A.I. DO'S & DON'TS

As Artificial Intelligence (AI) becomes a more common tool for communication, marketing, and creativity, Rotary International has released new AI Guidelines for Members. These guidelines are designed to help us use AI responsibly while protecting Rotary's reputation, our members, and the communities we serve.

Here are some of the key takeaways every Rotarian should know:

PROTECT OUR BRAND

- Do not upload Rotary logos, branded content, or other Rotary intellectual property into AI tools.
- This includes Rotary International logos, club logos, district logos, Brand Center assets, and Rotary publication content.
- Do not use AI to create or alter Rotary logos.
- AI-generated graphics may be used for club and district materials, but official Rotary logos should be added after the design is created using tools such as Canva or Adobe Express.

PROTECT PRIVACY

- Never upload confidential Rotary information into AI tools.
- Avoid sharing donor information, membership records, financial data, grant information, or other sensitive materials.
- Do not upload identifiable photos of members, volunteers, beneficiaries, or community participants without their consent.

BE RESPONSIBLE

- Never upload confidential Rotary information into AI tools.
- Avoid sharing donor information, membership records, financial data, grant information, or other sensitive materials.
- Do not upload identifiable photos of members, volunteers, beneficiaries, or community participants without their consent.

BE TRANSPARENT

- When AI plays a significant role in creating content, consider disclosing its use.
- Transparency helps build trust and demonstrates Rotary's commitment to responsible innovation.

Rotary
Zones 25B & 29