

Re (AI)magining Rotary:

How Artificial Intelligence Can Help Your Club





Agenda

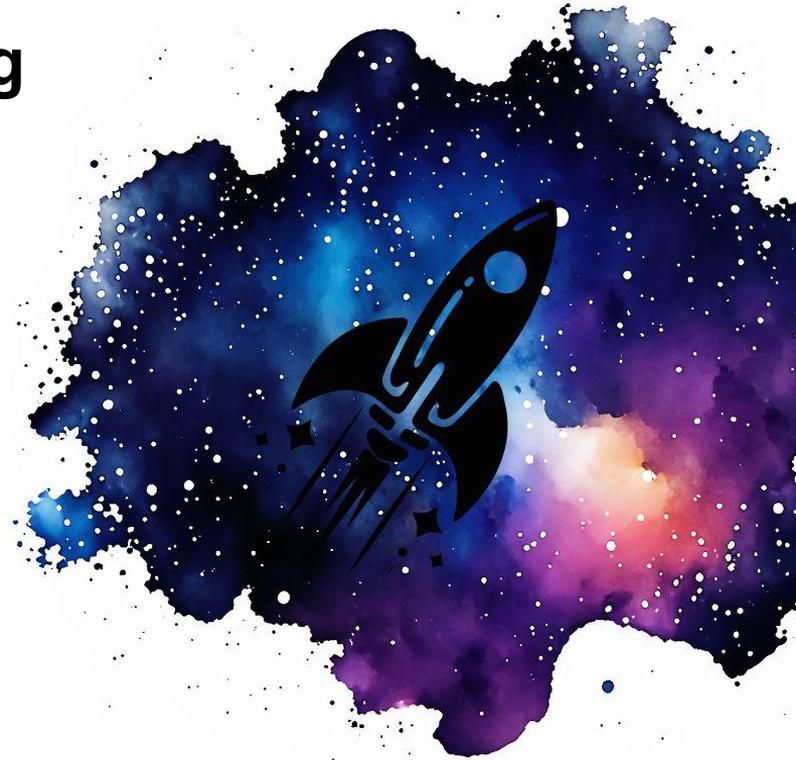
- Public Image Uses
 - Great Prompt Writing
- Real Life Case Study
- Q&A
 - Live examples

Ways to Use AI in Your Club's Public Image

- Content Creation & Re-Purposing
- Internal Communications
- Website Maintenance & Updates
- Efficiency & Organization
- Creative Support
- A Real Life Case Study

Content Creation & Re-Purposing

- Turn one Rotary story into posts, emails, and newsletter pieces
- Use AI to shorten, rewrite, or summarize for any platform
- Summarize Rotary International news quickly for your members
- Saves time while keeping your club's message consistent and visible





Internal Communications

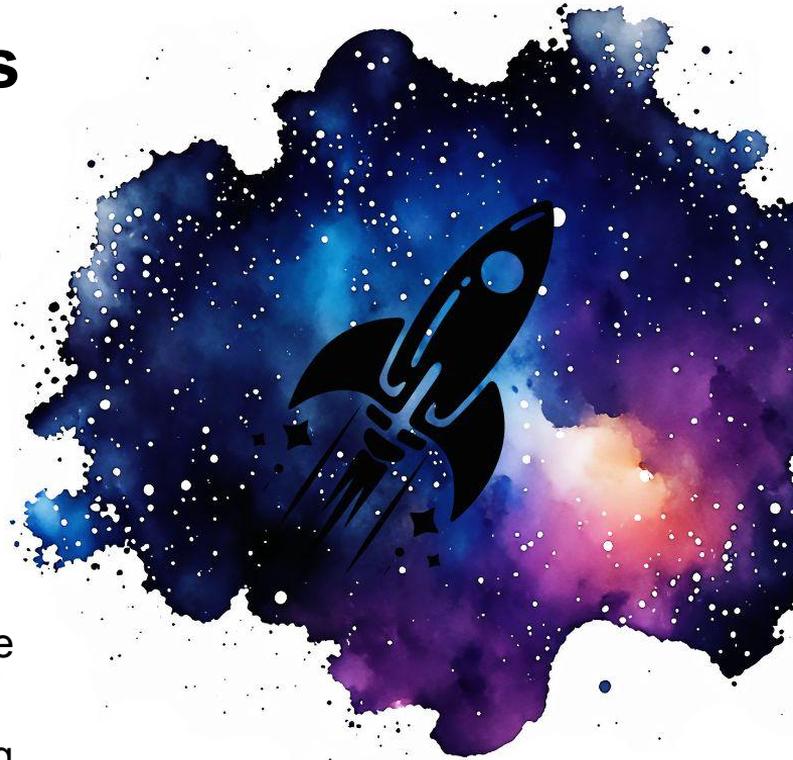
- Drafts clear, friendly emails and meeting reminders in minutes
- Helps write newsletter intros, event previews, and member spotlights
- Keeps internal messages professional, concise and engaging
- Frees up leaders' time to focus on service, not writing

