

R O T A R Y I N T E R N A T I O N A L
DISTRICT 3271
ROTARY AI TOOLKIT

*A Complete Guide to Smart, Safe, and Value-Driven
Artificial Intelligence for Club Leaders*

2 0 2 6 – 2 0 2 7 P R E S I D E N T I A L T H E M E
Create Lasting Impact

District 3271 | Rotary Year 2026–2027
For Internal Club Use — Not for Public Distribution

Foreword from the District

Dear Fellow Rotarians,

We stand at a pivotal moment in the history of service. Artificial Intelligence once a concept confined to science fiction and research laboratories now an everyday tool available to every club leader, committee chair, and passionate volunteer who chooses to harness it.

This expanded toolkit has been designed with one singular purpose: to help every officer bearer within District 3271 move faster, communicate better, and serve more effectively without ever compromising the human heart of Rotary.

The prompts, frameworks, and protocols contained in this guide are not replacements for your judgment, your relationships, or your values. They are multipliers. Think of this toolkit as a highly experienced assistant who works around the clock, never tires, and is always ready to help you draft, plan, analyze, and create.

Use it wisely. Use it ethically. And always apply the District's Triple-Check Protocol before anything leaves your committee room.

Together, we will Create Lasting Impact.

With Rotary Fellowship,

Shahzad Sabir

District Governor

RID - 3271

Rotary Year 2026–2027

Initiated by:

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District Co Chair

Youth Services

Rotary Year 2026–2027

How to Use This Toolkit

This document is organized into five major parts. Each part corresponds to a distinct operational domain within your club's leadership structure. You do not need to read this guide cover to cover; navigate directly to the section most relevant to your role.

PART A — Executive Office Bearers

Strategic prompts for Club Presidents, Secretaries, Treasurers, and Membership Chairs.

PART B — Avenues of Service Officers

Prompt frameworks for Foundation Chairs, Community Service Directors, and Vocational Chairs.

PART C — Meeting Management & Protocol

Tools for the Sergeant-at-Arms, Master of Ceremonies, and Meeting Planners.

PART D — Public Image & Digital Content Engine

Advanced AI frameworks for your Public Image team, social media managers, and video producers.

PART E — The District AI Accountability Protocol

Safety guardrails, ethical guidelines, the Triple-Check System, and data privacy rules.

Reading the Prompt Templates

Each prompt template in this guide follows the RACE framework:

- **Role** — The expert persona you are asking the AI to adopt.
- **Action** — The specific task you want the AI to complete.
- **Context** — The background information and constraints the AI needs to know.
- **Execution Style** — The format, length, and structure you want in the response.

⚠ IMPORTANT: All text in square brackets [] is a placeholder. Always replace it with your club's specific information before submitting to an AI tool.

PART A

Executive Office Bearers & Strategic Prompts

Chapter 1: Club Presidents

The Club President is the chief visionary and operational anchor of the Rotary year. The President's mandate extends far beyond chairing weekly meetings it encompasses strategic alignment with the District, financial stewardship, committee coordination, member morale, and external community relations.

AI can serve the President as a high-level consultative partner, helping structure committee benchmarks, draft keynote addresses, produce mid-year review decks, and maintain alignment with Rotary International's global strategic priorities.

1.1 Annual Strategic Action Plan Architect

The cornerstone of a successful presidential year is a well-structured, quarter-by-quarter action plan that cascades the District's goals into tangible club-level milestones. Use the following prompt to build this plan in minutes.

PROMPT TEMPLATE
Role: Non-Profit Executive Director and Strategic Consultant specialized in Rotary governance.
Action: Develop a structured, quarter-by-quarter Strategic Action Plan for a Rotary Club's executive year.
Context: The plan must align with the 2026–2027 theme 'Create Lasting Impact.' The club currently has [Insert Number, e.g., 45] members and wants to focus heavily on youth leadership and medical service. The tone should be motivational, organized, and highly execution-oriented.
Execution Style: Present the output in a clear hierarchy using Markdown headers and sub-bullets. Break down into 4 quarters (Jul-Sep, Oct-Dec, Jan-Mar, Apr-Jun). For each quarter, specify: (1) Focus Area Name aligned with Rotary's Avenues of Service, (2) Concrete Operational Milestone, (3) Committee Assignment, (4) Key Performance Indicator (KPI) to evaluate success.
Priority 1: [e.g., Increase membership retention by 10%]
Priority 2: [e.g., Launch one major matching grant health project]
Priority 3: [e.g., Host at least one inter-club joint service event per quarter]

1.2 Presidential Keynote Address Generator

Every installation, charter anniversary, or major event requires a keynote that resonates with members, guests, and the community. Use this prompt to generate a draft in the authentic voice of your club.

