



## Rotary Reimagined

**The Smart Way To Serve**  
AI-Powered. Heart-Led. Giving you more time to do what matters.

This comprehensive analysis examines how Rotary Clubs across the United States have integrated artificial intelligence technologies from 2022 to 2025. The report explores specific AI implementations, identifies leading innovative clubs, analyzes implementation challenges, and evaluates how technology adoption aligns with Rotary's service mission. Readers will gain insights into the evolution of AI adoption in community service organizations, understand the barriers and solutions to technological transformation, and learn how mission-driven organizations balance innovation with core values.

### THE TAKEAWAY

- #1** Rotary Clubs have progressed from basic digital tools to sophisticated AI implementation, with generative AI tools gaining significant traction since 2023
- #2** Common AI applications include content creation, membership analytics, design tools, chatbots, and translation services
- #3** Clubs in technology hub cities like Los Angeles and Silicon Valley are leading AI innovation

- #4 The Hollywood Rotary Club has implemented advanced AI video generation to showcase community initiatives
- #5 Financial constraints, technical expertise gaps, and generational differences present significant barriers to adoption
- #6 Baby Boomers show lower AI adoption rates (52%) compared to Gen Z (82%)
- #7 Rotary's Four-Way Test serves as an ethical framework guiding responsible AI implementation
- #8 AI is primarily evaluated through the lens of enhancing Rotary's service mission rather than efficiency gains
- #9 The COVID-19 pandemic accelerated digital transformation, creating a foundation for subsequent AI adoption
- #10 Future trends include hyper-personalized member engagement, predictive analytics for community needs, and AI-enhanced global collaboration

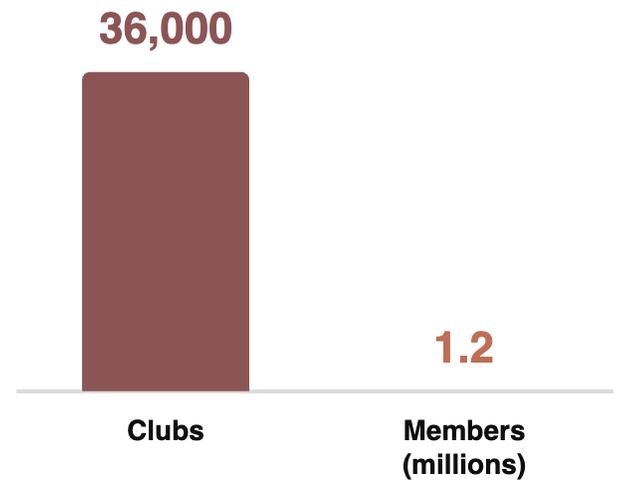
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## Overview

The landscape of artificial intelligence (AI) adoption within Rotary Clubs across the United States from 2022 to 2025 represents a microcosm of the broader technological transformation occurring in volunteer and service organizations. This comprehensive analysis examines

how these community-focused clubs have navigated the integration of AI technologies into their operations, leadership, and service missions during a pivotal period of technological advancement.

Rotary International, with its network of 36,000 clubs and 1.2 million members worldwide<sup>[9]</sup>, has been experiencing significant shifts in its approach to technology. The COVID-19 pandemic served as an inflection point, accelerating digital transformation efforts that were already underway but proceeding at a measured pace. As one Rotary publication noted, "Not so long ago, Rotarians had never dreamt of meeting virtually... Life after the pandemic made us adapt to digital technology and we found a new way of bonding virtually."<sup>[12]</sup>



Rotary International Global Network

From 2022 to 2025, Rotary Clubs across the United States have moved from initial exploration of digital tools to more sophisticated implementation of AI technologies. This progression has not been uniform, with adoption patterns varying significantly based on factors including club size, member demographics, leadership vision, and regional characteristics. The research reveals a spectrum of implementation, from clubs still grappling with basic digital transformation to innovative clubs leveraging advanced AI for membership engagement, operational efficiency, and community impact.

