



AI ROTARY PROMPT PLAYBOOK

146 Ready-to-Use Prompts for Membership, Public Image, Events, Fundraising, and Foundation Work

15 Nations, One Rotary Institute

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*A takeaway from the AI for Good breakout session
Presented by Robert Friend and Chuck Corrigan*

How to Use This Playbook

Every prompt in this book works in any generative AI tool, including Claude, ChatGPT, Gemini, and Copilot. Copy the prompt text, replace anything in brackets with your club or district's real details, and paste it in.

The Anatomy of a Prompt

A good prompt is built the same way a good delegation is. You would not hand a new committee chair a task with no context and no sense of who they are supposed to be in the room. AI works the same way. Every strong prompt has some or all of five parts:

- **Persona:** who the AI should act as. This sets its expertise and point of view before it does anything else.
- **Context:** the background it needs, such as your club size, cause area, budget, or timeline.
- **Task:** the specific thing you actually need done, stated plainly.
- **Format:** how you want the answer structured, such as a letter, a list, or a table.
- **Constraints:** the limits that keep the answer usable, such as word count, tone, or what to leave out.

Every prompt in this playbook already opens with a persona sentence for you, written for the section it's in, such as a Rotary membership chair or a Rotary Foundation grant writer. The rest of the prompt supplies the context, task, format, and constraints. Once you see the pattern, you will start building your own prompts the same way.

Each entry gives you three things:

- **PROMPT:** the exact text to copy and paste, ready to run as is or with your details swapped in.
- **WHY / WHEN:** the situation this prompt is built for, so you reach for the right one.
- **HOW TO CUSTOMIZE:** the specific details worth changing before you run it.

The Discipline of Prompt Management

Writing one good prompt is a trick. Getting good results every time, without re-explaining your club from scratch, is a discipline. The Rotarians who get the most out of AI treat it less like a search box and more like a capable new volunteer they are training. That volunteer will do exactly what you say, not what you meant, so the quality of what you get back is almost entirely a reflection of what you put in.

What separates an excellent prompt from an average one

- **Single task:** One job per prompt. A prompt asking for a press release, a caption, and a budget in the same breath produces a shallow version of all three. Split multi-part needs into separate prompts, or into the numbered deliverables the way the master prompt later in this book does it.
- **Specificity:** Specific beats short. "Write something for our fundraiser" and "Write a 150 word Instagram caption for our May 10 pancake breakfast, aimed at parents with young kids, ending with a ticket link" do not produce comparable results. The second gives the AI something real to aim at.
- **Real constraints:** A word count, a reading level, a tone, and a list of what to leave out do more work than a paragraph of general encouragement about being professional and warm.
- **Say what to avoid:** "Do not invent statistics" and "do not use exclamation points more than once" head off the two habits that most often make volunteer content read as AI generated.
- **Let it ask first:** Adding a line like "ask me up to three clarifying questions before you begin" catches missing information before you get a confident, generic answer built on guesses.
- **Show, do not just tell:** If your club has a past post, letter, or newsletter you liked, paste a short sample and say "match this tone." That is more reliable than describing a tone in the abstract.
- **Draft, not deliverable:** The best prompt in this book still produces a first draft. Read it, check every fact, and put it in your own voice before it goes out under the club's name.

Managing your prompts like a real toolkit, not a one-time trick

- **Keep a running library:** Save the prompts that actually worked for your club, with your real details already filled in, so next time you are editing a working prompt instead of starting from a blank page.
- **Start fresh when the topic shifts:** Carrying a fundraiser conversation into a grant writing question drags irrelevant context along and quietly weakens both answers. A fresh chat for a new task is worth the extra step.
- **Version your prompts:** A prompt built around last year's meeting time, dues amount, or officer names will confidently keep producing wrong information until someone updates it. Review your saved prompts each time those details change.
- **Chain, do not cram:** For anything with more than one stage, draft, then ask the AI to critique its own draft against your actual audience, then revise once more. Two or three short exchanges usually beat one long request trying to get everything perfect on the first try.
- **Keep a known-limits note:** If AI keeps getting your treasurer's title wrong, or misnaming a signature project, write the correction down once and paste it into future prompts, rather than re-explaining it every time.
- **Retire what does not get used:** If a prompt in this book, or one you built yourself, never gets reached for, it is not pulling its weight. A working toolkit gets trimmed and updated, not just added to.

Four habits that quietly ruin results

- **Vague asks:** "Help with our newsletter" forces the AI to guess your audience, length, and purpose, and it will guess wrong more often than it guesses right.
- **Everything in one request:** Strategy, copy, visuals, and budget in a single request produce a shallow version of all four instead of one useful piece.
- **Skipping verification:** AI writes fluent, confident sentences whether or not they are true. Every number, name, and date needs a human check before anything goes out.
- **No format instruction:** If you do not say table, list, letter, or script, you will get whatever the AI defaults to, and it is rarely the format you actually needed.

Before you hit enter, ask yourself

- Have I told it exactly what job this prompt is doing, and only that job.
- Have I given it real numbers, names, and dates instead of vague placeholders, wherever I actually know the details.
- Have I told it the format I want the answer in.
- Have I told it what to leave out or avoid.
- Am I planning to read and verify the output myself before anyone else sees it.

A few honest ground rules:

- Treat every output as a first draft. Read it, verify any facts or figures, and put it in your own voice before it goes out under your club's name.
- Never let AI invent statistics, results, or quotes. If a prompt asks you to paste in real data, use only data you can verify.
- Protect personal information. Do not paste member contact details, financial information, or anything confidential into a public AI tool.

What's Inside

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SECTION 1

Membership Attraction

Twenty prompts to help clubs find, invite, and convert new members using AI as a thinking partner rather than a form letter generator.

1. Prospect List by Industry

PROMPT

You are an experienced Rotary membership chair who has grown club rosters through creative, low pressure recruiting. I'm a Rotary club member trying to grow membership in [profession or industry, e.g., healthcare, small business ownership]. List 15 types of local professionals in this field who tend to value community involvement and networking, and suggest where in [city or town] I might realistically meet them.

WHY / WHEN: Use when you want a fresh source of qualified prospects instead of relying on the same personal network.

HOW TO CUSTOMIZE: Swap in your target profession and your town, and rerun for each industry gap you're trying to fill.

2. Guest Night Flyer Copy

PROMPT

You are an experienced Rotary membership chair who has grown club rosters through creative, low pressure recruiting. Write flyer copy for a Rotary club guest night at [venue] on [date]. The audience is professionals aged 30 to 50 who have never attended a Rotary meeting. Keep it under 100 words, warm but not salesy, and end with a clear one line call to action.

WHY / WHEN: Use ahead of any open house or guest night when you need copy fast.

HOW TO CUSTOMIZE: Adjust venue, date, and audience age range to match your actual event.

3. Visitor Follow-Up Sequence

PROMPT

You are an experienced Rotary membership chair who has grown club rosters through creative, low pressure recruiting. Draft a three email follow up sequence for a first time visitor to a Rotary club meeting. Email 1 goes out the next day, email 2 a week later, email 3 three weeks later if they haven't joined. Each should be under 150 words and build toward an invitation to a second visit.

WHY / WHEN: Use for every guest who attends a meeting, since most clubs lose visitors through poor follow up rather than a bad first meeting.

HOW TO CUSTOMIZE: Add the visitor's name and the specific project or event you're inviting them back to.

4. Objection Handling by Profession

PROMPT

You are an experienced Rotary membership chair who has grown club rosters through creative, low pressure recruiting. I'm inviting a [profession, e.g., attorney, small business owner, nurse] to join Rotary. List the three most likely reasons they'd hesitate and give me a short, honest response to each that doesn't oversell the club.

WHY / WHEN: Use before a one on one recruitment conversation with someone from a specific field.

HOW TO CUSTOMIZE: Change the profession for each prospect type your club is targeting.

5. Membership Month Social Series

PROMPT

You are an experienced Rotary membership chair who has grown club rosters through creative, low pressure recruiting. Create a five post social media series for Rotary Membership Month. Each post should have a short caption, a suggested visual, and a call to action. Vary the angle across the five posts: impact, friendship, professional development, service, and fun.

WHY / WHEN: Use at the start of a membership drive to plan content instead of posting one off.

HOW TO CUSTOMIZE: Swap in your club's actual recent project photos and results for the impact post.

6. Young Professional Pitch

PROMPT

You are an experienced Rotary membership chair who has grown club rosters through creative, low pressure recruiting. Write a 30 second elevator pitch for Rotary aimed at a young professional in their late 20s who is career focused and skeptical of joining another organization that meets weekly. Address time commitment directly and lead with career networking value.

WHY / WHEN: Use when recruiting the demographic most clubs struggle to attract.

HOW TO CUSTOMIZE: Adjust the tone and length depending on whether you'll say it live or write it as a text message.

7. Retiree Pitch

PROMPT

You are an experienced Rotary membership chair who has grown club rosters through creative, low pressure recruiting. Write a 30 second elevator pitch for Rotary aimed at a recently retired professional looking for purpose and community, not another job. Emphasize flexibility, friendship, and the chance to use their professional skills for good.

WHY / WHEN: Use for a demographic with time but often uncertain about their next chapter.

HOW TO CUSTOMIZE: Mention a specific committee or project that fits the retiree's known background.

8. Community Partner List

PROMPT

You are an experienced Rotary membership chair who has grown club rosters through creative, low pressure recruiting. Our Rotary club focuses on [cause area, e.g., youth literacy, clean water, food insecurity]. List 10 types of local organizations we could partner with for joint events, and for each one suggest a specific reason the partnership would benefit both sides.

WHY / WHEN: Use when membership growth needs to come through partner organizations, not just individual invites.

HOW TO CUSTOMIZE: Change the cause area to match your club's actual service focus.

9. Personal Referral Invite

PROMPT

You are an experienced Rotary membership chair who has grown club rosters through creative, low pressure recruiting. Help me write a short, personal text message inviting [name], who I know through [context, e.g., my son's soccer team, our church], to be my guest at Rotary. Keep it casual and specific to why I thought of them.

WHY / WHEN: Use for warm, one to one invitations rather than mass messaging.

HOW TO CUSTOMIZE: Fill in the name and the personal connection each time.

10. Open House Event Plan

PROMPT

You are an experienced Rotary membership chair who has grown club rosters through creative, low pressure recruiting. Plan a one-hour Rotary open house event for prospective members. Include a rough agenda, three icebreaker questions that work for a mixed group of strangers, and one clear next step ask at the end.

WHY / WHEN: Use when hosting a larger recruitment event rather than one-on-one invites.

HOW TO CUSTOMIZE: Adjust the agenda length and icebreakers to match your club's culture and meeting style.

11. Differentiation from Other Clubs

PROMPT

You are an experienced Rotary membership chair who has grown club rosters through creative, low pressure recruiting. A prospect is comparing Rotary to [competing organization, e.g., Kiwanis, Lions Club, a local networking group]. Give me three honest, specific ways Rotary is different, without disparaging the other organization.

WHY / WHEN: Use when a prospect is weighing multiple options and needs a fair comparison.

HOW TO CUSTOMIZE: Swap in whichever organization the specific prospect is actually considering.

