

# CHAMBER of COMMERCE BUSINESS TRENDS

2015

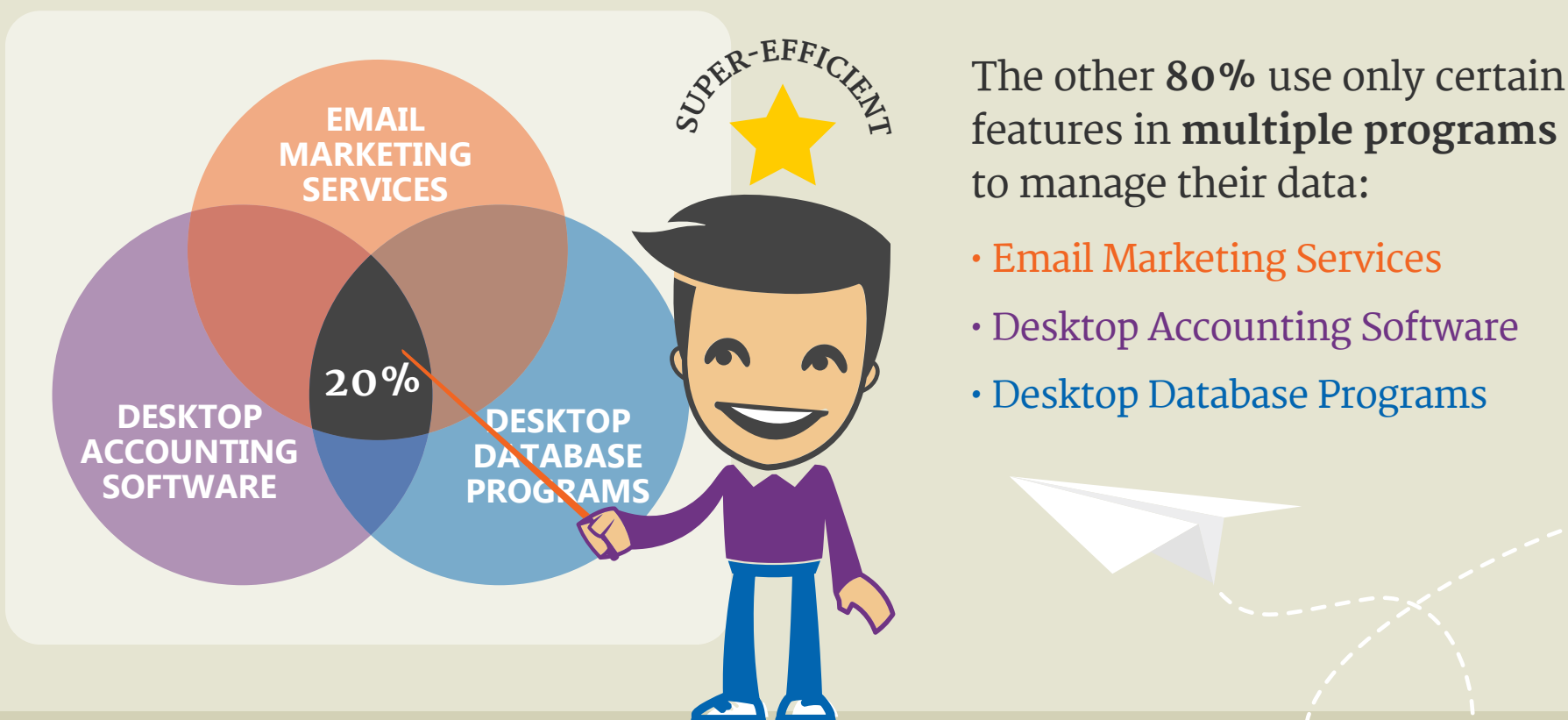
While everyone else is putting out predictions for 2015, here at ChamberMaster, we're more interested in what chambers of commerce have to say. That's why we recently surveyed hundreds of chamber executives across the United States and asked them what they think will impact their organizations the most heading into 2015. This is a summary of the survey findings. [Download the full white paper here »](#)