Website Maintenance & Updates

Keeping a club website current is one of the most visible parts of Public Image. AI tools can make this **faster, easier, and more consistent**, even if no one on your team is a “techie.”

Create or Refresh Page Content

- Turn social posts or emails into polished news articles or homepage updates
- Prompt: “Make this Facebook post a 150-word website update with a headline.”
- Rewrite older pages in your club’s tone or simplify long text



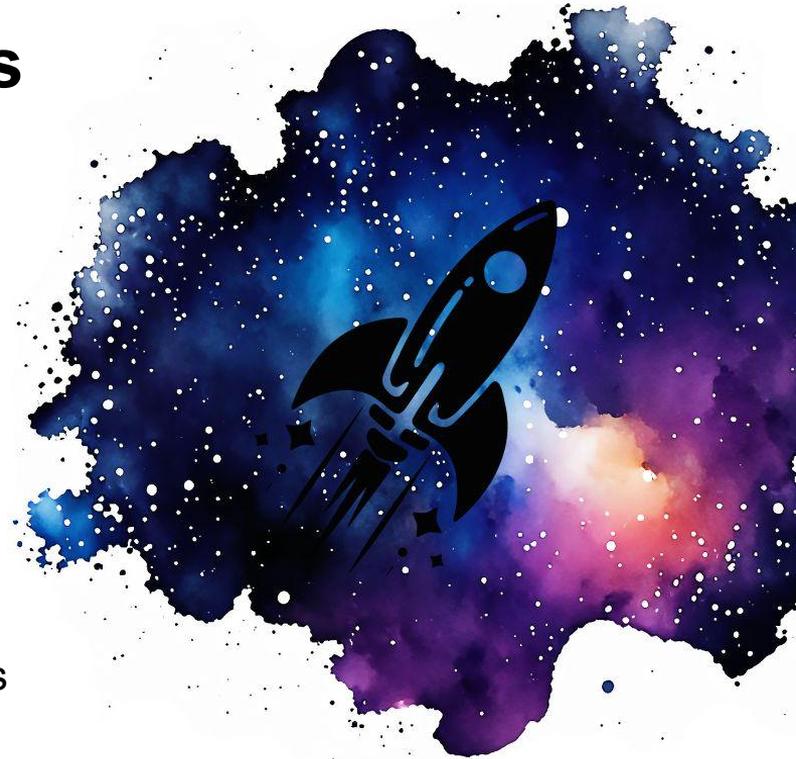
Website Maintenance & Updates

Build Event Pages in Minutes

- Paste your event flyer text → AI creates Who/What/When/Where/Why layout
- Generates alt text & short description for accessibility
- Prompt: “Write an engaging web event post for our Pancake Breakfast fundraiser.”

Keep Current & Improve User Experience

- Ask AI to scan your site for any outdated info or pages
- Ask AI to improve usability of a page based on your goal for the page - i.e. get someone to sign up for an event or join a committee





Efficiency & Organization

Streamline Planning & Scheduling

- Generate agendas, minutes, and recaps from meeting notes
- → Prompt: “Summarize this transcript into Rotary meeting minutes.”
- Draft event checklists or volunteer sign-up reminders

Automate Communication

- Write emails, newsletters, and follow-ups in seconds
- → Prompt: “Write a reminder email for tomorrow’s food drive with a friendly Rotary tone.”
- Keep messaging consistent across platforms

Organize Information

- Summarize long reports or grant proposals
- → Prompt: “Give me a 5-sentence summary of this grant report.”



Efficiency & Organization

Manage Member Data & Roles

- Use AI to sort lists, analyze engagement trends, or plan outreach
- → Prompt: “Review this spreadsheet and identify members who haven’t attended in 3 months.”