The findings indicate that AI adoption within Rotary is being approached with a distinctly mission-driven mindset. Unlike corporate environments where efficiency and cost savings often drive technology decisions, Rotary Clubs are primarily evaluating AI through the lens of their service mission and core values. As one Rotary leader expressed during a 2025 International Convention session on AI, "As Rotary members, one of the things we do is go into communities and make change. Artificial intelligence can help in our projects. We have a guiding star, The Four-Way Test, so we aren't really threatened by AI. We can use AI to support our projects, making them more effective."<sup>[25]</sup>

This report examines the specific AI technologies being implemented, identifies leading innovative clubs, analyzes implementation challenges, and explores how AI adoption aligns

with Rotary's fundamental mission of service above self. The analysis reveals both promising developments and significant hurdles as these community-focused organizations navigate the complex landscape of artificial intelligence in service of their humanitarian goals.

## Current State of AI Adoption in Rotary Clubs (2022-2025)

### KEY POINTS

Rotary Clubs across the United States have demonstrated varying levels of AI adoption from 2022 to 2025, with implementation primarily focused on operational efficiency, member engagement, and community service enhancement. The adoption curve shows acceleration following the pandemic, with generative AI tools gaining significant traction since 2023. Official Rotary International initiatives are increasingly supporting AI education and implementation, though adoption remains uneven across regions and club demographics.

## Evolution of AI Implementation (2022-2025)

The trajectory of AI adoption in Rotary Clubs from 2022 to 2025 shows a clear progression from basic digital transformation to more sophisticated AI implementation. The COVID-19 pandemic served as a catalyst for this evolution, forcing clubs to rapidly adopt virtual meeting technologies and digital communication tools. As one Rotary publication noted in March 2022, "This pandemic has helped to create a digital revolution in Rotary."<sup>[12]</sup>

By 2023, many clubs had moved beyond basic digital tools to begin exploring AI applications. The emergence of accessible generative AI tools like ChatGPT marked a significant turning point, with Rotary districts beginning to organize educational workshops specifically focused on these technologies. In late 2023, Evan Burrell, a Rotary blogger, predicted that "Rotary clubs will embrace technology for meetings, communication, and project management, enabling members to connect virtually and collaborate more efficiently."<sup>[6]</sup>

The years 2024 and 2025 saw more structured approaches to AI adoption, with Rotary International officially incorporating AI education into its programming. By April 2025, the

Rotary International Convention was offering sessions specifically focused on "using artificial intelligence responsibly to supercharge project results and inject fun into club activities."<sup>[1]</sup> This official recognition signaled a shift from ad-hoc experimentation to more strategic implementation.



Hybrid Rotary meetings became standard during the pandemic.

The adoption curve has not been uniform across all clubs. As with many technological innovations, there appears to be a pattern of early adopters, mainstream implementers, and laggards. According to a 2025 academic study on mission-driven organizations, "AI adoption in MDOs [Mission-Driven Organizations] is 'conditional' - technologies are only implemented where they clearly strengthen organizational sovereignty and mission impact."<sup>[15]</sup> This pattern is evident in Rotary's approach, where AI tools are being evaluated based on their alignment with the organization's service mission.

## Common AI Technologies and Applications

The research reveals several key categories of AI technologies being implemented across Rotary Clubs:

**1. Generative AI Tools:** By 2024-2025, tools like ChatGPT and similar large language models had become the most widely adopted AI technologies within Rotary. A January 2024 webinar titled "Unveiling the Power of AI in Public Image Strategies" demonstrated how "ChatGPT can be a game-changer in creating content and planning for public image."<sup>[5]</sup> The webinar showed practical applications such as "creating an annual public image plan using ChatGPT" which "effortlessly outlined a plan focusing on club projects, monthly meeting speakers, and the work of the Rotary Foundation."<sup>[5]</sup>

**2. AI-Enhanced Design Tools:** Visual content creation tools with AI capabilities, such as Canva's Magic Studio, have gained significant traction. These tools help clubs "create visually appealing content for social media and other platforms."<sup>[5]</sup>



Rotary clubs organized workshops on using ChatGPT for public image.