## When Member Engagement Rises:

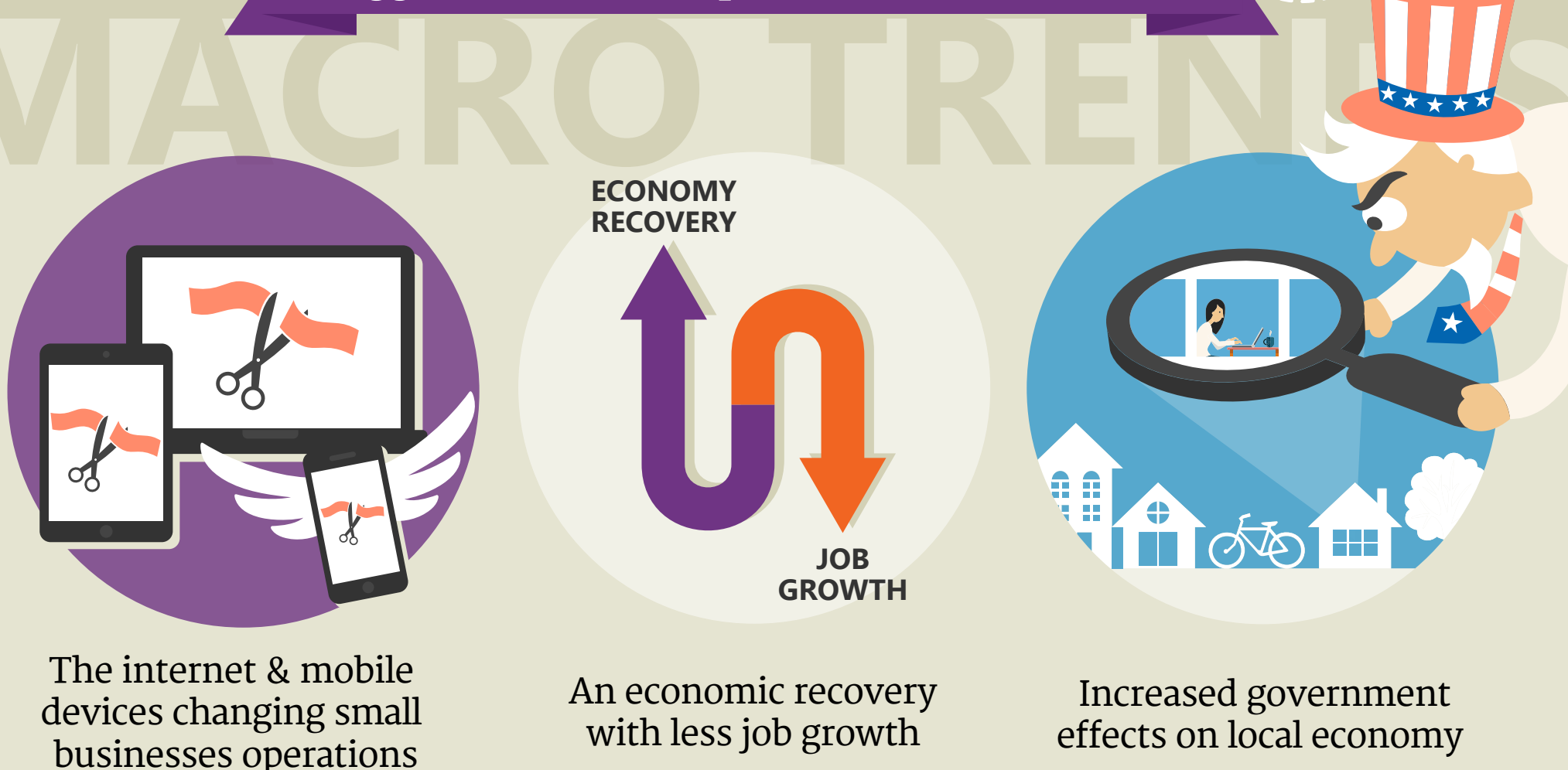


## Managing Member Data

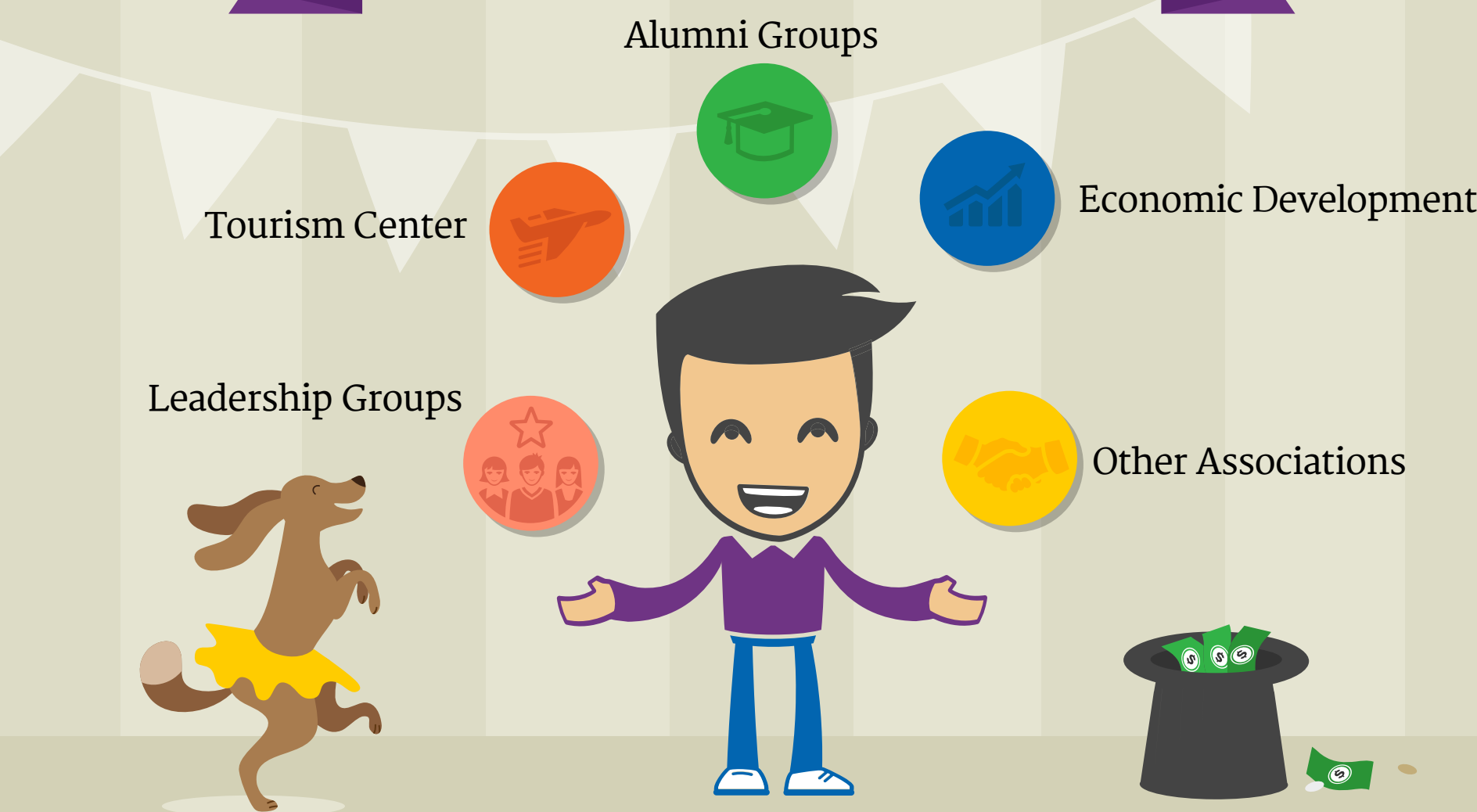
Only 20% of chambers use an ultra-efficient all-in-one data management tool.