Translate & Adapt Content

- Instantly translate club materials for multilingual members
- → Prompt: “Translate this press release into French and keep Rotary tone.”

Create Repeatable Systems

- Turn routine tasks (emails, posts, reports) into AI templates for future use
- → Prompt: “Create a reusable template for monthly club meeting recaps.” Add notes

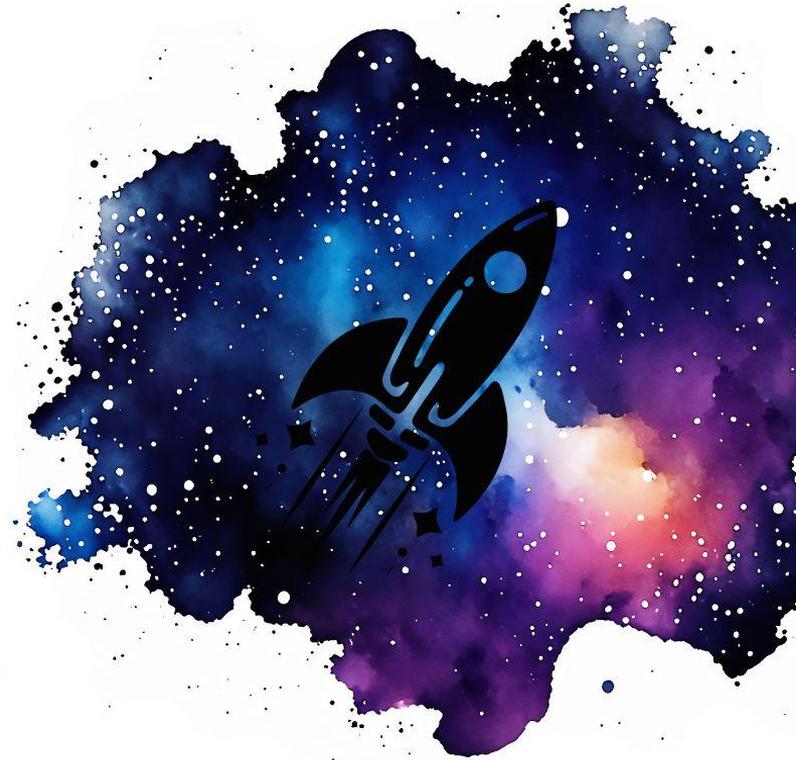
Creative Support

Keep Your Club's Identity

- Upload your club logo into Canva or ChatGPT (with image input)
- → AI can match your colors, fonts, and tone for on-brand visuals
- Helps new members or committees maintain consistency easily

Your PI Team is a Partner, Not a Gatekeeper

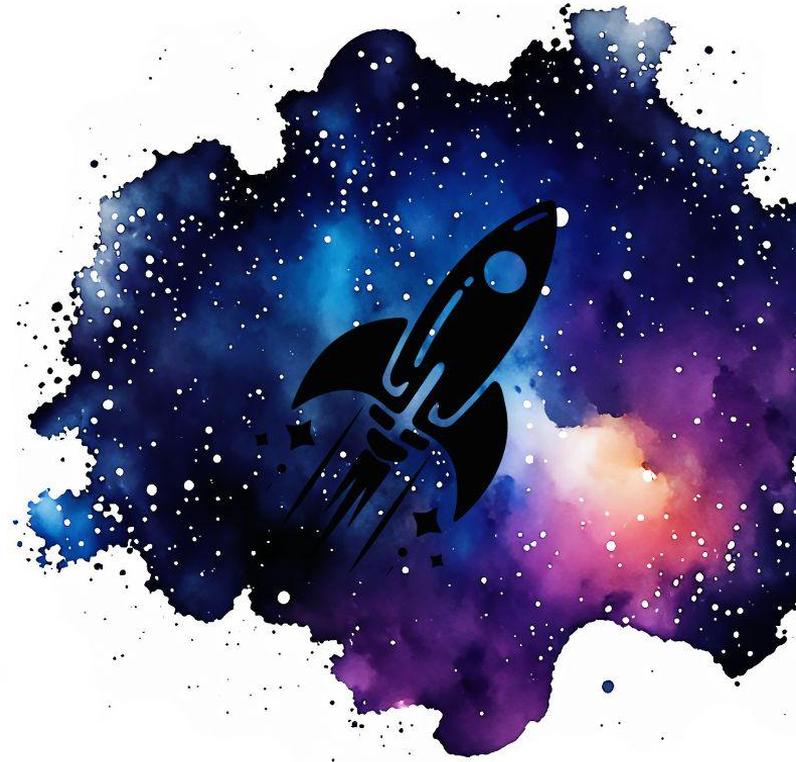
- You know your community best
- The PI team is here to support, your creative work
- Need help with branding or tone? Just ask — we're your backup!