12. Bring a Friend Campaign

PROMPT

You are an experienced Rotary membership chair who has grown club rosters through creative, low pressure recruiting. Design a simple bring a friend campaign for our next three meetings. Include a talking point for members to use when inviting someone, a small incentive idea, and one way to track who brought a guest.

WHY / WHEN: Use to turn a single meeting into a recurring recruitment mechanism.

HOW TO CUSTOMIZE: Adjust the incentive based on what your club can realistically offer.

13. No-Show Follow-Up Call Script

PROMPT

You are an experienced Rotary membership chair who has grown club rosters through creative, low pressure recruiting. A prospect attended one meeting, seemed interested, and hasn't responded to two follow up emails. Write a short phone call script to check in without sounding like a sales call.

WHY / WHEN: Use for prospects who've gone quiet after initial interest.

HOW TO CUSTOMIZE: Reference the specific meeting or project they saw when they visited.

14. Professional Association Cross-Promotion List

PROMPT

You are an experienced Rotary membership chair who has grown club rosters through creative, low pressure recruiting. List 10 local professional associations or chambers in [city] that might be open to a cross-promotion arrangement with our Rotary club, and suggest a simple first ask for each.

WHY / WHEN: Use when looking for recruitment channels beyond personal networks.

HOW TO CUSTOMIZE: Adjust the city and note any associations your members already belong to.

15. One-Page Membership Fact Sheet

PROMPT

You are an experienced Rotary membership chair who has grown club rosters through creative, low pressure recruiting. Write the content for a one-page membership fact sheet for our Rotary club. Include what Rotary is in two sentences, three reasons to join, the actual time and dues commitment, and on how to take the next step.

WHY / WHEN: Use as a leave-behind for prospects who want something in writing.

HOW TO CUSTOMIZE: Insert your club's real dues amount and meeting schedule so nothing must be corrected by hand later.

16. Day in the Life Narrative

PROMPT

You are an experienced Rotary membership chair who has grown club rosters through creative, low pressure recruiting. Write a short first-person narrative, about 150 words, from the Rotarian perspective describing a typical week, including one meeting, one service moment, and one relationship built through the club.

WHY / WHEN: Use as recruitment content that shows rather than tells what membership feels like.

HOW TO CUSTOMIZE: Base the narrative on a real member's actual week if you have someone willing to be featured.

17. Corporate Membership Pitch

PROMPT

You are an experienced Rotary membership chair who has grown club rosters through creative, low pressure recruiting. Write a pitch for a corporate membership or corporate sponsorship arrangement with a mid sized local employer. Explain what the company gets, what Rotary gets, and propose one concrete structure, such as sponsoring an employee's dues or a joint project.

WHY / WHEN: Use when approaching a business rather than an individual for membership growth.

HOW TO CUSTOMIZE: Name the specific company and reference something you know about their community involvement.

18. Membership FAQ Document

PROMPT

You are an experienced Rotary membership chair who has grown club rosters through creative, low pressure recruiting. Write a membership FAQ covering these questions: What is the time commitment. What does it cost. Do I have to attend every meeting. What if I travel for work. Can I try it before joining. Keep each answer honest and under three sentences.

WHY / WHEN: Use as a standing resource so every member gives prospects the same accurate information.

HOW TO CUSTOMIZE: Adjust the cost and attendance answers to match your club's actual policies.

19. 90-Day Prospect Nurture Plan

PROMPT

You are an experienced Rotary membership chair who has grown club rosters through creative, low pressure recruiting. Build a 90 day nurture plan for a warm prospect who has expressed interest but isn't ready to commit. Include four touchpoints, spaced out, each with a different purpose: education, connection, low pressure event invite, and a direct ask.

WHY / WHEN: Use for prospects who need more time and multiple touches before deciding.

HOW TO CUSTOMIZE: Swap in real upcoming events your club has on the calendar for the touchpoints.

20. Targeted Demographic Messaging

PROMPT

You are an experienced Rotary membership chair who has grown club rosters through creative, low pressure recruiting. Our club is strong with retirees but has almost no members under 40. Suggest three specific changes to how we talk about membership that would resonate more with working professionals in their 30s, and one messaging mistake we're probably making right now.

WHY / WHEN: Use when a club's membership skews heavily toward one demographic and needs to diversify.

HOW TO CUSTOMIZE: Replace the demographic gap with whatever imbalance your own club actually has.

SECTION 2

Membership Engagement

Twenty prompts to keep existing members connected, recognized, and moving toward leadership rather than drifting toward the exit.

21. New Member Onboarding Checklist

PROMPT

You are a Rotary club engagement coordinator who specializes in keeping members active, connected, and satisfied. Create a 90 day onboarding checklist for a new Rotary member, covering their first meeting, first month, and first quarter. Include one action item per stage that helps them feel connected rather than just informed.

WHY / WHEN: Use for every new member so onboarding isn't left to chance.

HOW TO CUSTOMIZE: Add your club's specific orientation materials or buddy program to the checklist.

22. Mentor Pairing Framework

PROMPT

You are a Rotary club engagement coordinator who specializes in keeping members active, connected, and satisfied. Design a simple mentor and mentee pairing framework for new Rotary members. Include three criteria for a good match and two questions to ask both people before pairing them.

WHY / WHEN: Use when setting up or improving a mentorship program for new members.

HOW TO CUSTOMIZE: Adjust the matching criteria based on what your club actually tracks about members.

23. Member Satisfaction Survey

PROMPT

You are a Rotary club engagement coordinator who specializes in keeping members active, connected, and satisfied. Write a 10 question member satisfaction survey for our Rotary club, covering meeting format, committee involvement, sense of belonging, and likelihood to recommend membership to a friend. Mix multiple choice and one open ended question.

WHY / WHEN: Use annually or when engagement feels like it's slipping and you need real data.

HOW TO CUSTOMIZE: Add or remove questions specific to recent changes, like a new meeting time or venue.

24. Committee Recruitment Message

PROMPT

You are a Rotary club engagement coordinator who specializes in keeping members active, connected, and satisfied. Write a short message to send to club members inviting them to join the [committee name] committee. Explain what the committee does, the time commitment, and one specific way it uses skills members already have.

WHY / WHEN: Use whenever a committee needs fresh volunteers rather than the same three people every year.

HOW TO CUSTOMIZE: Name the actual committee and its real time commitment.

25. Member Milestone Recognition Ideas

PROMPT

You are a Rotary club engagement coordinator who specializes in keeping members active, connected, and satisfied. Suggest five low cost ways to recognize member milestones, such as 5, 10, or 25 years of membership, perfect attendance, or a major volunteer contribution. Keep ideas simple enough for a small club to execute without a big budget.

WHY / WHEN: Use when building or refreshing a recognition program.

HOW TO CUSTOMIZE: Match ideas to your club's actual size and typical meeting format.

26. More Interactive Meeting Formats

PROMPT

You are a Rotary club engagement coordinator who specializes in keeping members active, connected, and satisfied. Suggest five ways to make a weekly Rotary meeting more interactive, beyond the standard speaker format. Assume 45 minutes total and a room of 30 to 50 members.

WHY / WHEN: Use when meeting attendance or energy has been flat.

HOW TO CUSTOMIZE: Adjust the time and room size to match your actual meeting.

27. Lapsed Member Re-engagement Email

PROMPT

You are a Rotary club engagement coordinator who specializes in keeping members active, connected, and satisfied. Write a re engagement email to a member who hasn't attended in three months. It should feel personal, not like a dues reminder, and should end with a specific, low pressure invitation back.

WHY / WHEN: Use before a member fully disengages or resigns.

HOW TO CUSTOMIZE: Reference something specific about that member's past involvement if you know it.

28. Member Spotlight Template

PROMPT

You are a Rotary club engagement coordinator who specializes in keeping members active, connected, and satisfied. Create a member spotlight template with five questions to ask a member for a short feature in our newsletter or social media. Questions should surface something interesting beyond their job title.

WHY / WHEN: Use monthly to build a recurring content and recognition habit.

HOW TO CUSTOMIZE: Rotate one question each round so spotlights don't feel repetitive.

29. Committee Charter Template

PROMPT

You are a Rotary club engagement coordinator who specializes in keeping members active, connected, and satisfied. Write a one page committee charter template for a Rotary club committee, including purpose, chair responsibilities, meeting cadence, and how success will be measured for the year.

WHY / WHEN: Use when a committee lacks clear direction or keeps reinventing itself each year.

HOW TO CUSTOMIZE: Fill in the specific committee's goals and current chair's name.

30. Exit Interview Questions

PROMPT

You are a Rotary club engagement coordinator who specializes in keeping members active, connected, and satisfied. Write five exit interview questions to ask a member who is resigning, designed to get an honest answer about why they're leaving without being confrontational.

WHY / WHEN: Use every time a member leaves, since the pattern across several exits often reveals a fixable problem.

HOW TO CUSTOMIZE: Send by email if an in person conversation isn't possible.

31. Retention Risk Indicators

PROMPT

You are a Rotary club engagement coordinator who specializes in keeping members active, connected, and satisfied. List eight early warning signs that a Rotary member might be at risk of leaving, based on attendance patterns, committee involvement, and meeting behavior.

WHY / WHEN: Use to train board members or committee chairs to notice disengagement before it becomes a resignation.

HOW TO CUSTOMIZE: Cross reference against your own attendance data if you track it.

32. Volunteer Interest Matching

PROMPT

You are a Rotary club engagement coordinator who specializes in keeping members active, connected, and satisfied. I have a list of member skills and interests: [list them]. Match each person to one committee or project where their background would be genuinely useful, not just where there's an open seat.

WHY / WHEN: Use during committee assignment season to reduce mismatched volunteers.

HOW TO CUSTOMIZE: Paste your actual member list and skills for real matching.

33. Milestone Celebration Message

PROMPT

You are a Rotary club engagement coordinator who specializes in keeping members active, connected, and satisfied. Write a short recognition message to read at a meeting for a member celebrating [milestone, e.g., 20 years of membership]. Keep it warm and specific, under 100 words.

WHY / WHEN: Use for anniversaries, perfect attendance, or major personal milestones.

HOW TO CUSTOMIZE: Add one true, specific detail about that member's contribution to make it land.

34. Post-Event Feedback Request

PROMPT

You are a Rotary club engagement coordinator who specializes in keeping members active, connected, and satisfied. Write a short post event feedback request to send to members who volunteered at [event name]. Ask three questions: what worked, what didn't, and whether they'd volunteer again.

WHY / WHEN: Use after every major event to improve the next one and gauge volunteer burnout.

HOW TO CUSTOMIZE: Name the specific event and adjust based on its size and complexity.

35. Committee Chair Handoff Notes

PROMPT

You are a Rotary club engagement coordinator who specializes in keeping members active, connected, and satisfied. Create a handoff document template for an outgoing committee chair to pass to their successor, covering key contacts, what worked, what didn't, and unfinished business.

WHY / WHEN: Use at the end of each Rotary year to preserve institutional knowledge.

HOW TO CUSTOMIZE: Add fields specific to your club's committee structure.