PROMPT TEMPLATE
Role: Professional Speechwriter and Non-Profit Leadership Communication Expert.
Action: Draft a 7-to-10-minute presidential keynote address for a Rotary Club Annual Installation ceremony.
Context: The incoming President wants to inspire existing members, welcome new ones, and set the thematic direction for the year. The address must reference the 2026–2027 RI theme 'Create Lasting Impact' and weave in 2–3 specific local community initiatives the club plans to undertake.
Execution Style: Structure the speech in five clear movements: (1) Opening Hook — a compelling human story or statistic, (2) Acknowledgement of legacy and past achievements, (3) Vision Statement for the year ahead, (4) Call to action for every member present, (5) Closing — a quotation or pledge aligned with Rotary's mission.
Club Name: [Insert Club Name]
Key Projects for the Year: [Insert 2–3 planned service projects]
Personal Anecdote Seed: [Optional: Insert a brief personal story the President wants woven in]

1.3 Mid-Year Club Performance Review Generator

At the midpoint of the Rotary year (January), the President must assess progress against targets. This prompt generates a structured diagnostic you can present to the Board.

PROMPT TEMPLATE
Role: Management Consultant and Organizational Performance Analyst.
Action: Generate a structured Mid-Year Performance Review document for a Rotary Club's Board meeting.
Context: The review must assess four core pillars: Membership Growth, Service Project Delivery, Rotary Foundation Giving, and Public Image/Digital Presence. The tone must be balanced — acknowledging successes while clearly identifying gaps and recommending corrective actions.
Execution Style: Output in a formal report style with an Executive Summary (150 words), followed by four scored sections (Red/Amber/Green traffic light ratings), and a Recommendations Matrix with columns: Issue, Root Cause, Recommended Action, Responsible Officer, and Deadline.
Current Membership Count vs. Target: [Insert figures]
Projects Completed vs. Planned: [Insert figures]
Foundation Giving vs. Goal: [Insert figures]
Social Media Follower Growth: [Insert figures]

Chapter 2: Club Secretaries

The Club Secretary is the institutional memory and administrative backbone of the club. Their responsibilities include maintaining accurate meeting minutes, managing RI reporting requirements, coordinating inter-club correspondence, and ensuring all administrative deadlines are met with precision.

2.1 Board Meeting Minutes Drafter

PROMPT TEMPLATE
Role: Corporate Secretary and Governance Documentation Specialist.
Action: Transform raw bullet-point meeting notes into a fully formatted, professionally worded set of Board Meeting Minutes.
Context: The minutes must reflect the formality and procedural requirements of a Rotary Club Board, including accurate recording of motions moved, seconded, and passed, as well as action items clearly attributed to responsible officers.
Execution Style: Structure the output as: (1) Header with meeting date, venue, and attendees, (2) Confirmation of previous minutes, (3) Agenda items covered with discussion summaries, (4) Motions table with columns — Motion, Moved By, Seconded By, Result, (5) Action Items table with columns — Action, Responsible Officer, Deadline.
Meeting Date & Venue: [Insert details]
Attendees: [Insert names and roles]
Raw Notes: [Paste your bullet-point notes here]

2.2 RI Reporting Correspondence Template Generator

Secretaries must maintain timely correspondence with Rotary International, the District, and partner clubs. Use this prompt to generate professional, compliant letters and reports.

PROMPT TEMPLATE
Role: Experienced Non-Profit Administrator and Professional Correspondence Specialist.
Action: Draft a formal official report to the District Secretary summarizing the club's key activities, membership status, and Foundation contributions for the current Rotary semester.
Context: The letter must conform to the formal letter structure expected in Rotary official correspondence: club identification header, reference number, formal salutation, body paragraphs in logical sequence, and a dignified closing. Language must be professional, factual, and free of casual idioms.

