TACC Member ROI Tracker — Quick Start (1■Page Guide)

What this is: A simple way to count what you got from your Chamber membership (money in, savings, time saved, and brand exposure) so you can see your ROI any time.

1) Open & set up (30 seconds)

• **Google Sheets:** Upload the file to Drive → right■click → **Open with** → **Google Sheets**.

• **Excel:** Open the .xlsx and click **Enable Editing** if prompted.

• Go to **Assumptions**:

1. Pick your **Selected Tier** (dropdown). *Your membership fee auto■fills on the Summary tab.*
2. Optional: edit **Owner Hourly Rate** and **CPM** (value per 1,000 impressions).

2) Log value (1 row per win)

Go to **ROI_Entries** and add a row for each outcome. Fill these columns:

• **Date** – when it happened.

• **Category** – pick from the dropdown (e.g., *Sales & Referrals*, *Savings & Programs*).

• **Activity** – short description (e.g., *Directory lead → new customer*).

• **Calc_Type** – choose how to value it:

• • **Revenue:** fill **Quantity** (deals), **Unit_Value** (avg sale), **Gross_Margin** (e.g., 0.35).

• • **Savings:** fill **Quantity** (usually 1) and **Unit_Value** ($ saved or fee avoided).

• • **Time:** fill **Quantity** as **hours saved** (rate comes from Assumptions).

• • **Impressions:** fill **Quantity** as **impressions** (CPM comes from Assumptions).

• **Evidence/Notes** – invoice #, event name, where it came from (optional).

• **Link** – URL or file link (optional).

• *Quantified Value fills automatically (don't type in that column).*

3) See your results

• **Summary** – shows **Membership Fee**, **Total Quantified Value**, **Net**, and **ROI multiple**.

• **Monthly_Summary** – month■by■month totals for the current year, **YTD**, and **By Category** totals.

What counts as value?

• **Revenue:** New customer from directory/referral; contract after a Chamber intro.

• **Savings:** Group program discounts; event fee waivers; recruiter fee avoided.

• **Time saved:** Trainings or concierge help that saved hours on a task.

• **Impressions:** Sponsorship placement, program book, emails, or social posts.

Tips & fixes

• **Quantified Value is 0?** Make sure **Calc_Type** is set and required fields are filled.

• **Month is blank?** Ensure **Date** is a valid date.

• **Change fees/prices:** Update the **Tier Fee Table** on **Assumptions** (right■side list).

• **Prefer exact numbers?** Replace **CPM** or **Hourly Rate** with your own values.

Need help?

Questions or a quick walkthrough? **Email:** info@thorntonareachamber.com

Or Schedule a 15■minute ROI check■in.