36. Peer Accountability Check-In

PROMPT

You are a Rotary club engagement coordinator who specializes in keeping members active, connected, and satisfied. Write a short, friendly check in message a member could send to a fellow committee member who has missed the last two meetings, without sounding like a scolding.

WHY / WHEN: Use to build a culture of peer accountability rather than relying only on staff or officers.

HOW TO CUSTOMIZE: Adjust the tone based on how well the two members know each other.

37. New Member First 90 Days Plan

PROMPT

You are a Rotary club engagement coordinator who specializes in keeping members active, connected, and satisfied. Design a first 90 days engagement plan for a new Rotary member that gets them to their first service project, their first committee meeting, and one social connection with an existing member, in that order.

WHY / WHEN: Use to give new members a clear path instead of hoping they figure it out.

HOW TO CUSTOMIZE: Slot in your club's actual upcoming project and committee meeting dates.

38. Outgoing Officer Recognition Speech

PROMPT

You are a Rotary club engagement coordinator who specializes in keeping members active, connected, and satisfied. Write a two minute recognition speech for an outgoing club officer, covering what they accomplished in their term and one specific story that shows their character.

WHY / WHEN: Use at year end transition meetings or installation dinners.

HOW TO CUSTOMIZE: Insert the real accomplishments and story from the officer's actual term.

39. Member Interest Survey for Committee Matching

PROMPT

You are a Rotary club engagement coordinator who specializes in keeping members active, connected, and satisfied. Write a short survey to find out what committees or causes members are most interested in, designed to be filled out in under two minutes at a meeting.

WHY / WHEN: Use before committee assignments for the new Rotary year.

HOW TO CUSTOMIZE: List your club's actual committees as the answer options.

40. Revive a Stagnant Committee

PROMPT

You are a Rotary club engagement coordinator who specializes in keeping members active, connected, and satisfied. The [committee name] committee has had the same three people and no real activity for two years. Suggest a plan to either revive it with fresh energy or fold it into another committee, with pros and cons for each option.

WHY / WHEN: Use when a committee exists on paper but isn't functioning.

HOW TO CUSTOMIZE: Name the actual committee and be honest about whether it should continue at all.

SECTION 3

Membership: New Club Development and Companion Clubs

Twenty prompts for founding new clubs and building genuine, active companion club relationships rather than one-time handshake agreements.

41. New Club Feasibility Questions

PROMPT

You are a Rotary district new club development consultant who has helped charter multiple clubs and build lasting companion club relationships. List 10 questions to assess whether [town or area] is a good candidate for a new Rotary club, covering population, existing service clubs, business density, and community leadership.

WHY / WHEN: Use early in exploring a new club location before committing district resources.

HOW TO CUSTOMIZE: Insert the actual area under consideration.

42. Companion Club Partnership Proposal

PROMPT

You are a Rotary district new club development consultant who has helped charter multiple clubs and build lasting companion club relationships. Draft a proposal for a companion club relationship between our club and a Rotary club in [country or region]. Include the purpose, what each club commits to, and one joint project idea to start with.

WHY / WHEN: Use when initiating a new international or domestic companion club relationship.

HOW TO CUSTOMIZE: Name the actual partner club and region, and adjust the joint project to a realistic first collaboration.

43. New Club Charter Event Plan

PROMPT

You are a Rotary district new club development consultant who has helped charter multiple clubs and build lasting companion club relationships. Plan a charter event for a new Rotary club with roughly 20 to 25 founding members. Include a rough agenda, who should be invited beyond members, and one moment that makes the event feel like a genuine milestone.

WHY / WHEN: Use when a new club is ready to formally charter.

HOW TO CUSTOMIZE: Adjust the guest list and agenda based on district leadership availability.

44. New Club Recruitment Strategy

PROMPT

You are a Rotary district new club development consultant who has helped charter multiple clubs and build lasting companion club relationships. We're forming a brand-new Rotary club in [area] with zero existing members. Outline a 6-month recruitment strategy to reach 20 charter members, including where to find prospects and a rough timeline.

WHY / WHEN: Use as the founding recruitment plan for a new club effort.

HOW TO CUSTOMIZE: Adjust the target member count and timeline to match district expectations.

45. New Club Bylaws Starter Draft

PROMPT

You are a Rotary district new club development consultant who has helped charter multiple clubs and build lasting companion club relationships. Draft a starter set of bylaws for a new Rotary club, covering meeting frequency, dues structure, officer terms, and quorum requirements, based on standard Rotary club bylaw provisions.

WHY / WHEN: Use as a first draft that founding members can then adapt to their own preferences.

HOW TO CUSTOMIZE: Fill in the specific dues amount and meeting schedule the founding group has agreed on.

46. Sponsor Club Responsibilities Checklist

PROMPT

You are a Rotary district new club development consultant who has helped charter multiple clubs and build lasting companion club relationships. List the key responsibilities of a sponsor club supporting a new Rotary club in its first year, covering mentorship, joint events, and check in cadence.

WHY / WHEN: Use to set clear expectations for an established club sponsoring a new one.

HOW TO CUSTOMIZE: Adjust the check in cadence based on how much support the new club actually needs.

47. Community Needs Assessment for New Club Location

PROMPT

You are a Rotary district new club development consultant who has helped charter multiple clubs and build lasting companion club relationships. Draft a short community needs assessment survey to distribute in [area] to understand what service gaps a new Rotary club could realistically address.

WHY / WHEN: Use before finalizing the service focus of a new club.

HOW TO CUSTOMIZE: Insert the actual target community.

48. Corporate Satellite Club Pitch

PROMPT

You are a Rotary district new club development consultant who has helped charter multiple clubs and build lasting companion club relationships. Write a pitch to a company, [company name], proposing a satellite or corporate Rotary club structure for their employees, explaining the flexible meeting format and what the company gains.

WHY / WHEN: Use when targeting a large employer for a workplace based club or satellite club.

HOW TO CUSTOMIZE: Name the actual company and reference their existing community involvement if known.

49. New Club Naming and Branding Brainstorm

PROMPT

You are a Rotary district new club development consultant who has helped charter multiple clubs and build lasting companion club relationships. Suggest five name options for a new Rotary club forming in [area], along with a one line rationale for each, keeping in line with standard Rotary naming conventions.

WHY / WHEN: Use during the early identity forming stage of a new club.

HOW TO CUSTOMIZE: Insert the real area name and any local landmarks or identity the founders want reflected.

50. Companion Club Joint Project Proposal

PROMPT

You are a Rotary district new club development consultant who has helped charter multiple clubs and build lasting companion club relationships. Propose a joint service project between our club and our companion club in [country], something both clubs can realistically contribute to given a distance relationship, such as a shared fundraising goal or a matched grant.

WHY / WHEN: Use when a companion club relationship exists but hasn't produced a concrete project yet.

HOW TO CUSTOMIZE: Reference any past exchanges or existing relationship history with the specific partner club.

51. Charter Member Recruitment Letter

PROMPT

You are a Rotary district new club development consultant who has helped charter multiple clubs and build lasting companion club relationships. Write a recruitment letter inviting a prospective charter member to help found a new Rotary club in [area], emphasizing the unique opportunity to shape the club's identity from the start.

WHY / WHEN: Use for high value prospects being personally recruited as founding members.

HOW TO CUSTOMIZE: Personalize with the recipient's name and why they were specifically approached.

52. New Club First-Year Meeting Calendar

PROMPT

You are a Rotary district new club development consultant who has helped charter multiple clubs and build lasting companion club relationships. Build a rough first year meeting calendar for a new Rotary club, including one service project, one social event, and one fundraiser spaced across the year, alongside regular meetings.

WHY / WHEN: Use to give a brand new club a realistic first year rhythm instead of an empty calendar.

HOW TO CUSTOMIZE: Adjust based on the founding group's stated priorities and capacity.

53. New Club Year One Succession Plan

PROMPT

You are a Rotary district new club development consultant who has helped charter multiple clubs and build lasting companion club relationships. Draft a simple leadership succession plan for a new Rotary club's first year, ensuring officer roles are staffed for year two before the charter year ends.

WHY / WHEN: Use to prevent a new club from stalling when founding leadership burns out or moves on.

HOW TO CUSTOMIZE: Insert actual names if officer candidates for year two are already known.

54. International Companion Club Exchange Proposal

PROMPT

You are a Rotary district new club development consultant who has helped charter multiple clubs and build lasting companion club relationships. Draft a proposal for a member exchange program between our club and our companion club in [country], including a rough structure, expected costs, and what each side would gain.

WHY / WHEN: Use when moving a companion club relationship from occasional contact to an active program.

HOW TO CUSTOMIZE: Adjust costs and structure based on actual travel feasibility for your members.

55. New Club Officer Role Descriptions

PROMPT

You are a Rotary district new club development consultant who has helped charter multiple clubs and build lasting companion club relationships. Write brief role descriptions for President, Secretary, Treasurer, and Sergeant at Arms for a brand-new Rotary club, tailored to a small club of 20 to 25 members in its first year.

WHY / WHEN: Use to help first time officers understand their responsibilities without overwhelming a small new club.

HOW TO CUSTOMIZE: Add or remove roles based on the actual size of the founding group.

56. Companion Club Virtual Meeting Ideas

PROMPT

You are a Rotary district new club development consultant who has helped charter multiple clubs and build lasting companion club relationships. Suggest three formats for a joint virtual meeting between our club and our companion club in a different time zone, accounting for the time difference and language considerations.

WHY / WHEN: Use when planning the first joint virtual gathering with an international companion club.

HOW TO CUSTOMIZE: Insert the actual time zone gap and language situation.

57. New Club Fundraising Kickoff Plan

PROMPT

You are a Rotary district new club development consultant who has helped charter multiple clubs and build lasting companion club relationships. Design a first fundraiser for a brand-new Rotary club with no track record or donor base yet, something achievable within the first six months that also builds community visibility.

WHY / WHEN: Use when a new club needs an early fundraising win to build momentum and credibility.

HOW TO CUSTOMIZE: Adjust based on the founding members' actual connections and skills.

58. District Support Request

PROMPT

You are a Rotary district new club development consultant who has helped charter multiple clubs and build lasting companion club relationships. Draft a request to the district for support in launching a new Rotary club in [area], specifying what kind of support is needed, such as funding, mentorship, or promotional help.

WHY / WHEN: Use when formally asking district leadership for resources behind a new club effort.

HOW TO CUSTOMIZE: Specify the actual support needed and any deadline tied to district approval cycles.

59. New Club Launch Press Release

PROMPT

You are a Rotary district new club development consultant who has helped charter multiple clubs and build lasting companion club relationships. Write a press release announcing the charter of a new Rotary club in [area], including the club's founding focus, the number of charter members, and a quote from the founding president.

WHY / WHEN: Use to generate local media coverage at charter time.

HOW TO CUSTOMIZE: Insert the real founding president's name and a quote they've actually approved.

60. Companion Club Shared Project Budget

PROMPT

You are a Rotary district new club development consultant who has helped charter multiple clubs and build lasting companion club relationships. Create a simple shared budget template for a joint project between two companion clubs, showing how costs and fundraising responsibilities could be split between the two clubs.

WHY / WHEN: Use when moving a companion club project from idea to a concrete financial plan.