Execution Style: Output a complete letter ready for the Secretary's signature, followed by a one-page Activity Summary Annex structured as a table with columns: Activity Name, Date, Beneficiaries Served, Estimated Cost, and Outcome.

Club Name & Number: [Insert]

Reporting Period: [Insert e.g., July–December 2026]

Key Activities to Report: [List 3–5 activities]

Current Membership Count: [Insert]

Foundation Contributions: [Insert USD amount]

Chapter 3: Club Treasurers

FINANCIAL SECURITY GUARDRAIL:

Never upload exact bank account numbers, specific tax identification numbers, or individual member names linked to specific financial balances into any public AI platform. Always use rounded, anonymized figures and generic tracking terms.

The Treasurer's mandate demands absolute transparency, dual-fund discipline (separating Club Operations from Service Project funds), and rigorous variance tracking. AI can dramatically reduce the time required to build budget frameworks, generate committee-ready financial summaries, and produce risk mitigation checklists.

3.1 Project Budget & Variance Modeling Framework

PROMPT TEMPLATE
Role: Chartered Accountant and Non-Profit Financial Auditor.
Action: Structure a dual-column operational budget framework for a major upcoming Rotary fundraising event.
Context: The club is hosting a charity gala dinner to fund a clean water filtration plant. The budget must maintain strict transparency, separating pure club operations from service funds as mandated by Rotary guidelines.
Execution Style: Output a clean, scannable Markdown data table with columns: Expense Item, Budget Category (Operations vs. Service Project), Projected Cost, Actual Cost, Variance, and Approval Requirement. Below the table, generate a 3-point financial risk mitigation checklist for the project committee, and a 5-point post-event financial reconciliation protocol.
Venue & Catering: [Insert estimated cost]
Printing & Public Image: [Insert estimated cost]
Target Fundraising Goal: [Insert Target Amount]
Contingency Reserve %: [e.g., 10%]

3.2 Annual Financial Health Scorecard

PROMPT TEMPLATE
Role: Non-Profit Financial Analyst and Board Reporting Specialist.
Action: Generate an Annual Financial Health Scorecard for a Rotary Club's end-of-year Board review.

Context: The scorecard must provide the Board with a quick, traffic-light overview of the club's financial position, highlighting areas of strength and risk without requiring deep accounting expertise to interpret.

Execution Style: Create a one-page scorecard with six rated dimensions: (1) Dues Collection Rate, (2) Project Fund Utilization, (3) Administrative Cost Ratio, (4) Reserve Fund Adequacy, (5) Foundation Per-Capita Giving vs. District Target, (6) Audit Readiness. Each dimension should include a RAG rating, a brief 2-sentence explanation, and one recommended action.

Total Annual Budget: [Insert]

Actual Expenditure: [Insert]

Foundation Contributions Made: [Insert]

Reserve Fund Balance: [Insert]

Chapter 4: Club Membership Chairs

A thriving club is a growing club. The Membership Chair carries the dual burden of attracting talented new members while ensuring existing members feel valued, engaged, and connected to the club's mission. A successful membership strategy requires targeted, demographic-aware messaging — not generalized recruitment appeals.

4.1 Generational Membership Attraction Matrix

PROMPT TEMPLATE
Role: Corporate Recruitment Specialist and Demographic Growth Expert.
Action: Generate a targeted communication strategy to attract younger corporate professionals while simultaneously retaining existing senior members.
Context: The strategy must demonstrate the professional value of Rotary (Vocational Service) to young leaders and honour the legacy of long-standing members. The plan must be culturally appropriate for District 3271's urban and peri-urban communities.
Execution Style: Provide two distinct strategic modules: (1) A 300-word outreach blueprint for Young Professionals (Ages 25–40) outlining specific value propositions and suggesting 3 ideal engagement venue types; (2) A Membership Satisfaction Survey Generator containing 5 precise open-ended questions designed to detect retention risks before the dues renewal cycle.
Club's Primary Industry Sectors: [e.g., Healthcare, IT, Finance, Education]
Current Average Member Age: [Insert]
Most Recent New Member Join Date: [Insert]