Creative Support

Creative Confidence

- Tell Your Club's Story — With the Right Tools
- AI saves time so you can focus on service
- Brand resources are just a click away
- Your PI team can guide you in using AI tools effectively
- From color palettes to headline tone, we'll help your message shine



Case Study:

How Schenectady Rotary Used AI For Good



Planning a New Fundraiser

Building the Prompt

Clear Purpose (“The Why”)

Assigned Role (“The Who”)

Defined Steps or Structure (The “How”)

Specific Inputs and Context (“The Details”)

Tone and Brand Alignment (“The Voice”)

Desired Output Format (The Deliverable)

You have just been named Chair of your club’s new fundraiser.

There are no checklists, no plan, or idea where to start. What now??

Login to www.ChatGPT.com, create a free account and create a plan.

ChatGPT works as a collaborator. Open up a new chat and start asking questions. ChatGPT will chat back and you can formulate a plan together.

Planning a New Fundraiser

Building the Prompt

Clear Purpose (“The Why”)

What outcome do you want ChatGPT to help achieve?

Assigned Role (“The Who”)

Defined Steps or Structure (The “How”)

Specific Inputs and Context (“The Details”)

Tone and Brand Alignment (“The Voice”)

Desired Output Format (The Deliverable)

Our Rotary club wants to create a signature annual community fundraiser. **Your job** as ChatGPT is to help us build the **full event identity** and **marketing plan** from scratch, even if our volunteers don’t have professional design or marketing experience.

Step 1: Define the Event Foundation

Help our club define the foundation of our fundraiser using the following details:

- Club Name: []
- Cause or Beneficiary: []
- Event Type: []
- Target Date or Season: []
- Location: []
- Tone of the Event: []
- Resources: []

Then suggest 5–7 creative event name options that fit our cause, audience, and Rotary brand tone. Choose one name and explain why it works best..

Planning a New Fundraiser

Building the Prompt

Clear Purpose (“The Why”)

Assigned Role (“The Who”)

defines ChatGPT’s perspective and expertise (i.e.: marketing consultant, event planner, designer)

Defined Steps or Structure (The “How”)

Specific Inputs and Context (“The Details”)

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Planning a New Fundraiser

Building the Prompt

Clear Purpose (“The Why”)

Assigned Role (“The Who”)

Defined Steps or Structure (The “How”)

Breaking tasks into numbered steps guides ChatGPT to follow and organized process.

Use step-by-step instructions when you have a big project or multiple deliverables

Specific Inputs and Context (“The Details”)

Tone and Brand Alignment (“The Voice”)

Desired Output Format (The Deliverable)

Our Rotary club wants to create a signature annual community fundraiser . **Your job** as ChatGPT is to help us build the **full event identity** and **marketing plan** from scratch, even if our volunteers don’t have professional design or marketing experience.

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Planning a New Fundraiser

Building the Prompt

Clear Purpose (“The Why”)

Assigned Role (“The Who”)

Defined Steps or Structure (The “How”)

Specific Inputs and Context (“The Details”)

Always include real details about our club, event, audience, or Rotary goals. Context fuels creativity and accuracy.

Tone and Brand Alignment (“The Voice”)

Desired Output Format (The Deliverable)

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Desired Output Format (The Deliverable)

OUTPUT

Option	Name	Description
1	Brains & Benevolence	Clever nod to trivia (“brains”) and Rotary’s service mission (“benevolence”).
2	Quiz for a Cause	Simple, alliterative, and easy to market. Tells exactly what it is.
3	Smart Aleck Showdown	Playful and fun—fits a “friendly competition” vibe at Frog Alley.
4	The Great Schenectady Quiz-Off	Local pride + energy of a “competition.”
5	Think & Drink for Scholarships	Lighthearted, perfect for an adult trivia setting.
6	Trivia with a Twist	Familiar and flexible for future annual editions.
7	Rotary Brain Bowl	Ties Rotary directly to the idea of a signature knowledge event.