HOW TO CUSTOMIZE: Fill in real estimated costs once the project scope is defined.

SECTION 4

Public Image, Marketing and Storytelling

Twenty prompts to turn what your club already does into stories people actually read, share, and remember.

61. Service Project Press Release

PROMPT

You are a nonprofit communications director who turns community service work into compelling public stories. Write a press release announcing the completion of [project name], covering what was done, who benefited, and a quote from the club president. Keep it under 400 words in standard press release format.

WHY / WHEN: Use immediately after completing any newsworthy service project.

HOW TO CUSTOMIZE: Insert real project details, numbers, and an actual quote from your president.

62. Monthly Social Media Calendar

PROMPT

You are a nonprofit communications director who turns community service work into compelling public stories. Build a one month social media content calendar for our Rotary club, with one post per week, mixing project updates, member spotlights, and upcoming events. Suggest a caption and visual idea for each.

WHY / WHEN: Use to plan content ahead of time instead of posting reactively.

HOW TO CUSTOMIZE: Swap in actual events and projects happening that month.

63. Club Newsletter Template

PROMPT

You are a nonprofit communications director who turns community service work into compelling public stories. Create a newsletter template for our Rotary club with sections for president's message, upcoming events, recent project recap, and member news. Keep the structure reusable month to month.

WHY / WHEN: Use to standardize a recurring newsletter so it doesn't have to be rebuilt from scratch each time.

HOW TO CUSTOMIZE: Adjust section names to match what your club actually wants to feature.

64. Project Impact Story

PROMPT

You are a nonprofit communications director who turns community service work into compelling public stories. Turn these project facts into a short impact story for our website: [list facts, numbers, and outcomes]. Focus on one person or moment rather than just statistics.

WHY / WHEN: Use to convert dry project data into something people will actually read and share.

HOW TO CUSTOMIZE: Paste your actual project numbers and any beneficiary quotes you have.

65. Website About Us Copy

PROMPT

You are a nonprofit communications director who turns community service work into compelling public stories. Write about us page copy for our Rotary club website, covering who we are, what we do locally, and how someone can get involved, in a warm, non corporate tone under 250 words.

WHY / WHEN: Use when refreshing or building a club website.

HOW TO CUSTOMIZE: Insert your club's actual focus areas and meeting details.

66. 60-Second Project Recap Video Script

PROMPT

You are a nonprofit communications director who turns community service work into compelling public stories. Write a 60 second video script recapping [project name], structured as: hook, what we did, who it helped, and a closing call to action. Include rough shot suggestions.

WHY / WHEN: Use when you have photo or video footage from a project and want a script to edit against.

HOW TO CUSTOMIZE: Insert the real project name and any specific footage you know you have.

67. Annual Report Narrative Section

PROMPT

You are a nonprofit communications director who turns community service work into compelling public stories. Write the narrative introduction for our club's annual report, summarizing the year's highlights in a way that reads well even for someone unfamiliar with Rotary.

WHY / WHEN: Use when compiling the annual report at year end.

HOW TO CUSTOMIZE: Feed in the actual year's key numbers and top three accomplishments.

68. Local Media Pitch

PROMPT

You are a nonprofit communications director who turns community service work into compelling public stories. Write a pitch email to a local reporter at [publication] about our upcoming [project or event], explaining why it's newsworthy for their audience specifically.

WHY / WHEN: Use when trying to get earned media coverage rather than relying only on your own channels.

HOW TO CUSTOMIZE: Name the actual publication and reporter, and tailor the newsworthy angle to their beat.

69. Instagram Caption Series

PROMPT

You are a nonprofit communications director who turns community service work into compelling public stories. Write five Instagram captions for a series of photos from [event or project], each with a different tone: informative, funny, heartfelt, community focused, and call to action.

WHY / WHEN: Use when you have a batch of photos and need varied captions quickly.

HOW TO CUSTOMIZE: Insert the actual event and adjust tone options to your club's usual voice.

70. Co-Branded Partner Message

PROMPT

You are a nonprofit communications director who turns community service work into compelling public stories. Draft a joint social media post announcing a partnership between our club and [partner organization] for [project or event], written so both organizations would be comfortable sharing it as is.

WHY / WHEN: Use when a partnership needs one piece of copy both sides can post.

HOW TO CUSTOMIZE: Name the actual partner and confirm tone and credit split before posting.

71. Storytelling Framework for Projects

PROMPT

You are a nonprofit communications director who turns community service work into compelling public stories. Give me a repeatable storytelling framework we can use every time we complete a service project, so our team doesn't start from scratch each time we need to write it up.

WHY / WHEN: Use to build a standing template that saves time on every future project.

HOW TO CUSTOMIZE: Adjust the framework based on what resonated most in your past posts.

72. Public Image Style Guide Talking Points

PROMPT

You are a nonprofit communications director who turns community service work into compelling public stories. Draft the key talking points for a public image style guide covering tone of voice, what to avoid saying about Rotary, and how to talk about our club consistently across members.

WHY / WHEN: Use when multiple people post on behalf of the club and messaging has become inconsistent.

HOW TO CUSTOMIZE: Add any specific do's and don'ts your club has learned the hard way.

73. Beneficiary Testimonial Request

PROMPT

You are a nonprofit communications director who turns community service work into compelling public stories. Write a respectful message to send to someone who benefited from [project], asking if they'd be willing to share a short quote or story about the impact, and explaining how it will be used.

WHY / WHEN: Use when seeking permission based testimonials for marketing.

HOW TO CUSTOMIZE: Insert the actual project and be specific about where the quote will appear.

74. Op-Ed Draft

PROMPT

You are a nonprofit communications director who turns community service work into compelling public stories. Draft a 500 word op ed for our local paper about [topic, e.g., the value of community service, a local issue our club is addressing], written from the perspective of our club president.

WHY / WHEN: Use to build the club's visibility and credibility as a community voice on a relevant issue.

HOW TO CUSTOMIZE: Insert the actual topic and any local statistics or examples that ground the argument.

75. Club Rebrand Messaging

PROMPT

You are a nonprofit communications director who turns community service work into compelling public stories. We're refreshing our club's public identity without changing our name. Suggest three messaging angles that keep our history intact but feel more current and relevant to prospective younger members.

WHY / WHEN: Use when a club feels dated in its public presentation but isn't ready for a full rebrand.

HOW TO CUSTOMIZE: Reference any specific feedback you've received about how the club is perceived.

76. Photo and Video Consent Request

PROMPT

You are a nonprofit communications director who turns community service work into compelling public stories. Write a short, clear consent request to ask a project beneficiary or volunteer for permission to use their photo and story in our marketing materials.

WHY / WHEN: Use before publishing any identifiable photos or personal stories.

HOW TO CUSTOMIZE: Adjust based on whether the subject is an adult, a minor's guardian, or an organization.

77. Crisis Communication Template

PROMPT

You are a nonprofit communications director who turns community service work into compelling public stories. Draft a template for how our club would respond publicly if a project or event faced unexpected criticism or a negative incident, focused on being honest and calm rather than defensive.

WHY / WHEN: Use to have a framework ready before a crisis happens, not while it's unfolding.

HOW TO CUSTOMIZE: Adjust once an actual situation arises, since the specifics will always differ.

78. Speaker's Bureau Pitch

PROMPT

You are a nonprofit communications director who turns community service work into compelling public stories. Write a pitch offering a club member as a guest speaker to [local group, e.g., a school, a business association], covering what topic they'd speak on and why it's relevant to that audience.

WHY / WHEN: Use to build visibility by getting members in front of other local audiences.

HOW TO CUSTOMIZE: Name the actual group and match the topic to the speaker's real expertise.

79. Year-in-Review Social Recap

PROMPT

You are a nonprofit communications director who turns community service work into compelling public stories. Write a year in review social media post summarizing our club's top three accomplishments this year, ending with a forward looking note about what's next.

WHY / WHEN: Use at year end to close the loop publicly on what the club achieved.

HOW TO CUSTOMIZE: Insert the club's actual top accomplishments and any real numbers.

80. Signature Event Hashtag and Messaging Plan

PROMPT

You are a nonprofit communications director who turns community service work into compelling public stories. Suggest a hashtag and core messaging pillars for our signature annual event, [event name], that we can use consistently across all promotion for the next several years.

WHY / WHEN: Use when a club has a flagship event that deserves consistent, ongoing branding.

HOW TO CUSTOMIZE: Insert the real event name and check the hashtag isn't already in heavy use elsewhere.

SECTION 5

Events and Fundraising

Twenty prompts covering the full arc of an event, from first concept through the thank you letters that make next year easier.

81. Event Concept Brainstorm

PROMPT

You are a nonprofit special events and fundraising strategist who has run dozens of successful benefit events. Suggest five fundraising event concepts for a Rotary club with a budget of [amount] and a goal of raising [amount], suited to a community of [size or type].

WHY / WHEN: Use at the very start of planning a new fundraiser before committing to a format.

HOW TO CUSTOMIZE: Insert your actual budget, fundraising goal, and community size.

82. Sponsorship Prospectus Outline

PROMPT

You are a nonprofit special events and fundraising strategist who has run dozens of successful benefit events. Outline a sponsorship prospectus for [event name], including 3 to 4 sponsorship tiers with a name, price point, and benefits for each, following a fair market value approach rather than round numbers pulled from nowhere.

WHY / WHEN: Use when building sponsorship materials for a new or growing event.

HOW TO CUSTOMIZE: Insert the actual event and adjust tier pricing to match realistic local sponsorship capacity.

83. Silent Auction Solicitation Letter

PROMPT

You are a nonprofit special events and fundraising strategist who has run dozens of successful benefit events. Write a solicitation letter asking a local business to donate an item or service for our silent auction at [event name], explaining what the funds support and what recognition they'll receive.

WHY / WHEN: Use for outreach to local businesses ahead of an auction fundraiser.

HOW TO CUSTOMIZE: Insert the actual business type and what recognition your club can realistically offer.

84. Event Budget Template

PROMPT

You are a nonprofit special events and fundraising strategist who has run dozens of successful benefit events. Build a line item budget template for a Rotary fundraising event, covering venue, catering, marketing, entertainment, and a contingency line, with placeholder amounts I can fill in.

WHY / WHEN: Use at the planning stage of any event to make sure nothing gets forgotten.

HOW TO CUSTOMIZE: Replace placeholders with real vendor quotes as you receive them.

85. Save the Date and Invitation Copy

PROMPT

You are a nonprofit special events and fundraising strategist who has run dozens of successful benefit events. Write save the date copy and full invitation copy for [event name] on [date], keeping both under 75 words and matching the tone to a [formal or casual] event.

WHY / WHEN: Use when you need consistent copy across email, print, and social invites.

HOW TO CUSTOMIZE: Insert the event name, date, and whether the event is formal or casual.

86. Volunteer Role Descriptions

PROMPT

You are a nonprofit special events and fundraising strategist who has run dozens of successful benefit events. Write role descriptions and a sign up sheet for 8 volunteer positions needed at [event name], each with a one line description of what the role involves and roughly how much time it takes.

WHY / WHEN: Use when recruiting event day volunteers so expectations are clear upfront.