4.2 New Member Orientation Welcome Pack Creator

PROMPT TEMPLATE
Role: Employee Onboarding Specialist and Community Integration Expert.
Action: Create a comprehensive 3-part Welcome Pack for new Rotary Club members joining mid-year.
Context: The Welcome Pack must make new members feel immediately valued, clearly explain how Rotary works at the club, district, and international levels, and give them a practical 90-day action plan to become actively engaged.
Execution Style: Output Part 1 as a warm, 250-word Welcome Letter from the Club President. Part 2 as a one-page Quick Reference Guide covering: Club meeting schedule, Key committee contacts, How to log service hours, How to access the RI Learning Center, and 3 'quick win' volunteering opportunities. Part 3 as a 90-Day New Member Engagement Roadmap with weekly milestones.
Club Name: [Insert]

New Member Name: [Insert]
New Member's Professional Background: [Insert]
Club Meeting Day, Time & Venue: [Insert]

PART B

Avenues of Service Officers & Operational Prompt Frameworks

Chapter 5: Rotary Foundation Chairs

The Rotary Foundation is the philanthropic engine of Rotary International. Foundation Chairs in District 3271 are responsible for promoting giving culture, facilitating District and Global Grant applications, ensuring compliance with TRF reporting requirements, and maximizing the club's EREY (Every Rotarian, Every Year) participation rates.

5.1 Grant Sustainability Framework Planner

PROMPT TEMPLATE
Role: International Development Grant Writer and Non-Profit Compliance Officer.
Action: Draft a rigorous, sustainability-focused project description for a Rotary Foundation Grant application.
Context: The project involves setting up a computer literacy and vocational training lab at a suburban community school. The Rotary Foundation requires explicit proof of how the project will remain functional after grant funds are fully exhausted.
Execution Style: Write a formal detailed proposal (maximum 400 words) broken into three mandatory compliance sections: (1) Community Assessment & Local Ownership — how local school staff are co-managing the project; (2) Human & Financial Sustainability — how maintenance, electricity, and instructor costs will be covered over a 3-year horizon without additional Rotary funds; (3) Measurable Impact Metrics — 4 concrete data points to prove educational success to the District.
Location / School Name: [Insert Target Area/School Name]
Initial Equipment: [e.g., 15 workstations, high-speed internet]
Local Partner Organization: [Insert name if applicable]
Host Club's Matching Contribution: [Insert USD amount]

5.2 Foundation Giving Culture Campaign Planner

PROMPT TEMPLATE
Role: Philanthropic Campaign Designer and Non-Profit Fundraising Strategist.
Action: Create a 6-month internal campaign plan to increase club members' contributions to The Rotary Foundation, targeting a 20% increase in per-capita giving.
Context: The campaign must avoid pressure tactics and instead build an emotional connection to TRF's global impact. It should incorporate recognition, storytelling, and peer-motivation techniques suitable for a Rotary club culture.
Execution Style: Deliver the campaign plan as a month-by-month calendar (Columns: Month, Campaign Theme, Key Activity, Communication Channel, Recognition Mechanism). Include 3

ready-to-send email/WhatsApp message templates: one that tells a beneficiary impact story, one that celebrates a major milestone, and one that is a gentle year-end giving nudge.

Current Per-Capita Giving: [Insert USD amount]

District Per-Capita Target: [Insert USD amount]

Club Size: [Insert number of members]

Chapter 6: Community Service Directors

Community Service Directors are the operational heart of every club's local impact. They coordinate service projects, manage volunteer rosters, engage beneficiary communities, track outcomes, and ensure every project reflects Rotary's commitment to sustainable, community-owned development.

