


ROTARY CLUB LEADERS SEMINAR

Artificial Intelligence in Your Rotary Club

Unlocking opportunities, ensuring safety, and leading with a human-first approach.

Part 1: The AI Landscape

Understanding the major tools, platforms, costs, and key capabilities available today.



Major LLM Platforms Compared (NZ Pricing)

Platform	Key Strength	Free Plan Limits	NZ Local Pricing (Paid Tiers)
ChatGPT (OpenAI)	Creative writing, custom GPT assistants, logical reasoning	Strict rolling 5-hour rate limits; highly restricted file/image uploads	~NZD \$35.00/mo (Billed in USD as \$20/mo + local GST/FX)
Claude (Anthropic)	Exceptional document analysis, strategic planning, human tone	Dynamic message caps based on traffic (approx. 10-40 msgs per 5 hours)	~NZD \$35.00/mo (Billed in USD as \$20/mo + local GST/FX)
Gemini (Google)	Direct integration with Gmail & Google Drive workspace files	Generous daily limits (approx. 50 prompts/day); direct web search grounding	NZD \$36.99/mo (Direct local NZD billing, includes 2TB storage)
Copilot (Microsoft)	Office integration, real-time citation-backed web searches	Web ground search only; capped at approx. 15 turns per conversation session	NZD \$37.00/mo (Direct local NZD billing. <i>*Requires M365 plan to use inside Office Apps</i>)

Pros & Cons of Club AI Adoption

✔ Key Advantages

- **Saves Time:** Streamlines heavy administration, emails, and newsletters.
- **Ignites Creativity:** Drafts fresh fundraising ideas and project plans.
- **Supports Volunteers:** Lowers the writing barrier for non-communications specialists.
- **Polished Output:** Quickly formats professional reports or summaries.

! Key Risks

- **Lacks Human Touch:** Generates generic content if not carefully edited.
- **Inaccuracies:** AI can "hallucinate" incorrect or outdated facts.
- **Privacy Concerns:** Free public tools may use input data for training.
- **Brand Dilution:** Potential to violate Rotary logo and brand guidelines.

Part 2: Visual & Multimedia AI

Exploring creative tools for design, image generation, and video creation in
community projects.

Graphic Design & Canva for Non-Profits

Canva Non-Profit Program

Canva offers registered non-profit organisations and registered charities **100% free access to Canva Pro**. This includes full team collaboration features for **up to 50 users** per organisation, significantly cutting administrative costs.

Powerful Built-In AI Tools

Canva Pro unlocks "Magic Studio" tools to help your club generate and polish assets:

- **Magic Write:** Instantly rewrites drafts or expands brief notes.
- **Magic Media:** Generates eye-catching images from text prompts.
- **Background Remover:** Cleanly isolates photos for club flyers.

AI Image Generation Platforms



Google Gemini

Excellent for generating realistic, high-quality photos of community service and diverse groups. Perfect for representing your club's local impact and professional service projects.



DALL-E 3 (Copilot & ChatGPT)

Exceptional at text rendering inside graphics. Free via Microsoft Copilot or included with ChatGPT Plus subscriptions.



Canva Magic Media

Directly integrated into your workspace templates. Perfect for creating fast, context-specific social graphics and banner headers.

AI Video & Presentation Assistants



HeyGen / Synthesia

Create photorealistic "talking avatars" from text scripts. Fantastic for preparing short, professional welcome videos for new members or club introduction reels.

www.heygen.com /
www.deevid.ai



Google Gemini & KlingAI

Advanced video generator models that turn descriptive text prompts into 10-second cinematic video clips, useful for adding unique visual flows to presentations.

Gemini.google.com /
www.klingai.com



CapCut AI Tools

Automate background music synchronisation, generate instant captions/subtitles, and access smart video-editing templates tailored to social media platforms.

www.capcut.com



Rotary



Rotary and AI

Note –this was video in the presentation showing how AI can create a small clip and **NOT** return the correct Rotary Brand

Part 3: Practical Club Use Cases

How modern clubs can deploy these digital assistants to lighten the administrative load.

Where AI Can Help Your Club



Public Image

Draft compelling Facebook posts, newsletter stories, local press releases, or warm invitations for potential members.



Administration

Build meeting agendas, structure volunteer rosters, organise event checklists, and summarize board meetings cleanly.



Service & Projects

Brainstorm hands-on community service projects, draft grant application outlines, and review safety risk assessments.

Part 4: Guidelines & Practice

A look at official member policies and hands-on session challenges.



Rotary International AI Guidelines



Protect Confidentiality First: Do not input private member databases, financial sheets, youth details, or donor history into free public AI platforms. Treat every prompt as potentially public.



Never Generate or Alter Rotary Logos: Rotary International strictly prohibits using AI to generate or modify official marks. Download certified brand assets exclusively from the Rotary Brand Centre.



The Human-in-the-Loop Principle: AI-generated content can be inaccurate or biased. Always have a Rotarian fact-check, review, and edit every word before sharing to protect your club's reputation.



Practice Transparent Disclosure: When publishing significant text or flyers crafted primarily by AI, disclose it openly (e.g., *"Drafted with AI assistance, thoroughly reviewed by a Rotarian."*).

Tips for better AI results

1. Set the stage

Explain who you are: Tell the AI your specific role. E.g., *"I'm the President of a Rotary Club in Auckland.."*

Detail your objective: Define exactly what you are trying to achieve and who your target audience is.

Provide clear constraints: Ask for exact word counts, preferred tones (e.g., welcoming vs. official), or structured formatting (e.g., bullet points), UK English (not US!)

2. Treat it as a conversation

Challenge the initial output: Never assume the first draft is perfect. Treat the AI as a helpful assistant that needs clear direction.

Ask for iterative revisions: Don't start over. Prompt the AI with refinement requests like, *"This is too formal. Make it sound warmer, shorten it, and add a clear call-to-action."*

Shape the style: Feed back what worked and what felt generic to train the model to fit your club's voice

Hands-on Prompt Challenge

The 10-Minute Exercise

Open your favorite free AI app or website on your phone or laptop (ChatGPT, Gemini, or Claude) and copy/paste this prompt structure:

I'm the Public Image chair for the Rotary Club of [Your club name]. I need to create a Facebook post promoting our upcoming Cans For A Cause collection. Can you help me with this? At this stage we need more collection locations. Please make the tone warm and welcoming. UK English please. Collections are from 1st to 8th June.

Discussion: Did the AI capture the warm Rotary voice? How would you edit it to protect local branding and make it feel authentic?



www.chatgpt.com

gemini.google.com

www.claude.ai

Questions & Discussion

How will you guide your club's AI journey?

ENGLISH (EN)



Rotary International — Member FAQ on AI Use

This Frequently Asked Questions (FAQ) document is intended to help members of Rotary and Rotaract clubs understand how to use artificial intelligence (AI) tools responsibly in Rotary contexts. The document addresses common questions and provides practical guidance based on Rotary's current policies.

For more detailed information, members should consult the [AI Guidelines for Members](#) and review Rotary International's [Terms of Use](#), which govern the use of Rotary content, services, and platforms.

1. What is AI, and how does it relate to Rotary's work?

AI (artificial intelligence) refers to computer systems that can generate content, answer questions, or make predictions. Rotary encourages members to use AI responsibly to support club projects, strengthen communications, and increase Rotary's impact. Rotary uses AI ethically and responsibly, in alignment with our mission and values, by promoting fairness, environmental sustainability, and human-centered decision making.



Access official guidelines

<https://my-cms.rotary.org/en/document/ai-guidelines-for-members-rotary-international>