Looking for some ideas for non-dues revenue for your chamber?

We have a bunch:

1. Chamber Bucks: local currency program that allows chamber to earn a portion of the gift certificates purchased.

2. Chamber trips.

3. Chamber directory: sell ads and upgrades to the listings.

4. Frequent events: lunch and learns, seminars, etc.

5. Auction.


7. Sponsorships: get creative on sponsorship possibilities.

8. Education: charge for professional development topics.

9. Merchandise: works well for tourist areas.
10. Insurance sales.

11. E-books.

12. Office space rental: have a conference room you never use? Some of your members might be willing to rent it for occasional meetings or a permanent space.

13. Member address labels.


15. Advertorials. You can charge members to appear as a featured business in your newsletter or publish their business article. Just keep the salesy tone to a minimum. Give them a by-line.

16. Including something in your new member or new resident packet.

17. Business books for members. Sell them at your office and keep a small cut.

18. Webinars: charge for a member to be a guest or for people to participate if it's a big name or valuable information that is hard to get elsewhere. Still, most people do not expect to pay for one so make sure it is amazing.

19. Help with social media, grant writing, or other service outside of the direct services offered by the chamber.

20. Website banners and other website ads.

22. Professional photo shoot. Everyone needs pictures.

23. Taste events.

24. Certificates of origin.

25. Affinity programs.


27. Office services and equipment usage.

28. Total resource campaigns.

29. Fundraisers.

30. State of the City event with the mayor or mayor’s breakfast.


32. Annual dinner.

33. Casino night.

34. Sidewalk sale.

35. Festival of Trees.

36. Yuletide Decor Live Auction — the chamber buys wreaths and other Christmas decor and the businesses decorate them.
50 Non-Dues Revenue Ideas

37. Raffle ticket sales.

38. Harlem Ambassadors basketball team game.


40. Dancing with the Chamber Stars.

41. Applying for grants.

42. Turkey Trot or other athletic endeavor.

43. Business or Ag Expo.

44. Farmer appreciation event.

45. Farmer's market.

46. Prime of Life Expo or other health-related expo.

47. Specific line item. Add a line item to your dues invoice such as "technology upgrade."

48. Exposure. Create an exposure package that might include listing on the bottom of chamber emails, printed letters, website, etc.

49. Social media seminar or tradeshow.

50. Email blast just for that business.

Thank you for your interest in downloading the 50 Non-Dues Revenue Ideas for Chamber Pros.
If you have further questions or ideas for us to make this list better, please reach out to me at frank@frankjkenny.com