MEMBERBOOST INSIGHTS

West Sparta Chamber of Commerce

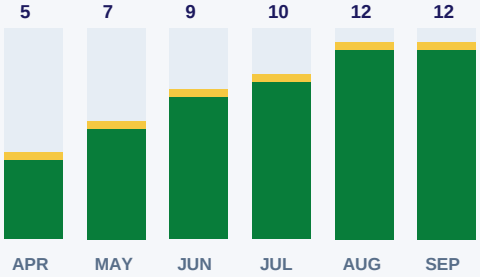
Board-Ready Member Engagement Snapshot

ILLUSTRATIVE DEMO DATA

September 30, 2026

MEMBERS REPRESENTED	NEW IN 30 DAYS	LEADING PRIORITY	ANALYSIS CURRENT
55	12	Referral and partnership development	September 30, 2026

MemberBoost activity - six months



What members care about

1. **Referral and partnership development**
   Trusted introductions to employers, suppliers, advisors, and complementary businesses.
2. **Visibility and trust building**
   More awareness and local credibility through meaningful chamber involvement.
3. **Workforce recruitment and retention**
   Connections to talent, training, and workforce resources that support business growth.

Member readiness signals

Specific connections identified	44 of 55
Value ready to contribute	41 of 55
Growth direction defined	39 of 55
Success measures established	33 of 55

What members need from the chamber

- Warm introductions and reciprocal referral relationships with credible local organizations.
- Greater visibility and reputation among employers, families, business owners, and community leaders.
- Access to workforce partners and qualified candidates for specialized or hard-to-fill roles.
- Opportunities to teach, host tours, and demonstrate expertise without relying on direct sales pitches.

Immediate opportunities

01

Make targeted connections

Offer introductions between members with complementary goals. Start with businesses that have identified a specific connection they would value.

02

Strengthen workforce ties

Connect members with relevant workforce partners, training resources, and existing chamber programs. Ask which next step would help most.

03

Turn expertise into learning

Invite interested members to share practical expertise through existing workshops, tours, or peer conversations, where capacity allows.

Illustrative results from our fictional West Sparta demo chamber. All figures, trends, and opportunities shown are sample data, not actual customer results. This example represents 55 fictional businesses, including 12 new in the last 30 days. Individual names, email addresses, and responses are excluded.