6.1 Community Needs Assessment Report Generator

PROMPT TEMPLATE
Role: Community Development Specialist and Social Impact Research Analyst.
Action: Generate a structured Community Needs Assessment (CNA) questionnaire and analysis framework for a Rotary club planning its annual service agenda.
Context: The CNA must help the club identify the most pressing, underserved needs in its local area before committing to any specific service projects. It should guide the club to avoid duplication of efforts already undertaken by government or other NGOs.
Execution Style: Produce: (1) A 10-question structured community survey (mix of quantitative and qualitative questions) suitable for administering to local community leaders, school principals, and health workers; (2) A Priority Matrix Template with columns: Need Identified, Severity Score (1–5), Rotary Alignment (Avenue of Service), Feasibility Score (1–5), Suggested Project Type.
Target Community Area: [Insert locality/neighbourhood]
Club's Current Service Strengths: [e.g., medical camps, school infrastructure]
Available Annual Project Budget: [Insert approximate figure]

6.2 Volunteer Briefing & Project Coordination Manual

PROMPT TEMPLATE
Role: Non-Profit Project Manager and Volunteer Coordination Expert.
Action: Create a concise but comprehensive Volunteer Briefing Document for a one-day community service event.
Context: The document must ensure every volunteer — whether a club member, Rotaract youth, or corporate partner — arrives at the site prepared, safe, and clearly aware of their role. The document must reflect Rotary's values of dignity, respect, and community ownership.
Execution Style: Produce: (1) A one-page Event Overview (Project objectives, location, time, dress code, important contacts); (2) A Role Assignment Table (Columns: Volunteer Name, Assigned Station, Supervisor, Key Responsibilities, Escalation Contact); (3) A 10-point Safety & Dignity Protocol checklist that all volunteers must acknowledge before beginning work.
Event Name & Date: [Insert]

Location: [Insert]
Number of Expected Volunteers: [Insert]
Project Type: [e.g., medical camp, school painting, tree planting]

Chapter 7: Vocational Service Chairs

Vocational Service is one of Rotary's most distinctive contributions to society. The Vocational Service Chair champions the connection between a Rotarian's professional skills and the club's service mission — recognizing exemplary ethical professionals, organizing skills-sharing platforms, and creating pathways for corporate engagement in the community.

7.1 Vocational Excellence Award Nomination Writer

PROMPT TEMPLATE
Role: Awards Nomination Specialist and Professional Biography Writer.
Action: Draft a compelling, formal nomination letter for a Rotary District Vocational Excellence Award.
Context: The nominee is a local professional whose ethical conduct, community service, and professional achievements exemplify the spirit of the 4-Way Test. The nomination must be persuasive, factual, and emotionally resonant while maintaining the formal tone required for District award submissions.
Execution Style: Structure the nomination as: (1) Opening paragraph establishing why this individual is exceptional; (2) Professional Accomplishments section with 3–4 specific achievements; (3) Community Contribution section with documented examples; (4) Character & Ethical Leadership section drawing on the 4-Way Test principles; (5) Closing endorsement paragraph. Total length: 500–600 words.
Nominee Name & Profession: [Insert]
Key Professional Achievements: [List 3–4 specific examples]
Community Contributions: [List 2–3 documented examples]
Nominating Rotarian's Name & Club: [Insert]

PART C

Meeting Management & Protocol

Chapter 8: Sergeant-at-Arms

The Sergeant-at-Arms is the guardian of Rotary decorum. Every meeting's dignity, timing, and atmosphere rests in this officer's hands. From the precise moment the hall is called to order to the formal close of fellowship, the SAA must project confidence, authority, and warmth in equal measure.

8.1 Formal Meeting Protocol & Run-of-Show Script

PROMPT TEMPLATE
Role: Protocol Officer and Master of Ceremonies for international civic organizations.
Action: Create a highly detailed, minute-by-minute Run-of-Show timing sheet and opening script for an official club installation or high-profile regular meeting.
Context: The meeting will host senior leadership including the District Governor and Assistant Governors. The tone must be dignified, structured, and completely seamless to ensure absolute decorum.
Execution Style: Format the primary output as a precise chronological timing table (Columns: Time, Duration, Agenda Element, Responsible Leader, Technical/Equipment Requirement). Below the table, provide the exact verbatim scripting text for the SAA to formally call the meeting to order and introduce the Club President.
Total Meeting Duration: 90 Minutes
Key Elements: National Anthem, 4-Way Test Recitation, Welcome Address, Keynote by DG, Secretarial Report, Recognition of Past Presidents, Fellowship Dinner
Chief Guest Arrival Time: [Insert Time e.g., 08:30 PM]
Venue Name: [Insert]

8.2 Fine & Fellowship Activity Generator

The Sergeant-at-Arms also manages the fine session — one of Rotary's most cherished fellowship traditions. Use this prompt to generate fresh, witty, and inclusive fine scenarios that celebrate Rotary achievements.