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Building the Prompt

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Specific Inputs and Context (“The Details”)

Tone and Brand Alignment (“The Voice”)

Tone cues ensure output fit Rotary’s image.

Include words like (friendly,
community-minded, professional)

Desired Output Format (The Deliverable)

Step 2: Create the Logo and Visual Identity

Based on the chosen name, create:

- A simple description of a logo concept (colors, shapes, and imagery) that follows Rotary International (www.Rotary.org) brand guidelines.
- A version that could be used on flyers, shirts, and social posts.
- (Optional) Canva instructions so we can recreate it ourselves.

Planning a New Fundraiser

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Tone and Brand Alignment (“The Voice”)

Tone cues ensure output fit Rotary’s image.

Include words like (friendly,
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OUTPUT

2. Logo Concept — “Quiz for a Cause”

Shape & Layout:

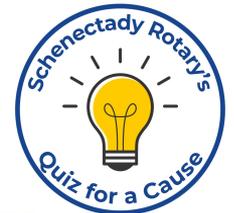
- Circular emblem (echoing Rotary’s wheel shape), symbolizing unity and community.
- Center graphic: a stylized **lightbulb** (idea/knowledge) merged with the **Rotary wheel gear** outline at the bulb’s base.
- The text “Quiz for a Cause” arcs around the top of the circle, “Rotary Club of Schenectady” across the bottom.

Colors:

- Lightbulb body: *Rotary Gold*
- Gear outline: *Rotary Blue*
- Background: *White or Deep Navy*
- Accent (optional): small sparkle icons in *gold* to represent “bright ideas.”

Mood:

- Friendly, intelligent, hopeful — balancing the “fi Rotary’s professionalism



Planning a New Fundraiser

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Step 3: Identify the Audience & Key Messages

Help us define our ideal audience and messages:

- Who would most likely attend or sponsor this event?
- What local causes or community benefits will appeal most to them?
- Write 2–3 short taglines or slogans that summarize why this event matters.

OUTPUT

Tagline Ideas

- *“Test your smarts, change a student’s future.”*
- *“Friendly trivia, serious impact.”*
- *“One night. Many questions. Endless opportunities.”*

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OUTPUT

Step 3: Audience & Key Messages

1. Ideal Audiences

Trivia Participants (Attendees)

Profile:

Ages 25–65

- Local professionals, teachers, alumni, and parents
- Enjoy community events, friendly competition, and supporting youth causes
- Often members of civic or social organizations, or regulars at local pubs like Frog Alley

Motivations:

- Fun night out with friends or coworkers
- Pride in local education
- Giving back in a meaningful way
- Networking and community connection

How to Reach Them:

- Facebook and community group posts
- Flyers in cafes, breweries, and libraries
- Word-of-mouth among schools and small businesses

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OUTPUT

Sponsors & Donors

Profile:

- Local businesses, banks, insurance agencies, law firms, and realtors
- Alumni-owned businesses or those near Schenectady schools
- Organizations with a community-service or education focus

Motivations:

- Desire to be seen supporting *local students and education*
- Affordable visibility at a well-attended event
- Alignment with Rotary’s trustworthy brand

How to Reach Them:

- Personalized sponsor letters/emails from Rotary members
- Recognition in event signage, programs, and social media
- Invitation to send a team or emcee a round

Planning a New Fundraiser

Building the Prompt

Clear Purpose (“The Why”)

Assigned Role (“The Who”)

Defined Steps or Structure (The “How”)

Specific Inputs and Context (“The Details”)

Tone and Brand Alignment (“The Voice”)

Desired Output Format (The Deliverable)

Step 4: Write Sponsor Letters and Community Outreach

Write a professional sponsor letter and sponsorship level descriptions for this event. Include:

- Recognition levels (e.g., Gold, Silver, Bronze)
- Community impact statement
- Thank-you paragraph and contact info section.

Planning a New Fundraiser

Building the Prompt

Clear Purpose (“The Why”)

Assigned Role (“The Who”)

Defined Steps or Structure (The “How”)

Specific Inputs and Context (“The Details”)

Tone and Brand Alignment (“The Voice”)

Desired Output Format (The Deliverable)

OUTPUT

Dear [Sponsor Name],

The Rotary Club of Schenectady invites you to partner with us for our newest community tradition “**Quiz for a Cause**”, a fun and friendly **Trivia Night Fundraiser** on **Monday, November 10, 2025, at Frog Alley Brewing Co.**

All proceeds from this event will fund **Rotary’s High School Scholarship Program**, which provides financial support to deserving Schenectady students pursuing higher education. By sponsoring this event, you’ll help open doors for local youth while putting your business in front of an engaged, community-minded audience.

