



LEVEL 3: UNIT RESOURCES

Respond > Poor Engagement > Recognising the need to Review

Recognising the need to review your Unit is crucial in ensuring its relevance, sustainability, and value to members. Whilst reviews can be scheduled, sometimes circumstances dictate when you should start a review.

When reviewing your Unit, using the threads in the Shape Hub [supported by material in the other hubs], members should ensure that discussions remain focused on activities and roles and not individuals within the Unit. **Occasionally, having someone who is not a member of the Lodge / Chapter as a meeting facilitator can ensure a balanced discussion and if concerns develop, can help the Unit seek assistance from the Province to address any concerns which may relate to individuals.**

When evaluating if a 'review is needed' the following points may be useful:-

1. Declining Membership Numbers

- Are new member sign-ups slowing down?
- Is member retention dropping year-on-year?

This often signals issues with the promotion of your Unit and engagement with members. [Material in Shape, Attract ([Craft](#)) Continue ([Royal Arch](#)) and Engage may be useful to read]

2. Member Engagement is Low

- Are fewer members attending meetings, events or participating?
- Is there low activity on your communication channels (emails, forums, social media)?
- Do members fail to give apologies?

This may indicate a disconnect between what your Unit is doing and what members want. [Material in Shape and Engage may be useful to read]

3. Outdated Offerings

- Have your meeting agendas, start times and events remained unchanged for years?
- Do they still align with members' evolving needs?

This may suggest a need to adapt how the Unit operates (at meetings / socials) to better engage with Members. [Material in Shape and Engage may be useful to read]

5. Lack of Clear Value Proposition

- Can you clearly articulate what your membership means to you?
- Can your members?



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If not Material in Shape, Attract (Craft) and Continue (Royal Arch) may be useful to re-visit as a Unit

6. Poor Feedback or Member Complaints

- Are you getting regular complaints or negative feedback?
- Are members suggesting improvements that aren't being addressed?

Member dissatisfaction is a major red flag. [Material in Shape, Attract (Craft) Continue (Royal Arch) and Engage may be useful to read]

7. Internal Challenges

- Have members held offices too long and become outdated or inefficient?
- Is there a lack of strategic direction or leadership?

The 'health' of a Unit is vital for a happy, fun and harmonious. [Material in Shape, Attract (Craft) Continue (Royal Arch) and Engage may be useful to read]