



MICHIGAN
WEST COAST
CHAMBER OF COMMERCE

Strategies for Membership

Dues Increases

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West Coast Chamber

- Location: Holland, MI
- Members: 1200
- Staff Members: 7
- 5-star Accredited
- Run on EOS



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Dues Increase Mindset

- Never have I ever
- Once in a blue moon
- Every year like clockwork



What to Expect

- Where we were & where we are
- It's all in the process
- Member communication
- Driving with data
- Membership model
- Time for questions and conversation



Where We Were & Where We Are

- We were a "once in a blue moon" Chamber
- Now...
 - Annual increases across the board
 - Processes are in place
 - Driving with data
 - Membership buy in




It's All In The Process

- Start the process early
- Check with your database provider
- Create core processes
- Document the changes
- Set recurring reminders



It's All In The Process

Proposed Dues Increase FY 2022-2023

Membership Level	Current Dues	3% Increase	4% Increase	5% Increase	Proposed	Monthly	# of Members at Level	Impact	Increase %
Secondary Location	\$ 60.00	\$ 61.80	\$ 62.40	\$ 63.00	\$ 65.00	n/a	23	\$ 115.00	8.333%
Edward Jones	\$ 75.00	\$ 77.25	\$ 78.00	\$ 78.75	\$ 80.00	n/a	20	\$ 100.00	6.667%
Small Business	\$ 340.00	\$ 350.20	\$ 353.60	\$ 357.00	\$ 360.00	\$ 30.00	247	\$ 4,940.00	5.882%
Business	\$ 460.00	\$ 473.80	\$ 478.40	\$ 483.00	\$ 480.00	\$ 40.00	538	\$ 10,760.00	4.348%
Corporate	\$ 710.00	\$ 731.30	\$ 738.40	\$ 745.50	\$ 750.00	\$ 62.50	195	\$ 7,800.00	5.634%
Executive	\$ 1,075.00	\$ 1,107.25	\$ 1,118.00	\$ 1,128.75	\$ 1,125.00	\$ 93.75	51	\$ 2,550.00	4.651%
Chamber Champion	\$ 1,600.00	\$ 1,648.00	\$ 1,664.00	\$ 1,680.00	\$ 1,680.00	\$ 140.00	31	\$ 2,480.00	5.000%




 Member Communication

- To communicate or not to communicate?
- There is no right or wrong answer


 Driving With Data

- 11% growth in membership revenue from FY21 to FY22
- 92.44% retention rate for FY22
- 6% growth in sponsorship revenue from FY21 to FY22



Membership Model

- What model does your Chamber follow?
- Why we've landed where we have



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