HOW TO CUSTOMIZE: Adjust the number and type of roles to match your actual event size.

87. Sponsor Thank You Letter

PROMPT

You are a nonprofit special events and fundraising strategist who has run dozens of successful benefit events. Write a post event thank you letter to a sponsor, referencing the specific level they gave at and one concrete outcome their support helped make possible.

WHY / WHEN: Use after every event to maintain sponsor relationships for next year.

HOW TO CUSTOMIZE: Insert the sponsor's name, tier, and a real result from the event.

88. Ticket Pricing Tier Strategy

PROMPT

You are a nonprofit special events and fundraising strategist who has run dozens of successful benefit events. We're setting ticket prices for [event name]. Suggest a 2 to 3 tier pricing structure, such as general admission, VIP, and table sponsorship, with reasoning for each price point relative to our fundraising goal.

WHY / WHEN: Use when finalizing pricing before tickets go on sale.

HOW TO CUSTOMIZE: Insert your actual fundraising goal and expected attendance.

89. Event Day Run of Show

PROMPT

You are a nonprofit special events and fundraising strategist who has run dozens of successful benefit events. Build a run of show for [event name] from doors opening to closing, including timing for welcome remarks, program elements, and any fundraising ask, such as a paddle raise or live auction.

WHY / WHEN: Use in the final planning stage to keep event day on schedule.

HOW TO CUSTOMIZE: Insert your actual program elements and their estimated durations.

90. Raffle Promotion Copy

PROMPT

You are a nonprofit special events and fundraising strategist who has run dozens of successful benefit events. Write promotional copy for a raffle or 50-50 drawing at [event name], including a short pitch to read aloud and a one line version for social media.

WHY / WHEN: Use to promote an in event fundraising add on.

HOW TO CUSTOMIZE: Insert the actual prize and event name.

91. Peer-to-Peer Fundraising Message

PROMPT

You are a nonprofit special events and fundraising strategist who has run dozens of successful benefit events. Write a message template that individual members can personalize and send to their own networks to raise money for [cause or event], explaining why they personally are asking.

WHY / WHEN: Use when launching a peer to peer fundraising campaign rather than relying only on the club's own outreach.

HOW TO CUSTOMIZE: Leave space for each member to add their personal reason for supporting the cause.

92. Post-Event Survey Questions

PROMPT

You are a nonprofit special events and fundraising strategist who has run dozens of successful benefit events. Write five post event survey questions for attendees of [event name], covering their experience, what they'd change, and whether they'd attend again.

WHY / WHEN: Use immediately after an event while feedback is fresh.

HOW TO CUSTOMIZE: Insert the actual event name and adjust based on what you specifically want to learn.

93. Event Risk and Contingency Checklist

PROMPT

You are a nonprofit special events and fundraising strategist who has run dozens of successful benefit events. Build a risk and contingency checklist for [event name], covering weather, low turnout, vendor cancellation, and technology failure, with one backup plan for each.

WHY / WHEN: Use during final event planning to catch what could go wrong before it does.

HOW TO CUSTOMIZE: Add risks specific to your venue or event format, such as outdoor weather exposure.

94. In-Kind Donation Request

PROMPT

You are a nonprofit special events and fundraising strategist who has run dozens of successful benefit events. Write a request letter asking a local business for an in kind donation, such as printing, catering, or venue space, for [event name], explaining the exposure or recognition they'll get in return.

WHY / WHEN: Use to reduce event costs through in kind support rather than only cash sponsorship.

HOW TO CUSTOMIZE: Insert the specific item or service you're requesting from each business.

95. Program Book Ad Sales Pitch

PROMPT

You are a nonprofit special events and fundraising strategist who has run dozens of successful benefit events. Write a sales pitch for local businesses to purchase an ad in our event program book for [event name], including ad size options and pricing tiers.

WHY / WHEN: Use when program book ads are a revenue line you want to actively sell rather than passively hope for.

HOW TO CUSTOMIZE: Insert your actual ad sizes and pricing.

96. Corporate Table Sponsorship Pitch

PROMPT

You are a nonprofit special events and fundraising strategist who has run dozens of successful benefit events. Write a pitch to a mid sized local company proposing they purchase a table of 10 at [event name], framing it as both a community investment and a team outing.

WHY / WHEN: Use when targeting businesses for higher dollar table sales rather than individual tickets.

HOW TO CUSTOMIZE: Name the actual company and reference any past involvement with your club.

97. Fundraising Goal Tracking Messaging

PROMPT

You are a nonprofit special events and fundraising strategist who has run dozens of successful benefit events. Write three short social media updates tracking progress toward our fundraising goal of [amount] for [cause], to post at 25 percent, 50 percent, and 90 percent of the way there.

WHY / WHEN: Use to build momentum and urgency throughout a fundraising campaign.

HOW TO CUSTOMIZE: Insert your real goal amount and update the percentages as funds actually come in.

98. Emcee Script Outline

PROMPT

You are a nonprofit special events and fundraising strategist who has run dozens of successful benefit events. Write an emcee script outline for [event name], including a welcome, introduction of the fundraising ask, thank yous to sponsors, and a closing that reinforces the impact of the night.

WHY / WHEN: Use to give your emcee a structure to work from rather than improvising the whole night.

HOW TO CUSTOMIZE: Insert the actual sponsors and program order for your event.

99. Vendor Negotiation Talking Points

PROMPT

You are a nonprofit special events and fundraising strategist who has run dozens of successful benefit events. I'm negotiating with a venue for [event name]. Give me three talking points to try to reduce cost or add value, framed as a nonprofit partnership rather than a straight price negotiation.

WHY / WHEN: Use before a negotiation call with a venue or vendor.

HOW TO CUSTOMIZE: Insert the actual venue and what you know about their typical nonprofit accommodations.

100. Multi-Year Event Growth Plan

PROMPT

You are a nonprofit special events and fundraising strategist who has run dozens of successful benefit events. Our event raised [amount] this year. Sketch a 3 year growth plan to increase that to [target amount], including what would need to change about scale, sponsorship, or format each year.

WHY / WHEN: Use when an event has proven itself and you want to plan deliberate growth rather than repeating the same event size indefinitely.

HOW TO CUSTOMIZE: Insert your real current and target fundraising amounts.

SECTION 6

Foundation and Grant Writing

Twenty prompts for building grant applications and Foundation giving campaigns that are honest, well documented, and ready for real review.

101. Global Grant Concept Summary

PROMPT

You are an experienced Rotary Foundation grant writer familiar with global grants, district grants, and Foundation stewardship requirements. Help me write a one page concept summary for a Rotary Foundation global grant addressing [area of focus, e.g., clean water, maternal health] in [country]. Include the community need, proposed activities, and expected outcomes.

WHY / WHEN: Use at the earliest stage of a global grant idea, before the full application.

HOW TO CUSTOMIZE: Insert the actual area of focus, country, and any specifics from the host club's needs assessment.

102. District Grant Application Narrative

PROMPT

You are an experienced Rotary Foundation grant writer familiar with global grants, district grants, and Foundation stewardship requirements. Write the narrative section of a district grant application for [project name], covering the community need, project activities, and how it aligns with an area of focus.

WHY / WHEN: Use for smaller district grants that still require a clear written case.

HOW TO CUSTOMIZE: Insert the actual project details and area of focus it supports.

103. Needs Assessment Section

PROMPT

You are an experienced Rotary Foundation grant writer familiar with global grants, district grants, and Foundation stewardship requirements. Write a needs assessment section for a grant application addressing [issue] in [community], using the following data points I have: [list any data or facts you have].

WHY / WHEN: Use to turn scattered facts into the structured needs case a grant reviewer expects.

HOW TO CUSTOMIZE: Paste your actual data; do not let it invent statistics you don't have.

104. Sustainability Plan Section

PROMPT

You are an experienced Rotary Foundation grant writer familiar with global grants, district grants, and Foundation stewardship requirements. Write a sustainability plan section for a grant project involving [describe project], explaining how the benefits will continue after grant funding ends.

WHY / WHEN: Use since most grant reviewers weight sustainability heavily and it's often the weakest section in a first draft.

HOW TO CUSTOMIZE: Insert the actual maintenance plan, local ownership structure, or ongoing funding source for your project.

105. Grant Budget Justification

PROMPT

You are an experienced Rotary Foundation grant writer familiar with global grants, district grants, and Foundation stewardship requirements. Write budget justification narrative for these line items: [list line items and amounts], explaining why each cost is necessary and reasonable for the project.

WHY / WHEN: Use to accompany a numeric budget so reviewers understand the reasoning behind each figure.

HOW TO CUSTOMIZE: Paste your real budget line items; verify every number before submitting.

106. Partner Club Recruitment Letter

PROMPT

You are an experienced Rotary Foundation grant writer familiar with global grants, district grants, and Foundation stewardship requirements. Write a letter recruiting an international partner club for a global grant project on [topic], explaining what's needed from the partner club and the mutual benefit of the partnership.

WHY / WHEN: Use when a global grant needs a partner club and you're reaching out cold or through a district connection.

HOW TO CUSTOMIZE: Insert the actual project topic and any known contact at the target club.

107. Grant Monitoring and Evaluation Plan

PROMPT

You are an experienced Rotary Foundation grant writer familiar with global grants, district grants, and Foundation stewardship requirements. Write a monitoring and evaluation plan for a grant project on [topic], including two or three measurable indicators and how often they'll be tracked.

WHY / WHEN: Use to satisfy the monitoring and evaluation section most grant applications require.

HOW TO CUSTOMIZE: Insert indicators that are actually measurable given your project's realistic data collection capacity.

108. Final Grant Report Narrative

PROMPT

You are an experienced Rotary Foundation grant writer familiar with global grants, district grants, and Foundation stewardship requirements. Write the narrative section of a final grant report for [project], summarizing what was accomplished, any challenges encountered, and the impact based on these results: [list actual results].

WHY / WHEN: Use at project close out when the final report is due to Rotary Foundation or the district.

HOW TO CUSTOMIZE: Paste your real, verified results; do not let it fill in numbers you haven't confirmed.

109. Rotary Foundation Giving Appeal Letter

PROMPT

You are an experienced Rotary Foundation grant writer familiar with global grants, district grants, and Foundation stewardship requirements. Write a giving appeal letter to club members asking them to contribute to the Rotary Foundation Annual Fund, explaining where the money goes and including a specific ask amount.

WHY / WHEN: Use during the club's Foundation giving campaign.

HOW TO CUSTOMIZE: Insert the actual ask amount and the club's current giving level if it's a strong talking point.

110. Paul Harris Fellow Recognition Message

PROMPT

You are an experienced Rotary Foundation grant writer familiar with global grants, district grants, and Foundation stewardship requirements. Write a recognition message to announce that [member name] has become a Paul Harris Fellow, explaining what the recognition means and thanking them for their Foundation support.

WHY / WHEN: Use whenever a member reaches this recognition level.

HOW TO CUSTOMIZE: Insert the actual member's name and any personal note about their Foundation involvement.

111. Major Gift Ask Talking Points

PROMPT

You are an experienced Rotary Foundation grant writer familiar with global grants, district grants, and Foundation stewardship requirements. I'm meeting with a member to ask for a major gift of [amount] to a Foundation initiative. Give me three talking points and one way to handle hesitation about the amount.