PROMPT TEMPLATE
Role: Toastmaster, Emcee, and Fellowship Program Designer.
Action: Generate 10 original, culturally sensitive fine scenarios for a Rotary Club meeting's fellowship segment.
Context: The fines must be good-humoured, celebratory rather than punitive, and appropriate for a diverse professional audience. Each fine should connect either to Rotary milestones, professional achievements, or current club activities.

Execution Style: Output as a numbered list. For each fine scenario, provide: (a) The Fine Trigger (what the member did or said), (b) The SAA's announcement script (2–3 sentences, witty and warm), (c) The suggested fine amount range (symbolic, not excessive).

Club Name: [Insert]

Recent Club Events to Reference: [e.g., a gala, project completion, new member joining]

Cultural Considerations: [Insert any topics to avoid]

PART D

Public Image & Digital Content Engine

Chapter 9: Public Image & Communications

In the digital age, a Rotary club's public image is its most powerful recruitment tool, donor magnet, and community trust builder. The Public Image Chair and communications team must maintain a consistent, compelling, and authentic brand presence across all channels from WhatsApp groups to Instagram Reels to formal press releases.

AI gives small, volunteer-run communications teams a professional content production capacity that previously required dedicated agencies. The following frameworks equip your team with industrial-grade tools.

9.1 Campaign Strategy Matrix

Use the matrix below to select the right visual and content strategy for each type of campaign objective:

Campaign Objective	Ideal Layout Strategy	Target Audience
Vocational Service Promotion	Clean geometric layouts with corporate branding elements, professional photography, and minimal text overlays.	Young corporate executives, tech professionals, local entrepreneurs.
Community Service Impact	Real-world project photography, stark factual data overlays (lives impacted, funds deployed), minimal decorative elements.	Corporate CSR donors, municipal authorities, NGO partners.
Youth Leadership (Rotaract/Interact)	Dynamic layouts, modern typography, vibrant color accents, action-oriented framing, student faces prominent.	University students, young innovators, early-career change-makers.
Membership Recruitment	Testimonial-forward design. Real member faces and quotes. Warm, approachable aesthetic. Clear call-to-action button/link.	Mid-career professionals aged 28–45 across all sectors.
Foundation Giving Campaign	Emotional beneficiary impact stories. Before/after imagery. Clear fund utilization data. Trust signals (RI branding compliant).	Established professionals, corporate donors, past Rotarians.
Annual Event Promotion	Formal yet vibrant event poster aesthetic. Speaker headshots, venue imagery, countdown elements.	General public, local media, partner organizations, civic leaders.

9.2 60-Second Community Project Video Script

Short-form video is the single most effective digital medium for showcasing Rotary's work. A well-crafted 60-second script can generate more community goodwill than a month of static posts.

PROMPT TEMPLATE
Role: Creative Director and Video Producer specializing in social impact storytelling.
Action: Write a complete, high-impact 60-second video teaser script optimized for Instagram Reels, YouTube Shorts, and TikTok.
Context: The video highlights the completion of a major community service project. The goal is to show the tangible impact of Rotary's work and invite local citizens to join the club or donate. The tone must be inspiring, fast-paced, and emotionally resonant.
Execution Style: Present the script in a two-column table: Column 1 — Visual Cue & Camera Angle (what the viewer sees on screen); Column 2 — Audio & Voiceover text (exact words spoken or text overlays, timed to the second). Include a clear call to action at the 55-second mark pointing viewers to the club's official social media bio.
Project Name: [e.g., Clean Water Plant / Medical Camp / School Library]
Key Beneficiary Group: [e.g., schoolchildren, rural women, elderly patients]
One Powerful Statistic: [e.g., 500 families now have clean water access]
Club's Social Media Handle: [Insert @handle]