• • •

Planning a New Fundraiser

Building the Prompt

Clear Purpose (“The Why”)

Assigned Role (“The Who”)

Defined Steps or Structure (The “How”)

Specific Inputs and Context (“The Details”)

Tone and Brand Alignment (“The Voice”)

Desired Output Format (The Deliverable)

Step 5: Draft Press Releases and Media Sound Bites

Create a press release announcing the fundraiser.

Include:

- who we are
- what the event is
- Sponsors
- how to participate.

Keep it under 300 words and add a short sound bite for radio or TV.

Planning a New Fundraiser

Building the Prompt

Clear Purpose (“The Why”)

Assigned Role (“The Who”)

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Specific Inputs and Context (“The Details”)

Tone and Brand Alignment (“The Voice”)

Desired Output Format (The Deliverable)

OUTPUT

Rotary Club of Schenectady Launches “Quiz for a Cause” to Fund Local Student Scholarships

Schenectady, NY — The Rotary Club of Schenectady is inviting the community to put their knowledge to the test at *Quiz for a Cause*, a lively **Trivia Night Fundraiser** supporting local **high school scholarships**. The event takes place **Monday, November 10, 2025**, at **Frog Alley Brewing Co.**

This friendly competition brings together local residents, educators, and businesses for an evening of fun and philanthropy. Teams of up to six will battle it out across themed trivia rounds, with proceeds benefiting Rotary’s long-standing scholarship fund for Schenectady students pursuing higher education.

“Every answer helps open doors for a local student,” said [Club President’s Name], President of the Rotary Club of Schenectady. “Quiz for a Cause is about more than trivia, it’s about giving our young people a chance to reach their potential.”

Local sponsors including [insert top sponsors here — e.g., *Trustco Bank, The Daily Gazette, and Frog Alley Brewing Co.*] are helping make the event possible through their generous support.

Community members can register a team or become a sponsor by visiting **rotaryclubofschenectady.org** or emailing [**contact email**]. Seating is limited — early registration is encouraged.

Event Details:

 **November 10, 2025**

 **Frog Alley Brewing Co., Schenectady, NY**

 **\$25 per person or \$150 per team (6 players)**

Planning a New Fundraiser

Building the Prompt

Clear Purpose (“The Why”)

Assigned Role (“The Who”)

Defined Steps or Structure (The “How”)

Specific Inputs and Context (“The Details”)

Tone and Brand Alignment (“The Voice”)

Desired Output Format (The Deliverable)

Step 6: Create Social Media Posts & Promotional Images

Create 5 social media posts for Facebook and Instagram to promote the event.

Each should include:

- Headline
- Text
- Hashtags
- Canva image description
- posting timeline.

Include at least one thank-you, save-the-date, behind-the-scenes, and event recap post.

Planning a New Fundraiser

Building the Prompt

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OUTPUT

 **Post 1 – Save the Date!**

Timeline: 6–8 weeks before the event (mid-September)

Headline:

 Save the Date: “Quiz for a Cause” is Coming to Frog Alley!

Text:

Get ready to test your smarts for a great cause! The Rotary Club of Schenectady is hosting *Quiz for a Cause* — a fun trivia night to raise funds for local high school scholarships.

 **November 10, 2025**

 **Frog Alley Brewing Co.**

Gather your team, grab a drink, and make an impact — one question at a time.

Hashtags:

#QuizForACause #RotarySchenectady #TriviaNight #SupportLocalStudents

Canva Image Description:

Background of a lively pub setting with warm lights. Centered gold lightbulb logo (from Step 2). Bold navy text: “*Save the Date – Quiz for a Cause, Nov 10, 2025, Frog Alley.*” Rotary wheel subtly in corner.

Planning a New Fundraiser

Building the Prompt

Clear Purpose (“The Why”)

Assigned Role (“The Who”)

Defined Steps or Structure (The “How”)

Specific Inputs and Context (“The Details”)

Tone and Brand Alignment (“The Voice”)

Desired Output Format (The Deliverable)

Step 7: Event Timeline & Volunteer Roles

Create a week-by-week checklist and job assignments for the event volunteers.

