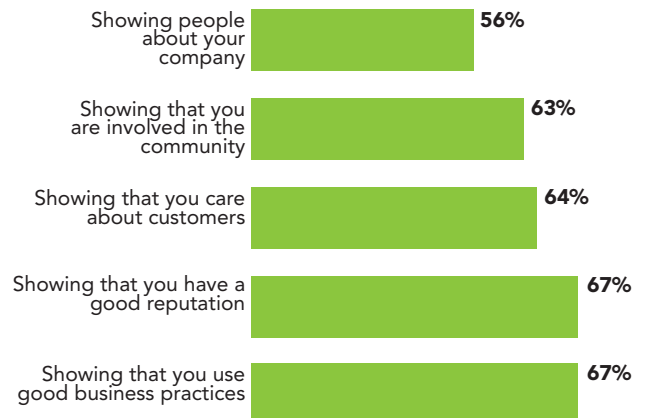
If consumers know that a small business is a member of the chamber of commerce, the company enjoys a 49% increase in its consumer favorability rating.

	% INCREASE IN FAVORABILITY	% INCREASE IN AWARENESS	% INCREASE IN REPUTATION	% INCREASE IN FUTURE PATRONAGE
CONSUMERS	49%	73%	68%	80%
BUSINESS DECISION-MAKERS	42%	78%	65%	74%

Consumers are **73% more likely to be highly aware of a business** if they are a member of the Chamber and **68% more likely to think positively** if its local reputation.

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.



Promote Your Chamber Membership!

Email Laura at laura@greatervalleychamber.com to receive our Membership logo for use in your marketing materials.