



SAVE TIME

with Artificial Intelligence

AI can do the heavy lifting with *drafting, summarizing, repurposing, organizing, and brainstorming*—so you get to focus more on strategy, relationships, and the fun parts of volunteering to serve fellow clubs and members.

Content Creation & Repurposing

- Draft longer newsletter articles from smaller bits of content
- Summarize long Rotary International updates into short, district-friendly blurbs
- Write social media posts tailored to different platforms (Facebook, Instagram, LinkedIn) for sharing out articles

District Communications Support

- Draft announcements for upcoming events or deadlines so you don't have to start from scratch
- Provide "plug-and-play" copy for clubs (sample press releases, social captions, flyers)

Website Maintenance & Updates

- Generate more elaborate event descriptions from key details
- Polish leader bios for district officers or visiting speakers
- Rewrite/refresh outdated pages in a concise, friendly, consistent style

Public Image Education & Resources

- Build guides or checklists for clubs that make great newsletter content
- Create training materials
- Answer quick how-to questions

Efficiency & Organization

- Set up content calendars so you can see what needs to be posted and when
- Track recurring events (World Polio Day, Rotary anniversaries, holidays) and give you ready-to-use content in advance
- Summarize survey results from members or clubs to share insights quickly

Creative Support

- Jazz up headlines for newsletters, email subject lines, or social posts
- Pull out campaign and story ideas from the bigger picture
- Image creation



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Consider some of these sample prompts for ways to utilize AI to save your Public Image team time and brainpower.

Content Creation & Repurposing

Drafting Articles:

Please write a polished, upbeat article using the bullet points below and referencing the social post here: (insert link to a social post and past in some bullet points below)

OR

Create a more concise version of this article that includes all the key points and a link to the article for those who want to read more: (insert link to Rotary International article)

Repurposing for Social Media

Please provide the text for a Facebook post about this article: (insert article link)

OR

Please create social posts about this article for Facebook, Instagram and LinkedIn: (insert article link)

District Communications Support

Event Announcements:

Please write an email and social posts for Facebook and Instagram that sum up and invite people to this event: (insert link to event registration page)

Sample Pieces for Club Re-use

Create a template for a press release that a Rotary Club could use to promote a fundraiser that ensures they include a human interest spin on the story

OR

Create a communications plan that includes a press release, website updates, flyer distribution, and how many social posts on Facebook and Instagram that a Rotary Club should do in order to promote a World Polio Day event

Website Maintenance & Updates

Simplifying Bios

Please write a more concise version of this person's bio that is focused more on their Rotary experience, family, and awards/honors, while still including a little about their professional expertise: (insert full bio text)

Refreshing Your Website

Please scan every page on our website and identify any pieces of content that appear to be out of date: (insert web address)

OR

Re-write the content for this page so we can give it a fresh look that is more concise, focuses more on (insert subject here) and includes more calls to action: (insert website page link)

Public Image Education & Resources

Public Image Tips for Clubs

Please write a blog article entitled, "Great Social Posts: 10 Tips for Rotary Clubs" with ideas for content that are general enough for any club to use, and that encourages them to be brand compliant based on the branding guidelines found at brandcenter.rotary.org

Creating Training Materials

Give me the content for five slides plus a script to present to Rotary Club leaders that explains the purpose of our People of Action campaign and how clubs can utilize it in their public image based on the information found here:
<https://brandcenter.rotary.org/en-us/our-brand/people-of-action>

How-To Shortcuts

Please provide a checklist of website accessibility best practices.

OR

Please summarize all the image sizes needed to do posts on Facebook, Instagram and LinkedIn, as well as any key specifications to know about

Efficiency & Organization

Content Calendars

Please provide a list of holidays, special events, and monthly themes relevant for Rotary International

Recurring Event Content

Write five Facebook posts about World Polio Day that we can share for any Rotary Club in our district to use that highlights both the educational and fundraising purposes of this special day.

Survey Summaries

Attached is a spreadsheet of answers in a recent Rotary Club Health Check survey of its members. For each question, please provide a summary that draws on the most common sentiments and topics of feedback.

Creative Support

Fresh Text

Please give me three ideas for an eye-catching email subject line for this email (insert email copy)

Big Picture View

Looking at the stories about the Rotary Clubs in our district in our newsletters for this past year, please write an article that summarizes the overall impact our volunteers have had across the region.

Image Creation

Create a social media image that features a diverse group of people on a walk in an urban setting all wearing the End Polio Now tee shirt shown on this page:
<https://www.bestclubsupplies.com/End-Polio-Now-T-Shirt/productinfo/RTEE7/>