WHY / WHEN: Use to prepare for a one on one major gift conversation.

HOW TO CUSTOMIZE: Insert the actual amount and what you know about the donor's giving history and interests.

112. Grant Timeline and Milestone Tracker

PROMPT

You are an experienced Rotary Foundation grant writer familiar with global grants, district grants, and Foundation stewardship requirements. Build a milestone tracker for a grant project running from [start date] to [end date], breaking the project into quarterly milestones with a brief description of each.

WHY / WHEN: Use to keep a multi month or multi year grant project on schedule.

HOW TO CUSTOMIZE: Insert the actual start and end dates and known major activities.

113. Community Assessment Survey for Grant Planning

PROMPT

You are an experienced Rotary Foundation grant writer familiar with global grants, district grants, and Foundation stewardship requirements. Write a short community assessment survey to gather information ahead of a grant application on [topic], designed to be administered by a local partner in [country or community].

WHY / WHEN: Use before writing a global grant to ensure the application reflects an actual, documented community need.

HOW TO CUSTOMIZE: Insert the topic and location, and adjust language for translation if needed.

114. Letter of Support Request

PROMPT

You are an experienced Rotary Foundation grant writer familiar with global grants, district grants, and Foundation stewardship requirements. Write a request to a community partner asking them to provide a letter of support for our grant application on [topic], explaining what the letter should cover.

WHY / WHEN: Use when a grant application requires third party letters of support.

HOW TO CUSTOMIZE: Specify exactly which points the letter needs to address for this particular grant.

115. Grant Risk Assessment Section

PROMPT

You are an experienced Rotary Foundation grant writer familiar with global grants, district grants, and Foundation stewardship requirements. Write a risk assessment section for a grant project on [topic] in [location], identifying two or three realistic risks and a mitigation plan for each.

WHY / WHEN: Use to strengthen an application by showing the club has thought through what could go wrong.

HOW TO CUSTOMIZE: Insert risks that are actually plausible for the specific location and project type.

116. Vocational Training Team Proposal

PROMPT

You are an experienced Rotary Foundation grant writer familiar with global grants, district grants, and Foundation stewardship requirements. Draft a proposal outline for a Vocational Training Team exchange focused on [profession or skill area] between our district and [partner district or country].

WHY / WHEN: Use when proposing a VTT exchange as part of a broader grant or partnership.

HOW TO CUSTOMIZE: Insert the actual profession and partner district or country.

117. Disaster Response Grant Narrative

PROMPT

You are an experienced Rotary Foundation grant writer familiar with global grants, district grants, and Foundation stewardship requirements. Write a grant application narrative for disaster response funding addressing [type of disaster] in [location], focused on immediate needs and the club's capacity to act quickly.

WHY / WHEN: Use when applying for rapid response funding after a disaster.

HOW TO CUSTOMIZE: Insert the actual disaster type, location, and your club's specific role in the response.

118. Annual Fund Campaign Messaging

PROMPT

You are an experienced Rotary Foundation grant writer familiar with global grants, district grants, and Foundation stewardship requirements. Write three pieces of messaging for our Rotary Foundation Annual Fund campaign: an opening email, a mid campaign reminder, and a final push message, each with a different emotional angle.

WHY / WHEN: Use to plan a full campaign arc rather than sending one flat appeal.

HOW TO CUSTOMIZE: Insert your actual campaign goal and deadline.

119. Endowment Gift Conversation Talking Points

PROMPT

You are an experienced Rotary Foundation grant writer familiar with global grants, district grants, and Foundation stewardship requirements. Give me three talking points for introducing the idea of an endowment or planned gift to the Rotary Foundation to a long time member who has never been asked before.

WHY / WHEN: Use to open a first conversation about legacy giving without it feeling like a hard sell.

HOW TO CUSTOMIZE: Adjust based on what you know about the member's giving history and life stage.

120. Grant Compliance Checklist

PROMPT

You are an experienced Rotary Foundation grant writer familiar with global grants, district grants, and Foundation stewardship requirements. Build a compliance checklist for managing a Rotary Foundation global grant, covering financial reporting, required documentation, and stewardship requirements throughout the project.

WHY / WHEN: Use to keep a grant project audit ready from day one rather than scrambling at reporting time.

HOW TO CUSTOMIZE: Cross check the checklist against the current Rotary Foundation terms and conditions for your specific grant type, since requirements can change.

SECTION 7

Club Vitality and Irresistibility

Twenty prompts to diagnose the real state of a club and build a specific, honest plan to make it a place people are drawn to rather than obligated to attend.

121. Club Health Assessment Questions

PROMPT

You are a Rotary club health and vitality consultant who helps clubs diagnose problems honestly and rebuild energy. List 10 questions a club board could ask itself to honestly assess the club's overall health, covering membership trends, meeting energy, financial health, and community visibility.

WHY / WHEN: Use as the starting point for an honest club self-assessment before planning changes.

HOW TO CUSTOMIZE: Add any specific concerns the board already suspects are issues.

122. Meeting Format Survey

PROMPT

You are a Rotary club health and vitality consultant who helps clubs diagnose problems honestly and rebuild energy. Write a short survey to ask members what meeting day, time, and format would work best for them, including options like in person, hybrid, or occasional virtual meetings.

WHY / WHEN: Use when meeting attendance is declining and format may be part of the problem.

HOW TO CUSTOMIZE: List your club's actual current schedule as one of the survey options for comparison.

123. Club Culture Audit Questions

PROMPT

You are a Rotary club health and vitality consultant who helps clubs diagnose problems honestly and rebuild energy. List 8 questions to audit our club's culture, covering whether new members feel welcomed, whether the same few people dominate discussion, and whether meetings feel like an obligation or something people look forward to.

WHY / WHEN: Use when engagement problems seem to be about culture rather than logistics.

HOW TO CUSTOMIZE: Adjust based on specific culture complaints you've already heard informally.

124. Strategic Plan Outline

PROMPT

You are a Rotary club health and vitality consultant who helps clubs diagnose problems honestly and rebuild energy. Outline a one year strategic plan for our Rotary club, covering membership, service, fundraising, and public image, with one measurable goal in each area.

WHY / WHEN: Use at the start of a Rotary year when the incoming president is setting priorities.

HOW TO CUSTOMIZE: Insert real numbers for current membership and past project results as the baseline.

125. Board Meeting Agenda Template

PROMPT

You are a Rotary club health and vitality consultant who helps clubs diagnose problems honestly and rebuild energy. Create a reusable board meeting agenda template for our Rotary club, covering standing items like committee reports and financials, plus a slot for one strategic discussion topic each meeting.

WHY / WHEN: Use to standardize board meetings so they run efficiently and cover the same ground each time.

HOW TO CUSTOMIZE: Adjust standing items to match your club's actual committee structure.

126. Leadership Succession Framework

PROMPT

You are a Rotary club health and vitality consultant who helps clubs diagnose problems honestly and rebuild energy. Design a leadership succession framework for our club, identifying how officers are identified two years out and what preparation they get before taking office.

WHY / WHEN: Use when the same one or two people keep cycling through leadership roles because no one else is being developed.

HOW TO CUSTOMIZE: Insert actual current officers and any known future candidates.

127. Bylaws Review Checklist

PROMPT

You are a Rotary club health and vitality consultant who helps clubs diagnose problems honestly and rebuild energy. Build a checklist of common areas where Rotary club bylaws become outdated, such as meeting format flexibility, dues structure, and membership categories, so our board can review ours against it.

WHY / WHEN: Use during a periodic bylaws review to catch outdated provisions.

HOW TO CUSTOMIZE: Compare the checklist against your club's actual current bylaws document.

128. Member Value Proposition Refresh

PROMPT

You are a Rotary club health and vitality consultant who helps clubs diagnose problems honestly and rebuild energy. Our club's current pitch to prospective and current members feels dated. Help me rewrite our value proposition in one paragraph that reflects what membership actually offers today.

WHY / WHEN: Use when the club's messaging about itself hasn't kept pace with how the club has actually changed.

HOW TO CUSTOMIZE: Base the refresh on your club's real current activities, not an aspirational version.

129. Club Identity Refresh Brainstorm

PROMPT

You are a Rotary club health and vitality consultant who helps clubs diagnose problems honestly and rebuild energy. Suggest three ways our club could refresh its identity and energy without changing its name or core mission, aimed at feeling more current to prospective members.

WHY / WHEN: Use when a club feels stuck but a full rebrand isn't warranted or wanted.

HOW TO CUSTOMIZE: Reference specific feedback about how the club is currently perceived.

130. Flexible Membership Model Proposal

PROMPT

You are a Rotary club health and vitality consultant who helps clubs diagnose problems honestly and rebuild energy. Draft a proposal for our club to add a flexible membership option, such as an e-club track, satellite meetings, or reduced commitment corporate membership, including how it would work alongside our traditional membership.

WHY / WHEN: Use when rigid meeting requirements are a barrier to attracting busy professionals.

HOW TO CUSTOMIZE: Choose the flexible model that best fits your club's actual capacity to manage a second track.

131. Meeting Calendar Fatigue Audit

PROMPT

You are a Rotary club health and vitality consultant who helps clubs diagnose problems honestly and rebuild energy. Review this list of everything our club has scheduled this quarter: [list meetings, events, committee obligations]. Identify where members might be experiencing burnout from too many commitments.

WHY / WHEN: Use when members seem tired or attendance is dropping across multiple events, not just regular meetings.

HOW TO CUSTOMIZE: Paste your actual quarterly calendar for a real assessment.

132. Stale Club Innovation Brainstorm

PROMPT

You are a Rotary club health and vitality consultant who helps clubs diagnose problems honestly and rebuild energy. Our club has done the same three fundraisers and the same weekly format for over a decade. Suggest five specific changes we could pilot this year without abandoning what's worked.

WHY / WHEN: Use when a club is functioning but has clearly stopped evolving.

HOW TO CUSTOMIZE: Name the actual repeated fundraisers so suggestions build on rather than ignore club history.

133. Cross-Generational Engagement Strategy

PROMPT

You are a Rotary club health and vitality consultant who helps clubs diagnose problems honestly and rebuild energy. Suggest a strategy to better connect our older, longtime members with our newer, younger members, since right now the two groups barely interact outside of regular meetings.

WHY / WHEN: Use when a club has recruited younger members but hasn't integrated them socially with the established base.

HOW TO CUSTOMIZE: Reference any specific tension or disconnect you've observed between the two groups.

134. Club Health Check Self-Assessment

PROMPT

You are a Rotary club health and vitality consultant who helps clubs diagnose problems honestly and rebuild energy. Walk me through a self assessment of our club against Rotary's standard club health indicators, covering membership growth, engagement, service impact, and public image, and tell me which area is likely our weakest based on this information: [describe current state].

WHY / WHEN: Use as a structured diagnostic before deciding where to focus improvement efforts.

HOW TO CUSTOMIZE: Provide honest current state details, since the output is only as useful as the input.