By 2025, more sophisticated AI video generation platforms were being utilized by innovative clubs, with one case study noting that "AI is revolutionizing how organizations like the Hollywood Rotary Club tell their stories and connect with stakeholders."<sup>[4]</sup>

### 3. Data Analysis and Predictive Analytics: Some clubs have implemented AI tools for analyzing

membership data and predicting trends. According to one source, "Rotary clubs are utilizing AI and ML to analyze membership data, predict trends in engagement, and tailor communication strategies to individual preferences."<sup>[14]</sup> The Membership Growth Index (MGI), which "predicts with better than 80% certainty whether a club will grow or decline during the coming year,"<sup>[21]</sup> represents an early application of predictive analytics.

**4. Chatbots and Automated Communication:** AI-powered chatbots have been implemented to provide "immediate and personalized support to members and volunteers" and can be "programmed to answer frequently asked questions, provide information about events and activities, and even register members for events."<sup>[2]</sup> These tools help address the challenge of timely communication with both existing and prospective members.

**5. Translation and Accessibility Tools:** AI-powered translation services have been adopted to facilitate global connectivity and inclusion. As one source noted, these tools "enable members from different linguistic backgrounds to communicate seamlessly, fostering a more inclusive and connected Rotary community."<sup>[14]</sup>

## Primary Use Cases

The implementation of AI within Rotary Clubs has centered around several key use cases:

**1. Membership Management and Engagement:** AI tools are being used to analyze membership data, predict retention risks, and personalize communication. One source noted that "AI can be used to personalize content for members and volunteers based on their interests and preferences. For example, an AI-powered newsletter

80%

could automatically generate content that is tailored to each member's interests and activities."<sup>[2]</sup> This application is particularly significant given Rotary's emphasis that "there's no higher priority in a Rotary club than attracting and retaining members."<sup>[7]</sup>

**2. Public Image and Communication:** AI is helping clubs enhance their public image through more professional and consistent content creation. Tools like ChatGPT are being used to draft social media posts, newsletters, and other communications, while AI-powered design tools help create visual content. By 2025, some innovative clubs were using advanced "AI video generation platforms like ReelMind.ai" to "transform raw data and testimonials into emotionally resonant video narratives."<sup>[4]</sup>

**3. Project Planning and Management:** AI tools are supporting the planning and execution of service projects. As one source explained, "AI and ML algorithms are being used to analyze data from health initiatives, predicting outbreaks and identifying areas in need of vaccines or clean water resources."<sup>[14]</sup> This data-driven approach helps clubs allocate resources more effectively and maximize their impact.

**4. Fundraising Optimization:** Some clubs are leveraging AI to enhance fundraising efforts. The technology helps identify potential donors, optimize fundraising campaigns, and analyze outcomes. By 2025, clubs were exploring "crowdfunding platforms and virtual fundraising events" as key strategies for "raising donations and expanding reach."

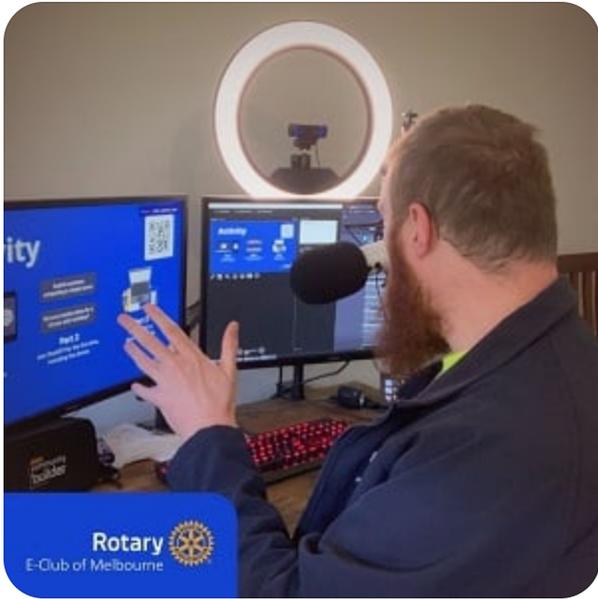
**5. Administrative Efficiency:** AI is streamlining administrative tasks, allowing club leaders to focus more on strategic initiatives. One Rotary district promoted AI as a way to "Save Time: Let AI handle routine tasks like drafting emails, organizing meetings, events, or schedules."<sup>[36]</sup>