- Event committee [x volunteers]
- Day of Event volunteers [how many volunteers?]

Planning a New Fundraiser

Building the Prompt

Clear Purpose (“The Why”)

Assigned Role (“The Who”)

Defined Steps or Structure (The “How”)

Specific Inputs and Context (“The Details”)

Tone and Brand Alignment (“The Voice”)

Desired Output Format (The Deliverable)

OUTPUT

Timeframe	Key Tasks	Responsible Roles
8–10 weeks before (early Sept)	- Confirm venue (Frog Alley) & date- Draft sponsor letters (Step 4)- Create Canva logo & flyer (Step 2)- Open registration form (Google Form or Eventbrite)	Event Committee
7–8 weeks before	- Distribute sponsor letters locally- Share “Save the Date” post- Contact schools & alumni networks for team participation	Event Committee
6–7 weeks before	- Confirm sponsorship commitments- Order or request donated prizes (gift cards, baskets, etc.)- Recruit trivia MC or host	Event Committee
5–6 weeks before	- Share sponsor thank-you post- Schedule Rotary and community page shares- Confirm AV or screen setup with Frog Alley	Event Committee
4 weeks before (mid-Oct)	- Finalize trivia rounds/questions- Print early promotional flyers- Send press release to local media	Event Committee
3 weeks before	- Review volunteer roles & timeline- Post “Behind the Scenes” teaser- Order any Rotary banners or signage	Event Committee
2 weeks before	- Confirm table layout with venue- Prepare trivia slides/presentation- Verify sponsor recognition graphics	Event Committee
1 week before	- Share “Final Call” social media post- Send reminder email to registered teams- Confirm all supplies: pens, answer sheets, signage	Event Committee

Planning a New Fundraiser

Building the Prompt

Clear Purpose (“The Why”)

Assigned Role (“The Who”)

Defined Steps or Structure (The “How”)

Specific Inputs and Context (“The Details”)

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OUTPUT

Position	Duties	Notes
1. Trivia MC/Host	Leads trivia rounds, reads questions, keeps energy high.	Can be Rotarian or local personality
2. Scorekeeper	Tallies answers and updates leaderboards each round.	Needs basic math/organization
3. Check-in / Registration Table (2)	Welcomes guests, handles walk-ins, collects payments.	Should arrive 1.5 hrs early
4. Raffle & Prize Table (2)	Sells raffle tickets, displays prizes, distributes winners.	Works near entrance
5. Photographer / Social Media	Takes photos and posts updates during event.	Uses phone or camera
6. Setup & Cleanup Crew (shared)	Arrives early to arrange tables, signage, banners; stays late to clean up.	All volunteers assist

Planning a New Fundraiser

Building the Prompt

Clear Purpose (“The Why”)

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Specific Inputs and Context (“The Details”)

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Step 8: Sponsor Packet Design & Canva Layout Guide

Create a printable sponsor sheet and email graphics volunteers can edit directly in Canva.

[upload the event graphics from step 2 if available]

Planning a New Fundraiser

Building the Prompt

Clear Purpose (“The Why”)

Assigned Role (“The Who”)

Defined Steps or Structure (The “How”)

Specific Inputs and Context (“The Details”)

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Desired Output Format (The Deliverable)

OUTPUT



Schenectady Rotary's Quiz for a Cause
Trivia Night Fundraiser for Scholarships

📅 Monday, November 10, 2025 | 📍 Frog Alley Brewing Co.

About the Event

Join us for a night of friendly competition and community spirit! Quiz for a Cause brings neighbors, businesses, and trivia lovers to support the Schenectady Rotary High School Scholarship Program.

Your sponsorship helps open doors for local students and showcase your business as a proud support of education and opportunity.

Sponsorship Levels

Level	Amount	Benefits
🏆 Scholar Champion	\$500	Logo featured on all materials, recognition during event, one free team (6 players), and spotlight social media post
📖 Knowledge Partner	\$250	Logo on flyers, program, and social media; recognition during event
👤 Community Friend	\$100	Name listed in program and on Rotary's website; recognition at event welcome
🍷 Round Sponsor	\$50	Name or logo shown on one trivia round slide and announced by MC

Community Impact

Every answer helps fund scholarships for local high school seniors giving them the tools and confidence to build a brighter future. Last year, Schenectady Rotary awarded over \$_____ in scholarships, thanks to generous community partners like you!

