



AI & Rotary

Using Artificial Intelligence
responsibly and effectively



1: Using AI for Impact

AI can be a useful tool

Like any tool, the quality of the result depends on how it is used. Better instructions, more context and continued refinement generally produce better results. Don't be afraid to experiment, ask questions and try again.

AI works best when it supports your existing skills and judgement, rather than replacing them.

Artificial Intelligence can help Rotary clubs and members communicate, organise and work more efficiently.

Rotary International's AI guidelines identify uses including drafting social media posts, newsletters and event invitations, preparing presentations and talking points, and analysing information.

The important distinction is that **AI assists the person doing the work. It does not replace their judgement or responsibility.**

You are responsible for what you publish

AI can produce information that sounds convincing but is incomplete, inaccurate or simply wrong.

Before publishing AI-assisted content:

- **Check the facts** and verify names, dates, statistics and claims.
- **Review the language** so it sounds appropriate for your club and audience.
- **Protect privacy** and avoid providing confidential or personal information to AI tools.
- **Consider copyright and intellectual property**, including photographs and other people's work.
- **Use human judgement.** If something does not look, sound or feel right, don't publish it simply because AI created it.
- **Be transparent about AI use.** Where appropriate, disclose when AI has been used to create or substantially assist with content.

AI can help create the first draft. A person should be responsible for the final one.

[View the Rotary International Guidelines for Members here.](#)

2: AI & visual communication

More content isn't necessarily better communication

AI can create sophisticated-looking posters, social media tiles and images in seconds. That doesn't mean they are effective.

Good communication still follows the same principles whether it was created by a person, AI, or a combination of both.

Keep it simple

Tell AI what good looks like

Don't just ask AI to *"make a Rotary poster."* Give it direction. Tell it the audience, purpose, key message, tone and where the communication will be used.

Ask it to simplify. Ask it what could be removed. Ask for alternatives. Keep refining the result rather than accepting the first response.

A poster or social media tile should usually communicate **one main idea**.

Too many headlines, icons, slogans, photographs and calls to action compete for attention rather than reinforcing the message.

Protect the Rotary brand

AI-generated artwork can reproduce logos, colours and brand elements incorrectly.

Use approved Rotary logos and brand assets rather than asking AI to recreate them. Check colours, typography, positioning and clear space against Rotary's current brand guidelines.

Authentic beats artificial

Where possible, use **real photographs of real Rotary people, projects and communities**.

AI-generated people may look polished, but a genuine photograph of members actually doing the work provides authenticity and demonstrates Rotary's impact.

Use AI to support the story. Don't let AI become the story.

3. AI Slop vs AI-Assisted Communication

AI can create both poor and effective communication. The difference is not whether AI was used. **The difference is how it was used.**

AI Slop

PROMPT → ACCEPT → PUBLISH

- Too many messages
- Generic imagery
- Poor visual hierarchy
- Too much text
- Incorrect or inconsistent branding
- Everything competing for attention
- Little or no human review
- AI making the creative decisions

AI-Assisted Communication

THINK → CREATE → REVIEW → REFINE → PUBLISH

- One clear message
- Purposeful imagery
- Strong visual hierarchy
- Simple, concise copy
- Approved brand assets
- Space for the message to breathe
- Facts and details checked
- Human judgement guiding the final result

AI didn't make one good and one bad. The way AI was used did.

See the following page for AI Slop vs AI Assisted Imagery Examples

AI Slop Imagery

Rotary
PEOPLE OF ACTION

EMPOWERING ROTARY THROUGH ARTIFICIAL INTELLIGENCE
INNOVATE • INSPIRE • IMPACT

AI is the FUTURE and the FUTURE is NOW!

AI CAN HELP ROTARIANS:

- ✓ CREATE ENGAGING SOCIAL MEDIA POSTS
- ✓ WRITE NEWSLETTERS & EVENT INVITATIONS
- ✓ PREPARE PRESENTATIONS & TALKING POINTS
- ✓ ANALYSE DATA & DISCOVER INSIGHTS
- ✓ SAVE TIME & FOCUS ON WHAT MATTERS MOST – SERVING OTHERS!

REMEMBER:

- ✓ CHECK THE FACTS
- ✓ BE ACCURATE
- ✓ BE ETHICAL
- ✓ PROTECT PRIVACY
- ✓ USE RESPONSIBLY

AI IS A TOOL, NOT A REPLACEMENT FOR HUMAN JUDGEMENT. USE IT WISELY!

“The technology may be artificial, but the impact is very real.”
– People of Action

BE CURIOUS. BE CREATIVE. BE THE CHANGE!

LET’S SHAPE A BETTER WORLD WITH AI AND ROTARY BY OUR SIDE!

JOIN US TODAY!
www.rotary.org

TOGETHER WE CAN DO MORE!

AI + ROTARY A POWERFUL PARTNERSHIP FOR GOOD

WORK SMARTER NOT HARDER!

MAKING A DIFFERENCE Together!

FELLOWSHIP SERVICE DIVERSITY LEADERSHIP INNOVATION

Rotary
PEOPLE OF ACTION

TOGETHER WE CREATE LASTING IMPACT

CLEAN WATER

EDUCATION

COMMUNITY SUPPORT

Join us. MAKE A DIFFERENCE
IN OUR COMMUNITY AND AROUND THE WORLD.

GET INVOLVED TODAY!

CONNECT
Build relationships and strengthen communities.

INSPIRE
Encourage others and uplift communities.

TAKE ACTION
Volunteer your time and use your skills to make change.

CHANGE LIVES
Make a lasting difference in the world.

AI Assisted Imagery

Rotary
PEOPLE OF ACTION

TOGETHER, WE CREATE CHANGE

We are people of action who are **making a difference** in our community and around the world.

CONNECT

INSPIRE

TAKE ACTION

CHANGE LIVES

Rotary
Lane Cove

lanecoverotary.org

4. The Rotary Gold(en) Rules for AI Imagery

1. Start with the message, not the prompt

Know **what you want people to understand or do** before asking AI to create anything.

2. Prompt. Review. Refine

Treat AI output as a **starting point**, not a finished product. Review, edit and refine it.

3. Check the facts

AI can be confidently wrong. **Verify names, dates, statistics, links and claims** before publishing.

4. One message is usually enough

Don't fill the space because AI can. **Clarity beats quantity.**

5. Keep Rotary on brand

Use **official Rotary logos, colours and brand assets**. Don't rely on AI to recreate them correctly.

6. Real people. Real projects. Real impact.

Where possible, use **genuine photographs of Rotary in action** rather than generic AI-generated people and scenes.

7. Protect what isn't yours

Consider **privacy, copyright, intellectual property and permission to use people's images or likenesses**.

8. If it looks like AI slop, it probably is

Watch for **paint swishes, excessive icons, fake smiling volunteers, unnecessary slogans, visual clutter and everything screaming for attention at once.**

9. Ask: would I stop scrolling?

Look at the finished communication as your audience will. **Is the message obvious within a few seconds?**

10. Human judgement is the final filter

Before you publish, ask:

Is it clear? Is it accurate? Is it authentic? Is it on brand? Is it worth publishing?

Use AI to communicate better, not simply to communicate more.