## Biggest Business Impacts Projected for 2015

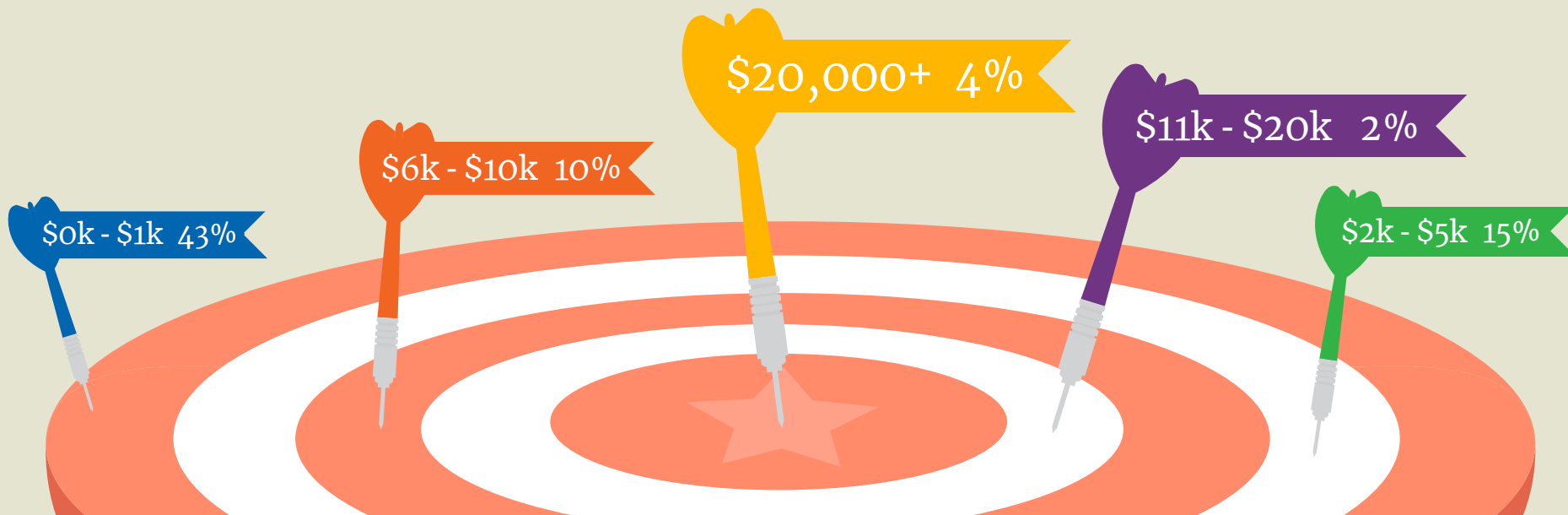


## Chambers Manage Many Initiatives



## Generating Non-dues Revenue

Only 1/3 of Chambers earn easy revenue though website ads.



## Purchasing a Solution in 2015

Despite missing opportunities for increased revenue, member engagement, efficiency and effectiveness, only 15% of Chambers are considering purchasing a member management solution in 2015.



ChamberMaster is the all-in-one member management solution that delivers results. **Guaranteed.**