



# *Strengthening Your Chamber's Value Proposition— Why a Chamber is Essential in Uncertain Times*



# *01*

## **Lead with the Lifeline Message**

Position your Chamber as essential —not optional. Use language like "We're your business safety net," especially when facing economic turbulence.

## **Examples**

Feature Real Stories - Share members who weathered challenges thanks to the Chamber's support

Create a Rapid Response Resource Hub on your website titled "Your Business Lifeline"

Host a Monthly "Lifeline Briefing"

*Potential Speaker: Kiera Conlan, LCB  
President of Customs Brokers & International  
Freight Forwarders*



# 02

## **Refocus on ROI, Not Just Goodwill**

Highlight measurable member benefits: connections made, stories of leads generated, cost savings, advocacy wins—not just what "supporting the Chamber" means to the Chamber.

## **Examples**

**Talk numbers:** Share how many monthly visitors your website gets, how many email subscribers and social media followers you have

**Savings:** Highlight the discounts that members receive

**Advocacy wins:** remind members about past wins, doesn't have to only be from this year

# 03

## Segment Your Value Proposition

Customize your messaging by member type (small business, solopreneur, corporate, nonprofit). Speak directly to their pain points.

## Examples

What They Need / How the Chamber Helps

 Small Business

Visibility, hiring help, customer reach  
Business spotlights, shop local promos, HR resources

 Solopreneur

Connection, credibility, support  
Networking groups, coaching, personal promotion

 Corporate

Community leadership, branding, workforce ties  
Sponsorships, civic influence, talent development

 Nonprofit

Awareness, partnerships, volunteer support  
Cause promotion, business connections, event access

# 04

**Quantify the Impact**

Use local stats: "Our member businesses saw 22% more engagement from community partnerships" or "We referred over 300 member businesses in the past 12 months."

Quantify any data that you can (and even more importantly) display it in any easy to understand visual (infographic).

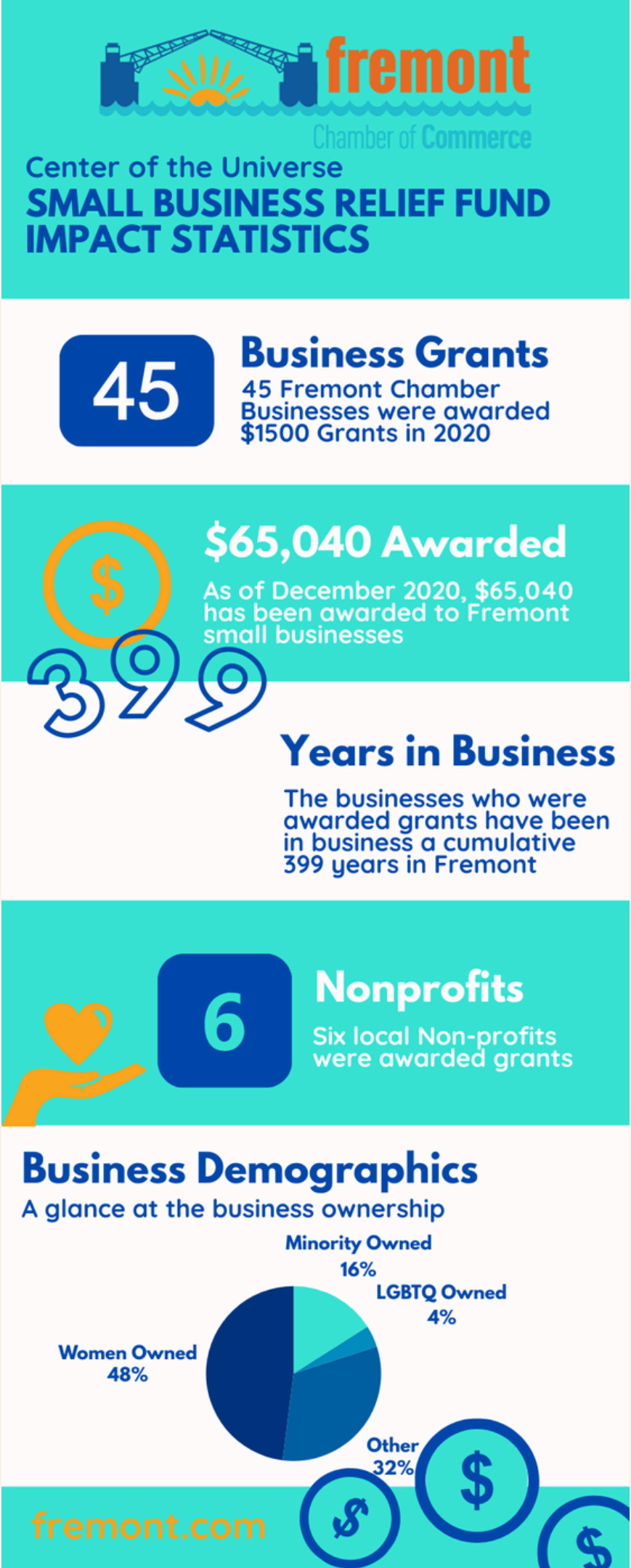
**Member Pain Point / Chamber Stat to Match**

- "I need more visibility"  
"Our social media posts featuring members reached 145,000 people in 2024."
- "How can I grow my network?"  
"We hosted 36 networking events and introduced over 1,200 local connections."
- "I'm not sure I'm getting value"  
"83% of surveyed members say the Chamber helped them grow their business."
- "Advocacy doesn't affect me"  
"Our advocacy prevented a \$600 signage permit increase for 200+ local businesses."
- "What do I get for my dues?"  
"Members received an average of \$875 in direct benefits—discounts, exposure, and support."