135. Exit Pattern Analysis

PROMPT

You are a Rotary club health and vitality consultant who helps clubs diagnose problems honestly and rebuild energy. Here are the stated reasons the last eight members gave for leaving our club: [list reasons]. Identify any common pattern and suggest one concrete change that would address the most frequent issue.

WHY / WHEN: Use when multiple resignations have occurred and you suspect a systemic issue rather than isolated cases.

HOW TO CUSTOMIZE: Paste actual exit interview responses for a real pattern analysis.

136. Officer Transition Document

PROMPT

You are a Rotary club health and vitality consultant who helps clubs diagnose problems honestly and rebuild energy. Create a transition document template for outgoing officers to complete before handing off to their successor, covering key contacts, account access notes, ongoing commitments, and lessons learned.

WHY / WHEN: Use at the end of every term to prevent knowledge loss during leadership changes.

HOW TO CUSTOMIZE: Add fields specific to your club's actual accounts and vendor relationships.

137. Club Anniversary Celebration Plan

PROMPT

You are a Rotary club health and vitality consultant who helps clubs diagnose problems honestly and rebuild energy. Our club is celebrating its [number]th anniversary. Suggest a celebration plan that honors the club's history while also serving as a membership and visibility event.

WHY / WHEN: Use when a milestone anniversary is coming up and you want it to do double duty as a recruitment and public image moment.

HOW TO CUSTOMIZE: Insert the actual anniversary number and any historical details worth highlighting.

138. Club Data Dashboard Concept

PROMPT

You are a Rotary club health and vitality consultant who helps clubs diagnose problems honestly and rebuild energy. Design a simple dashboard concept to track club vitality over time, covering membership count, meeting attendance rate, service hours, and funds raised, updated monthly.

WHY / WHEN: Use when a club is making decisions based on gut feeling rather than actual trends.

HOW TO CUSTOMIZE: Adjust metrics based on what data your club can realistically and consistently collect.

139. Vision Statement Workshop Questions

PROMPT

You are a Rotary club health and vitality consultant who helps clubs diagnose problems honestly and rebuild energy. Write five discussion questions to use in a board workshop to develop or refresh our club's vision statement, designed to surface genuine consensus rather than one person's opinion.

WHY / WHEN: Use when a club needs a vision statement that the whole board actually believes in, not one written unilaterally.

HOW TO CUSTOMIZE: Adjust questions based on known disagreements within the board about direction.

140. Surviving to Irresistible Action Plan

PROMPT

You are a Rotary club health and vitality consultant who helps clubs diagnose problems honestly and rebuild energy. Our club is stable but not thriving. Build a one page action plan with three concrete steps we could take this year to move from just surviving to being genuinely irresistible to prospective members.

WHY / WHEN: Use as a capstone exercise after completing a broader club health assessment.

HOW TO CUSTOMIZE: Base the three steps on whatever your assessment actually revealed as the club's weakest areas.

SECTION 8

Public Image: Campaigns, Brand Discipline, and Your Website

Six deeper, multi-step prompts for the moments the quick prompts in Section 4 do not fully cover, plus the Rotary brand reference and website checklist every club should keep on hand.

141. Full Campaign Builder for Any Club Event

PROMPT

You are a communications strategist who has spent twenty years building campaigns for local nonprofits and volunteer organizations. You understand that the person reading your output is a volunteer with limited time, no budget, and no design training. Your job is to produce something they can execute, not something that impresses another marketer.

MY SITUATION

Club: Rotary Club of [club name], [town, state or province]. Rotary District [number].

Club size: [number] members. Meeting day and time: [day, time, location].

Event or activity: [describe it in two or three sentences].

Date of the event: [date]. Today's date: [today's date].

Who it benefits: [beneficiary, and one specific detail about them].

What I want out of it: [pick: attendance, ticket sales, volunteers, donations, new member interest, awareness; rank them if more than one].

Target audience: [who specifically, including age range and what they care about].

Channels I actually have: [list only the ones you will really use].

Who is doing the work: [how many people, how many hours a week].

Budget: [dollar amount, or none].

Assets I already have: [photos, video, logo files, a sponsor, an email list of X people].

District or club theme this year, if any: [insert it here, and connect the campaign to it only where that is honest, not by force].

WHAT TO PRODUCE

1. CAMPAIGN STRATEGY. In under 200 words: the single core message, the one emotion the campaign should produce, the primary call to action, and the one thing that would make this campaign fail. Be blunt about the failure risk.

2. TIMELINE. Work backward from the event date to today. Give me a week by week schedule with a named phase for each week, for example Announce, Build, Push, Final Call, Recap. Tell me what has to be true at the end of each week.

3. PLANNING MATRIX. A table with one row per post. Columns, in this order: Week, Date, Channel, Theme, Primary Headline, Full Post Copy, Image and Design Direction, Best Day and Time to Deploy, Sample Visual Description, Call to Action, Owner. Write the full post copy, not a summary of it.

4. HEADLINE BANK. Twelve alternate headlines. Four that lead with emotion, four that lead with a number or fact, four that lead with a direct invitation. Keep every one under twelve words.

5. VISUAL DIRECTION. For each key post, describe the photograph or graphic in enough detail that a volunteer with a phone and Canva could produce it. Name the composition, what is in frame, and where the text sits. Use the Rotary brand colors below. Do not invent Rotary logos or describe altering the Rotary wheel.

6. EMAIL SEQUENCE. Three emails with subject lines under nine words: announcement, reminder, and last call. Each under 200 words. Written to be forwarded by a member to a friend.

7. PRESS RELEASE AND MEDIA ALERT. One of each, following standard format, with a placeholder quote from the club president marked clearly in brackets.

8. THE ASK SCRIPT. Twenty-five words a member can say out loud to a friend, in person, without sounding like a brochure. Then a version they can text.

9. MEASUREMENT. The three numbers I should track, how to find each one, and what number would tell me this campaign worked.

10. THE MINIMUM VERSION. If I only have two hours total for this entire campaign, tell me exactly which items from everything above to do and which to skip.

RULES

Write in plain American English. Short sentences. No marketing jargon, no words like leverage, synergy, or amplify. No em dashes. Do not use exclamation points more than once in the whole output. Never write copy that overstates what the club has done or invents a statistic. If you need a number I have not given you, leave it in brackets for me to fill in rather than guessing. Assume the reader is smart and busy.

Ask me up to three clarifying questions before you begin, but only if you genuinely cannot proceed without the answers.

WHY / WHEN: Use this for anything the annual content calendar cannot see coming: a specific club auction, a new partnership, an emergency food drive, or any one-off event that needs a real plan rather than a single social post.

HOW TO CUSTOMIZE: Fill in every bracket honestly, including the failure risk question. If you genuinely have no budget, no committee, or no email list, say so. The prompt is built to work backward from real constraints, not aspirational ones.

WHAT MAKES THIS EFFECTIVE:

- The ten numbered deliverables keep the AI from collapsing everything into one generic paragraph. If you only need three of the ten, tell it which three and skip the rest rather than editing down a full campaign afterward.
- The failure risk question in item 1 is doing real work. An AI that only tells you what will go well is less useful than one that tells you attendance will flop if you do not have a rain plan.
- Item 10, the minimum version, is worth running even when you have plenty of time. It tells you what actually matters most in your own campaign, which is useful information on its own.
- If the plan comes back too polished or too corporate, tell it directly: rewrite in plainer language, shorter sentences, less enthusiasm. That single follow up line fixes most tone problems in one pass.

142. Turn One Photo Into a Week of Content**PROMPT**

You are a nonprofit social media strategist who is skilled at getting a full week of content out of a single strong photo, without repeating the same angle twice.

Here is a photograph from a Rotary service project. [Attach or describe the photo in detail, including who is in it and what is actually happening.] I have permission to use this photo publicly, including for anyone identifiable in it.

Write me five different social media posts from this single image, each with a different angle: the beneficiary's story, the volunteer's experience, the numbers behind the project, a thank you to partners, and an invitation for someone new to join the next one.

For each: give me the platform it suits best, the caption in full, three relevant hashtags, one line of image alt text for accessibility, and the best day to post it. Keep captions under 100 words. Plain language, no jargon, no em dashes. Do not invent facts about the photo that I have not told you.

WHY / WHEN: Use when a great photo exists but only one caption ever gets written from it, and the other four angles are quietly left on the table.

HOW TO CUSTOMIZE: Describe the photo honestly and completely, including who is in it and what is actually happening. Confirm you actually have permission before running this, not after. The output is only as accurate as your description, since the AI cannot see facts you have not stated.

WHAT MAKES THIS EFFECTIVE:

- Spacing the five posts across a week instead of posting all five at once turns one photo into ten days of content on its own.
- The permission line is not paperwork. Publishing an identifiable face without consent is one of the few things the AI Use Policy in this book flags as a hard no, and it is easiest to check before you write the caption, not after.

- The instruction not to invent facts about the photo matters more here than almost anywhere else in this book. A described photo is an easy place for AI to quietly add a detail that was not there.
- The alt text line is a two-second add that most club posts skip entirely, and it is what lets a non-sighted community member know the post exists at all.

143. Rewrite Anything in the Club's Voice

PROMPT

You are an editor who specializes in translating committee-written nonprofit copy into something a real person would actually say out loud.

Rewrite the text below so it sounds like a real person from [your town] wrote it, not a committee. Keep the same format as the original: if it is a paragraph, return a paragraph; if it is a bulleted list, return a bulleted list.

Rules: short declarative sentences. No jargon. No em dashes. No words like impactful, robust, or leverage. Lead with the person served, not with the organization. Cut the length by at least a third. Keep every fact exactly as given and do not add any.

After the rewrite, add one sentence telling me the single biggest change you made and why.

[Paste your text here.]

WHY / WHEN: Use on anything a committee has already touched. Multi-author writing tends to collect hedges, jargon, and length, and this strips it back to something a person would actually say out loud.

HOW TO CUSTOMIZE: Paste the real draft, not a summary of it. The cut-by-a-third instruction only works against actual text, and the keep-every-fact rule is what stops the rewrite from quietly losing something true.

WHAT MAKES THIS EFFECTIVE:

- The banned word list is short on purpose. Naming three or four specific words your club actually overuses works better than a vague instruction to sound more natural.
- "Lead with the person served, not the organization" is the single highest leverage line in this prompt. It is the difference between a sentence that starts with the club's name and one that starts with a child, a family, or a neighborhood.
- The closing line asking for the single biggest change turns this from a one-way rewrite into a short lesson. Read that sentence every time, and your own first drafts start needing less rewriting.
- Run this on your own writing too, not just committee drafts. Most people's first draft of anything official drifts toward the same over-formal tone this prompt is built to remove.

144. Build a Month of Content From Your Calendar

PROMPT

You are a nonprofit communications director who plans a month of content the way a newsroom plans a week: efficiently, and without repeating the same message word for word across channels.

Our Rotary club has these activities coming up in [month]: [list them with dates].

Channels I actually use: [list only the ones you will really post to, for example Facebook, Instagram, email].

The Rotary International theme for [month] is [theme, if known].

Our district or club theme this year is [theme, if any].

Build me a four week content calendar. One row per week per channel. Each row needs: theme, headline, full copy, image direction, and best day to post. Write the copy in full, not as a description of copy. If a week is genuinely light on real activity, tell me honestly rather than inventing filler content. Plain language, no em dashes, no invented statistics.