9.3 Monthly Social Media Content Calendar Generator

PROMPT TEMPLATE
Role: Digital Marketing Strategist and Social Media Content Planner specializing in mission-driven organizations.
Action: Generate a complete 4-week social media content calendar for a Rotary Club's Instagram, Facebook, and LinkedIn accounts.
Context: The calendar must maintain a consistent brand voice, follow a balanced content mix (not more than 30% promotional posts), and align with the club's current service activities and membership goals. Each post should be distinct and platform-appropriate.
Execution Style: Output as a weekly table with columns: Day, Platform, Post Format (Reel/Carousel/Static/Story), Caption Hook (first 2 lines), Hashtag Cluster (5–7 relevant hashtags), Visual Direction Note, and Call to Action. Include at least 2 Rotary Foundation awareness posts and 1 membership recruitment post per week.
Club Name & Social Handles: [Insert]
Upcoming Events or Projects This Month: [Insert 2–3 items]
Current Membership Drive Theme: [Insert if applicable]
Target Audience Demographics: [e.g., professionals 28–50, urban, bilingual]

9.4 Press Release Generator

PROMPT TEMPLATE
Role: Senior PR Consultant and Journalist specializing in non-profit and civic sector communications.
Action: Draft a professional press release announcing the completion of a major Rotary community service project for distribution to local print and digital media outlets.
Context: The press release must follow standard AP-style format, include a compelling headline, a strong lede paragraph with the 5Ws, relevant quotes from club leadership and a project beneficiary, and a standard 'About Rotary' boilerplate at the close.
Execution Style: Output: Full press release text (400–500 words) formatted for immediate media distribution. Include an 'Editor's Note' section listing 3 suggested photo captions and recommending specific angles for photographic coverage.
Project Name & Location: [Insert]
Completion Date: [Insert]
Key Statistics: [e.g., beneficiaries served, funds invested, duration]
Quote from Club President: [Insert or note 'generate suggested quote']
Quote from Beneficiary or Local Leader: [Insert or note 'generate suggested quote']

PART E

The District AI Accountability Protocol

Ethics, Safety & Compliance Framework

Chapter 10: The District AI Accountability Protocol

The power of AI comes with significant responsibility. As Rotarians, we uphold the highest ethical standards in our professional and civic lives. Our use of Artificial Intelligence must reflect those same standards. This section establishes the mandatory protocols, safety guardrails, and ethical boundaries within which all AI usage in District 3271 must operate.

The following rules apply to every club, every officer, and every committee within District 3271, without exception.

10.1 The Triple-Check System

Every piece of AI-generated content whether text, table, graphic brief, or script must pass through the Triple-Check System before it is published, printed, presented, or distributed in any form.

CHECK 1 — The Human Fact-Check

AI tools sometimes generate plausible-sounding but incorrect information — this is known as 'hallucination.' Before using any AI-generated text, verify: all names and titles of current club and district officials are accurate and correctly spelled; all dates, venues, and contact details are confirmed against official records; any statistics or historical references cited are cross-checked against Rotary's official publications.

CHECK 2 — The Brand Integrity Check

Rotary International's visual identity is governed by strict brand guidelines. Ensure that: the official Rotary gear wheel Mark of Excellence has never been regenerated, approximated, or rebuilt by an AI image tool — always use the official mark from Rotary's Brand Center; club and district names are spelled exactly as registered with RI; no AI-generated imagery is presented as an official Rotary photograph or document without clear attribution.

CHECK 3 — The Local Relevance Filter

AI tools are primarily trained on Western, English-language corporate content. Before using any output in District 3271's communications: read the copy aloud and assess whether it sounds authentic to your local community; replace generic Western cultural references with locally resonant equivalents; ensure all honorifics, greetings, and community references reflect the social fabric of District 3271's membership and beneficiary communities.

10.2 Data Privacy & Security Rules

The following data categories must NEVER be entered into any public AI platform (including Claude, ChatGPT, Gemini, or any free web-based tool):

Data Type	Why It Must Not Be Shared	Safe Alternative
Full member names + contact details	Member privacy rights under applicable data protection regulations.	Use anonymized references: 'Member A', 'Officer B'.
Exact bank account or financial account numbers	Risk of financial fraud and identity theft.	Use rounded amounts and generic account descriptions.
Tax identification numbers (club or individual)	Legal compliance and fraud prevention.	Never required for any legitimate AI prompt.
Specific beneficiary personal information	Vulnerability protection and ethical obligation.	Use group-level descriptions: '45 school children in [area]'.
Confidential Board resolutions	Governance confidentiality and fiduciary duty.	Summarize the outcome only, never verbatim text.
Donor personal financial information	Donor privacy and trust.	Use aggregated totals only.