Thank you!

We are proud to serve Schenectady through service, education, and leadership. Your support makes this possible!

✉ Email: SchenectadyRotaryClub@gmail.com
🌐 schenectadyrotary.org
📍 Schenectady Rotary Club



Planning a New Fundraiser

Building the Prompt

Clear Purpose (“The Why”)

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Defined Steps or Structure (The “How”)

Specific Inputs and Context (“The Details”)

Tone and Brand Alignment (“The Voice”)

Desired Output Format (The Deliverable)

Step 9: Post-Event Follow-Up

Write a short thank-you email and social post that we can send after the fundraiser to thank participants, summarize impact, and invite future engagement.

Planning a New Fundraiser

Building the Prompt

Clear Purpose (“The Why”)

Assigned Role (“The Who”)

Defined Steps or Structure (The “How”)

Specific Inputs and Context (“The Details”)

Tone and Brand Alignment (“The Voice”)

Desired Output Format (The Deliverable)

OUTPUT

Dear **[First Name]**,

What a night! Thanks to your participation in **Schenectady Rotary’s Quiz for a Cause**, we celebrated community, friendly competition, and generosity — all while raising **[insert total amount raised]** to fund **scholarships for local high school students**.

Your support helps open doors for students who are working hard to achieve their goals. Every trivia question answered and every sponsorship contributed brought us closer to making education more accessible in our community.

We especially thank our sponsors — **[insert sponsor names or top sponsors]** — for helping make this event possible, and **Frog Alley Brewing Co.** for hosting such a fantastic evening.

 **View event photos and highlights:** [link to Facebook album or Rotary website]

 **Save the date:** We can’t wait to see you again for *Quiz for a Cause 2026!*

With gratitude,

The Rotary Club of Schenectady

 [yourclub@email] |  rotaryclubofschenectady.org

Service Above Self

Planning a New Fundraiser

Building the Prompt

Clear Purpose (“The Why”)

Assigned Role (“The Who”)

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OUTPUT

Post-Event Social Media Post

Headline:

 Thank You, Schenectady! You Made “Quiz for a Cause” a Huge Success!

Post Text:

What an incredible night at Frog Alley! Thanks to our amazing teams, sponsors, and volunteers, *Schenectady Rotary’s Quiz for a Cause* raised **[insert total amount]** for **local high school scholarships**.

 Every laugh, every question, and every donation helps local students chase their dreams.

A huge thank-you to our sponsors — [tag sponsors] — and everyone who joined the fun!

Check out event highlights  [insert photo album link]

We can’t wait to see you next year for *Quiz for a Cause 2026!*

Hashtags:

#QuizForACause #RotarySchenectady #CommunityStrong #ThankYou #ScholarshipSupport #ServiceAboveSelf

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Desired Output Format (The Deliverable)

Specifying the output format tells ChatGPT exactly how to present results (i.e.: list, table, press release, image)

Output Format

Organize responses into sections:

1. Event Name & Concept
2. Logo Description
3. Target Audience
4. Sponsor Letter
5. Press Release
6. Social Media Plan
7. Post-Event Materials
8. AI Tips for Volunteers

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ChatGPT as a “Collaborator”

Think of the chat as a text with your very knowledgeable co-worker. You can ask questions AND ChatGPT can ask you questions as well.

OUTPUT

Would you like me to create **Step 10: “Next Year Playbook”** — a summary guide your volunteers can reuse next year (timeline + templates + lessons learned section)?

Response

Absolutely!

Planning a New Fundraiser

Summary

Prompt Element	What It Does	Example from Rotary Prompt
Purpose	Explains the “why”	“Our club wants to create a signature annual fundraiser.”
Role	Assigns ChatGPT’s perspective	“Your job as ChatGPT is to help us build...”
Structure	Organizes the task into steps	Steps 1–10
Details	Provides key context	Club name, date, tone, audience
Output Format	Defines how results are delivered	8 labeled sections
Tone	Sets style and brand alignment	“Follow Rotary brand guidelines.”
Scope	Covers full event lifecycle	Idea → Design → Outreach → Follow-up
Volunteer-Friendly	Ensures accessibility	“Even if our volunteers don’t have experience.”
Creativity	Invites ideas and options	“Suggest 5–7 creative event names.”
Learning	Builds user confidence	“Bonus AI Tips for Volunteers.”

QUESTIONS?