WHY / WHEN: Use at the start of each month once you know what is actually on the calendar, so posting becomes following a plan rather than deciding what to write every single morning.

HOW TO CUSTOMIZE: List real dates and real activities, even small ones, and list only the channels you actually post to so the calendar does not stretch content thin trying to fill every platform.

WHAT MAKES THIS EFFECTIVE:

- Asking for full copy, not a description of copy, is the detail that saves the most time. A calendar full of one line summaries still leaves all the actual writing for later.
- The instruction to admit a light week honestly, rather than inventing filler, is what keeps a slow month from producing four weeks of noticeably padded posts.
- If your club has no confirmed theme for the month, say so rather than guessing. A forced theme connection reads as reaching, and members notice.
- Once you have one month that worked well, save it as your new template prompt instead of rebuilding from the master version every time.

145. Answer a Hard Question in Public

PROMPT

You are a nonprofit communications director experienced in handling public criticism without making it worse.

Someone posted this comment on our Rotary club's Facebook page: [paste the comment exactly as written]. I am responding as [your role, for example club president or communications chair].

First, tell me plainly if this involves a legal claim, a safety concern, or a named individual, in which case it should go to club leadership before anyone replies publicly.

If it is safe to respond directly, draft three possible public replies: one warm and brief, one that answers the substance directly with facts, one that moves the conversation to a private message. Each under 60 words. Never defensive, never sarcastic, never corporate. If the third option is the best one, also draft the private message it leads to.

Then tell me which one you would send and why, and tell me if the right answer is to say nothing at all.

WHY / WHEN: Use the moment a critical or difficult comment appears publicly, before anyone on the club's behalf replies in the heat of the moment.

HOW TO CUSTOMIZE: Paste the comment exactly as written, including any tone or specific claims in it, and say who is actually responding. Do not summarize or soften the comment first, since the AI needs the real thing to respond to it accurately.

WHAT MAKES THIS EFFECTIVE:

- The triage question at the top is what most versions of this prompt skip. A comment involving a legal claim or a named individual needs leadership eyes before anyone posts anything, and now the prompt says so before it starts drafting replies.
- Asking whether the right answer is silence is not a throwaway line. Some public comments are best left alone, and a tool that only ever hands you a reply will never tell you that.
- Having it draft the private message too, not just recommend sending one, means option three is actually ready to use instead of being a to-do you still owe yourself.
- The three-reply structure exists so a human still makes the final call on tone, rather than posting the first draft the AI produces.

146. Evaluate Your Club's Website

PROMPT

You are a web strategist who specializes in small nonprofit and volunteer organization websites. Evaluate the website at [paste your club's full URL].

Context. This is a Rotary club in [town], with [number] members. The site's audiences are, in priority order: a prospective member who is quietly curious and has not contacted anyone, a community member looking for a service the club provides or an event to attend, a potential sponsor or partner deciding whether the club is credible, and current members looking for information.

Evaluate and score each of the following from 1 to 10, and for every score below 8 give me the specific fix, written as an instruction I could hand to a volunteer.

- 1. THIRTY SECOND TEST. Land on the home page as a stranger. Within thirty seconds, can I tell what this club does, when and where it meets, and how to contact a human? Quote back to me exactly what I would see.*
- 2. MEETING INFORMATION. Is the day, time, and physical address visible without scrolling and without clicking? Is it current?*
- 3. THE CONVERSION PATH. If I am interested in visiting, what do I click, and how many clicks until I reach a form or a human? Anything over two is a failure.*
- 4. CONTACT. Is there a working contact form, a named person, and a monitored email address?*
- 5. MOBILE. Assess the mobile experience specifically. Most first visits are on a phone.*
- 6. CONTENT FRESHNESS. What is the most recent update? Is anything on the site out of date, including past events still listed as upcoming?*
- 7. STORY AND PROOF. Does the site show actual local projects with photographs and outcomes, or only generic Rotary International language?*
- 8. SEO AND LOCAL SEARCH. Would this site appear for someone searching Rotary club near [town] or volunteer opportunities [town]? Name the specific terms it is missing.*
- 9. BRAND COMPLIANCE. Is the Rotary masterbrand signature used correctly and unaltered? Are the colors and typography consistent with Rotary's brand guidelines?*
- 10. ACCESSIBILITY. Flag contrast problems, missing image alt text, and any text set too small to read comfortably.*
- 11. PHOTOGRAPHY. Are the photographs of this club's own people and projects, or are they stock images?*
- 12. SOCIAL AND CALENDAR. Are the club's social channels linked and active? Is there a real, current events calendar?*

Then give me:

- A. THE TOP FIVE FIXES, ranked by impact divided by effort. For each, tell me roughly how long it takes and whether a non-technical volunteer can do it.*
- B. WHAT TO DO IN THE FIRST HOUR. The single hour of work that would improve this site most.*
- C. THE ONE SENTENCE VERDICT. If a curious neighbor landed here tonight, would they show up on Tuesday? Answer yes or no and say why.*

Be direct and specific. Do not soften the assessment to be encouraging. Name the actual problems. No em dashes in your output.

WHY / WHEN: Use at least once a year, and any time a club is not sure why guest visits or contact form submissions have gone quiet. Most club sites fail the thirty second test on meeting time alone.

HOW TO CUSTOMIZE: If your AI tool cannot browse the web, copy your home page text and paste it in instead of the URL. Answer honestly on member count and audience priority so the scoring reflects your actual site, not a generic one.

WHAT MAKES THIS EFFECTIVE:

- The instruction not to soften the assessment is the most important line in the prompt. A friendly, encouraging review of a broken website fixes nothing.
- Item 1's request to quote back exactly what a stranger would see is a forcing function. It is much harder to argue with a direct quote from your own homepage than with a vague score.
- Run this again after making the top five fixes. A short before-and-after comparison is also useful material for a board update or a public image committee report.

Reference: The Rotary Brand Identity Toolkit

Rotary's brand is worth more than any single club's design preference. A resident who sees a consistent Rotary look across neighboring clubs understands that this is one organization, and that understanding is what makes a

stranger trust a club they have never visited. The real files live at the Rotary Brand Center, brandcenter.rotary.org, free with any My Rotary account. Never recreate a Rotary logo by hand and never pull one from a search engine.

The logos, and which one you actually use

Asset	What it is	When to use it
Masterbrand Signature	The word Rotary in Royal Blue followed by the wheel in Gold	Your default. Use this almost always, in digital and in any printing of two or more colors.
Mark of Excellence	The wheel on its own	Only as a secondary element once the masterbrand signature already appears somewhere in the same piece.
Club Signature	The masterbrand signature locked up with your club name	Club materials, banners, letterhead, shirts. Build it in the Brand Center's club logo generator, not by hand.
One-color versions	Black, Azure, or white for reverse	Single-color printing, embroidery, or over a complicated background.

What not to do

- Do not stretch, squash, rotate, recolor, or outline the logo.
- Do not add anything inside the wheel or remove anything from it.
- Do not place it over a busy photograph where it cannot be read.
- Do not set it smaller than half an inch in print or 45 pixels on screen.
- Leave clear space around it on all sides. Nothing crowds the logo.
- Name your club's project as a club project: District [number] Backpack Program, not Rotary Backpack Program.

Color

Rotary's guidance is to use Azure most often, with Sky Blue and Royal Blue to complement and highlight, and Gold as the accent. Colors are used pure and are never screened back or tinted. Confirm current values at brandcenter.rotary.org before any print run.

Color	Hex	Pantone	Where it appears
Rotary Royal Blue	#17458F	PMS 286C	The word Rotary in the masterbrand signature
Rotary Gold	#F7A81B	PMS 130C	The wheel in the masterbrand signature and the Mark of Excellence
Rotary Azure	#0067C8	PMS 2175C	The one-color version of the signature; use most often in layouts
Rotary Sky Blue	#00A2E0	PMS 2202C	The Interact logo; highlights and complements
Rotary Cranberry	#D41367	PMS 214C	The Rotaract logo; youth and young professional content
End Polio Now Red	#E02927	PMS 485C	The End Polio Now logo only

Using color well

- One color dominates a layout, one supports it, one accents. Never give three colors equal weight.

- Gold on Royal Blue is the highest contrast pairing Rotary has. Use it when a line must be read from across a room.
- Never put Gold text on white. It fails on contrast and on accessibility.
- Photographs carry the color in most posts. Let the palette frame the image rather than compete with it.

Typography

Role	Licensed	Free alternative	Use for
Primary	Frutiger	Open Sans, or Arial	Headlines and navigation, all caps condensed for headlines
Secondary	Sentinel	Georgia	Body text, secondary headlines, captions, callouts

- Open Sans is free from Google Fonts and available inside Canva. It is the practical choice for almost every club.
- Two typefaces per piece, never more. A third font is the fastest way to make a flyer look homemade.
- Body text at 16 pixels minimum on screen and 10 point minimum in print.
- Left align paragraphs. Center only short headlines.

Photography

Photography is the part of the brand a club actually controls, and it is where most clubs lose ground. Rotary's own guidance calls for images that show people of action doing the work, not lined up beside it.

- Take, do not stage. Hands working, faces mid conversation, someone laughing. A row of people holding a check is the least interesting photograph available.
- Get close. Fill the frame with one or two people rather than fifteen people at forty feet.
- Shoot horizontal and vertical. You will need both, so take each shot twice.
- Show the beneficiary, with permission. The person served is the story. The club is the answer to it.
- Natural light. Turn the flash off. Move toward a window or outdoors.
- Assign a photographer at every event, one named person, or you will end up with nothing usable.
- Ten usable photos a month is a realistic target, and that is a year of content.

Co-branding with partners

- Both logos at the same visual weight, separated by clear space or a thin dividing rule.
- Neither logo is altered to match the other, not the color, not the shape.
- Name the relationship in words: in partnership with, presented by, sponsored by.
- Get the partner's own logo file from the partner. Do not lift it from their website.

The two minute brand check, before anything goes out

- Is the Rotary logo the official file, unaltered, with clear space around it?
- Are the colors from the Rotary palette, used pure?
- Are there two typefaces or fewer?
- Can a stranger tell what to do next, and by when?
- Is the club's name and the meeting or event detail actually on it?
- Would this look right next to a piece from another Rotary club?

The manual website checklist, if you would rather do it yourself

Hand your phone to someone who is not in Rotary. Ask them to find out when your club meets. Watch without helping. Whatever they struggle with is your list.

Check	Pass looks like
Meeting details	Day, time, and street address visible on the home page without scrolling
Contact	A named person with a monitored email, plus a working form you have tested yourself
Visit Us page	Exists, is linked from the main menu, and says what a first visit is actually like
Current events	Nothing in the past listed as upcoming; check this monthly
Local photography	Your own members and projects, not stock images of strangers
Mobile	Readable and tappable on a phone without pinching
Google Business Profile	Claimed, with correct hours, address, photos, and a link to the site
Load speed	Home page loads in under three seconds on cellular data
Social links	Linked and pointing to accounts that have posted in the last two weeks
Donate or volunteer	One clear button, working, tested on a phone