10.3 Ethical Use Guidelines

Beyond data security, the following ethical guidelines govern all AI use within District 3271:

1. **Transparency:** When a significant portion of any public communication has been AI-assisted, the reviewing committee chair should note this in internal records — not necessarily for public disclosure, but for governance accountability.
2. **Human Oversight:** No AI-generated content may be published, submitted to RI/District, or presented to external stakeholders without review and approval by the responsible human officer.
3. **Accuracy Priority:** When in doubt between a compelling AI-generated phrase and factual accuracy, always choose accuracy.
4. **Dignity of Beneficiaries:** Never use AI tools to generate imagery or descriptions that reduce project beneficiaries to stereotypes or objects of pity. Rotary's communications must always reflect the dignity and agency of the communities we serve.
5. **No Fabricated Quotes:** Never publish an AI-generated quote as if it came from a real named person — club leader, beneficiary, or community official — unless that person has reviewed and approved the quote.
6. **Intellectual Property:** AI tools may occasionally reproduce copyrighted material. Always review generated text for unusual specificity that might indicate reproduction of a proprietary source.

10.4 Recommended AI Tools for District 3271 Clubs

The following tools have been assessed as suitable for club use, subject to the data privacy rules in Section 10.2:

Tool	Best Used For	Risk Level	Access
Claude (Anthropic)	Long-form drafting, strategic planning, meeting scripts, grant writing.	Low–Medium	claude.ai
ChatGPT (OpenAI)	General drafting, brainstorming, translation assistance.	Medium	chat.openai.com
Google Gemini	Research synthesis, spreadsheet integration (Workspace users).	Medium	gemini.google.com
Canva AI (Magic Write)	Social media captions, poster copy, short-form content.	Low	canva.com
CapCut AI	Short-form video script suggestions, auto-subtitles.	Medium	capcut.com

⚠ Note: This toolkit does not constitute an official endorsement of any commercial AI product by Rotary International or District 3271. Always review your club's and district's current data policies before using any digital tool with club information.

Appendix: Quick Reference Card

Print this page and keep it at your workstation as a rapid reference guide.

A. The RACE Prompt Formula

Element	What It Does	Example
R — Role	Tells the AI what expert persona to adopt.	'Act as a non-profit grant writer with 15 years of experience.'
A — Action	Defines the exact task.	'Draft a sustainability section for a TRF grant application.'
C — Context	Provides background and constraints.	'The project is a computer lab in a suburban school in District 3271.'
E — Execution Style	Specifies format, length, and structure.	'Output a formal 400-word proposal in three numbered sections.'

B. The Triple-Check System — At a Glance

- **CHECK 1 — Human Fact-Check:** Verify all names, dates, titles, and statistics against official records.
- **CHECK 2 — Brand Integrity Check:** Never use AI-rebuilt Rotary imagery. Use only official assets from RI Brand Center.
- **CHECK 3 — Local Relevance Filter:** Read all copy aloud for cultural authenticity before publishing.

C. Data You Must NEVER Share with AI Tools

- Full member names linked to financial data
- Bank account or tax identification numbers
- Individual beneficiary personal information
- Verbatim confidential Board resolutions
- Donor personal financial details

D. Prompt Improvement Tips

7. Be specific: The more precise your context, the better the output.
8. Specify format: Always state whether you want a table, bullet list, formal letter, or paragraph text.

9. Set a word limit: AI will often over-generate. Set an explicit maximum.
10. Iterate: If the first output isn't right, revise one element of the prompt and try again.
11. Ask for alternatives: End your prompt with 'Also provide 2 alternative approaches to the above.'

— END OF DISTRICT 3271 EXPANDED AI TOOLKIT —

Rotary International District 3271 | Rotary Year 2026–2027

"Create Lasting Impact"