

Chamber Engagement Audit

Budget two hours for the sort and then work the ninety-day plan. The point is to find the members who are quietly on their way out while there is still time to do something about it.

1 Sort every member into one of four states

- ☐ 1 Active: attended or engaged more than three times in the last twelve months.
- ☐ 2 Occasional: attended once or twice in the last twelve months.
- ☐ 3 Dormant: paid this year and attended nothing.
- ☐ 4 New: joined in the last ninety days.
- ☐ 5 Write down the count in each. If you cannot produce these numbers at all, that is your first finding.

2 Look hard at the dormant list

- ☐ 6 Count them. Most chambers are surprised by the number.
- ☐ 7 Check how long each has been dormant, one year is recoverable, three is usually not.
- ☐ 8 Note which tier they are on. Dormant high-tier members are your biggest revenue risk.
- ☐ 9 Pick the ten with the most to gain and call them personally. Not email. Call.
- ☐ 10 Ask one question: what would make the chamber useful to you this year?

3 Build a real first sixty days for new members

- ☐ 11 Send a welcome from a named person, not from the system.
- ☐ 12 Introduce every new member to two existing members in their industry, by name.
- ☐ 13 Extend one specific invitation to one specific event, rather than sharing a calendar.
- ☐ 14 Check in at day thirty: have they attended anything yet?
- ☐ 15 At day sixty, record whether they attended. Track this rate, it predicts year two.

4 Wake up the space between mixers

- ☐ 16 List every committee, interest group, and referral circle.
- ☐ 17 Mark which have met AND communicated with members this quarter. Only those are alive.
- ☐ 18 Give each live group its own space and its own way to message members between meetings.
- ☐ 19 Retire the ones that have not met in six months rather than leaving them on the website.
- ☐ 20 Give each group a named chair and a clear purpose in one sentence.

5 Ask, then visibly change something

- ☐ 21 Run one short survey a year. Four questions, no more.
- ☐ 22 Ask what they joined for, what they have used, what is missing, and what would make them come more.
- ☐ 23 Pick one thing you can actually change and change it within the quarter.
- ☐ 24 Announce the change and credit the members who asked for it.
- ☐ 25 Do not run another survey until you have acted on the last one.

6 Track these instead of renewal rate

- ☐ 26 Share of members who touched anything in the last ninety days.
- ☐ 27 Dormant member count, month over month.
- ☐ 28 Share of new members who attended something within sixty days.
- ☐ 29 Number of committees that are genuinely active this quarter.
- ☐ 30 Distinct members attending, not total seats filled, one member at six events is not six members.
- ☐ 31 Review all five at the same meeting each month.

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