04

Infographic Example

Fremont Chamber of Commerce -  
Pandemic Impact



# 05

## **Showcase Your Advocacy**

Muscle During  
uncertain times, your  
role as a voice for  
business in policy  
and legislation  
matters more than  
ever. Remind  
members who's in  
their corner.

## **Example**

### **Share Quick Wins**

Highlight 2–3 real advocacy outcomes each month or quarter  
Example: “Prevented 15% business license fee increase in [City].”

### **Use Clear, Relatable Language**

Say: “While you run your business, we’re protecting it.”

### **Avoid policy jargon—focus on business impact.**

Feature Member Testimonials

Real stories from businesses helped by Chamber advocacy  
Boosts credibility and relatability.

### **Run a Campaign: “We’re at the Table So You Don’t Have to Be”**

Use on social media, newsletters, and renewal emails  
Reinforces the Chamber’s behind-the-scenes work.

# 06

## **Reinforce Community Leadership**

Position the Chamber as the convener—bringing together stakeholders, problem solvers, and business leaders to navigate uncertainty together.

## **Examples**

**Start a community roundtable.** Show that the Chamber is the go-to gathering place for collaboration, solutions, and action—uniting business, government, and community leaders when it matters most.

Write a **LinkedIn article** about what your Chamber does (Top 5 list of what people don't their Chamber does)

Reach out to the **local news outlets** about the work of the Chamber in times like these and how powerful a convener it is



*07*

**Make Belonging  
Visible**

Promote members in newsletters, social media, and events. Visibility builds credibility—and retention.

*08*

**Use Testimonials and  
Member Spotlights**

Social proof: Let your members tell the story. Real-world success stories from peers are powerful tools for reinforcing value.

*09*

**Promote Exclusive  
Opportunities**

Members should know what they're getting that non-members aren't—discounted resources, insider access, trainings, or spotlights.

# *10*

## **Be Their Connector**

In uncertain times,  
relationships matter.

Emphasize how  
Chambers connect  
businesses to new  
customers, partners,  
and talent.

# *11*

## **Keep Communication Consistent**

A crisis is not the  
time to go quiet.

Weekly updates,  
member check-ins,  
resource guides—  
visibility = value.

# *12*

## **Position Events as Strategic Tools**

Move beyond  
“mixers”—market  
events as high-value  
strategy sessions,  
lead generation  
tools, and policy  
insight opportunities.

*13*

**Offer Crisis-  
Responsive Programs**

Whether it's a grant guide, webinar series, or mental health resources—pivot quickly and let members know you've got them covered.

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**Embrace Digital  
Value**

Virtual roundtables, member portals, webinars—highlight the digital offerings that keep businesses connected and informed.

*15*

**Create a “Why  
Renew” Campaign**

Craft a strategic member retention campaign that reinforces how the Chamber is not just helpful, but vital—especially when times get tough.

# 16

## **Celebrate “Small Wins”**

Even small business victories—like a local feature or a successful partnership—can show the Chamber’s impact in action.

## **Examples**

**Add a “Chamber Win of the Week” Slide to Events** - ask for stories from attendees and encourage members to speak out about their wins.

### **Encourage Member Submissions**

Create a simple form: “What’s a recent business win we can celebrate with you?”

### **Wins can include:**

- A ribbon cutting that brought in new foot traffic
- A new collaboration between members
- Securing a grant after attending a Chamber-hosted info session



# 17

## **Leverage Partnerships**

Show how Chambers collaborate with city governments, tourism bureaus, and nonprofits to strengthen the local economy.

## **Examples**

Remind the public that you're not just in the know—**you know who to know**. As the go-to hub for local business, you're the one-stop shop for people in business looking for inside connections.

**Messaging:** “We don't just serve businesses—we connect the dots across the community to keep the local economy strong.”

# 18

## **Use Crisis as a Catalyst**

Remind members that uncertainty breeds innovation—and that the Chamber is where innovative conversations start.

## **Examples**

- Create a Local “Business Innovation Council”
- Spotlight “Resilient Business Stories”
- Host an “Innovation in Action” Workshop Series

**Messaging:** Uncertainty breeds innovation—and the Chamber is where bold ideas become shared solutions.

**Messaging:** When business is anything but usual, your Chamber brings people together to find what's next.

# 19

## Strengthen Internal Messaging

Ensure staff, board members, and ambassadors can all clearly articulate the value of membership. Internal alignment leads to external confidence.

### **Examples:**

“We’re your business advantage—connections, visibility, and a voice at the table.”

“Your membership is more than support—it’s strategy. We help you grow, save, and stay informed.”

“We’re all aligned on one goal: helping local businesses succeed. When you join, you're not alone.”





*Questions?*

