Heart of America Rotary Zone 30 & 31

GUIDANCE FOR ROTARY MEMBERS

Using Artificial Intelligence Responsibly in Rotary Communications

Artificial intelligence (AI) has become a valuable tool for helping Rotary clubs create newsletters, social media posts, press releases, presentations and promotional materials. When used thoughtfully, AI can save time, improve writing, and help clubs communicate their impact more effectively.

At the same time, Rotary members have a responsibility to ensure that all communications remain truthful, transparent, ethical, and consistent with Rotary International's brand standards and values.

1. WHEN SHOULD YOU DISCLOSE AI USE?

If artificial intelligence played a significant role in creating the written content, concept, or design of a communication, consider adding a brief disclosure.

Examples include:

- Assisted by AI
- Created with AI support
- Content brainstormed with AI assistance

Many social media platforms, including Facebook and Instagram, also provide built-in labels such as "Made with AI."When available, those platform tools are an appropriate way to disclose AI content.

2. ROTARY INTERNATIONAL HAS NOT ISSUED AN OFFICIAL AI BADGE

Currently, Rotary International has not created or approved an official graphic, icon, or logo to indicate AI-generated content.

Members should not create unofficial Rotary AI logos or badges that could imply endorsement or official policy.

3. PROTECT THE ROTARY BRAND

AI should never be used to generate, recreate, or modify:

- The Rotary wheel
- The Rotary logo
- The Mark of Excellence
- Official Rotary emblems or brand assets

When AI is used to create flyers or promotional layouts, official Rotary logos should be added afterward using approved design software such as Canva, Adobe Express, or other graphic design programs that preserve Rotary's official brand standards.

CORE RULES FOR AI AND ROTARY BRANDING

4. ALWAYS KEEP A HUMAN IN THE LOOP

AI is an assistant-not an editor, fact-checker, or Rotary expert. Before publishing any AI-assisted content:

- Review for accuracy
- Verify names, dates, locations and Rotary terminology
- Ensure the tone reflects Service Above Self, integrity, inclusion and professionalism
- Edit so it sounds like your club-not a computer

Human oversight remains one of the most important parts of responsible AI use.

5. PROTECT PRIVACY

Never upload confidential or sensitive information into public AI tools, including:

- Member contact information
- Financial information
- Photos of minors without appropriate consent
- Donor records
- Private club documents

When in doubt, leave personal or confidential information out of AI prompts.

6. HOW MEMBERS CAN RECOGNIZE AI-ASSISTED CONTENT

You may notice several indicators that AI was used:

- Captions include "Assisted by AI" or "Created with AI" support."
- Social media labels such as "Made with AI."
- Writing is exceptionally polished and well-structured.
- Images look highly stylized or depict scenes that likely never occurred.
- Graphics appear professionally designed and produced quickly.

7. OUR COMMITMENT

Artificial intelligence should enhance Rotary storytelling-not replace authentic service or human judgment.

Remember, the use of AI by itself is not a concern. What matters is whether the information is accurate, ethical, transparent, and consistent with Rotary's values.

EVERY ROTARY COMMUNICATION SHOULD CONTINUE TO REFLECT:

- Truth and accuracy
- Transparency
- Respect for privacy
- Compliance with Rotary International branding standards
- The authentic stories of people changed through Rotary service

When used responsibly, AI can help Rotary clubs tell better stories, reach more people, and inspire greater service while preserving the trust that Rotary has earned around the world.