## Regional Patterns and Adoption Rates

The research suggests notable regional variations in AI adoption among Rotary Clubs across the United States. Clubs in technology hub cities appear to be leading implementation efforts. For example, the Rotary eClub of Silicon Valley and the Menlo Park Rotary Club both demonstrated early engagement with AI technologies.<sup>[18][19]</sup>

The Rotary E-Club of Melbourne has been identified as "a pioneering technology adoption leader within Rotary, specifically focusing on AI integration."<sup>[10]</sup> While located in Australia, this

club's virtual nature means its innovations have influenced U.S.-based clubs as well.



Virtual workshops helped spread AI knowledge across geographic boundaries.

Urban clubs generally show higher adoption rates than rural ones, likely due to greater access to technical expertise and resources. This aligns with broader patterns of technology adoption in mission-driven organizations, where "environmental and humanitarian organizations are most cautious about AI, viewing it as a potential tool for mission amplification rather than a universal solution."<sup>[15]</sup>

## Rotary International Guidelines and Initiatives

Rotary International has increasingly recognized the importance of AI and developed initiatives to support implementation:

1. **Educational Programming:** By 2025, the Rotary International Convention was offering dedicated sessions on AI implementation. The convention included "sessions on using artificial intelligence responsibly in Rotary projects."<sup>[1]</sup>



Rotary International Convention sessions increasingly featured AI education programming.

**2. Specialized Fellowships and Groups:** The formation of the "Artificial Intelligence Rotary Fellowship" by 2025 indicates an organizational commitment to supporting AI adoption. This fellowship discussed "the technology's current and future effects on society" during the 2025 International Convention.<sup>[25]</sup>

**3. Digital Transformation Framework:** Rotary International partnered with technology consulting firm SoftServe to develop a "comprehensive Digital Strategy Transformation Playbook that redefined digital product development."<sup>[9]</sup> This initiative included the creation of a new "Member Experience team that integrated research, business intelligence, and service design."<sup>[9]</sup>

**4. District-Level Workshops:** Various Rotary districts have organized AI-focused workshops and webinars. For example, "District 9800 conducted a series of interactive workshops to educate both Rotarians and Rotaractors on how to utilize ChatGPT, particularly for enhancing Public Image."<sup>[10]</sup> Similarly, "Rotary District 6440" offered a webinar titled "Generative AI Made Simple" that focused on "easy-to-use tools and practical examples that any club can try."<sup>[8]</sup>

**5. Ethical Guidelines:** Rotary's approach to AI has emphasized responsible usage. Workshop descriptions frequently mention using AI "responsibly and ethically,"<sup>[8]</sup> aligning with Rotary's core values and The Four-Way Test.

# Leading Innovators in Rotary AI Adoption

## KEY POINTS

Several Rotary Clubs have emerged as pioneers in AI implementation, particularly those in technology hub cities and those with leadership from the technology sector. These innovative clubs are leveraging AI for enhanced community engagement, sophisticated multimedia storytelling, and data-driven service project planning. Strategic partnerships with technology companies and educational institutions have accelerated adoption, while specialized Rotary groups focused on technology have emerged as centers of expertise and innovation.

## Innovative Clubs and Their Locations

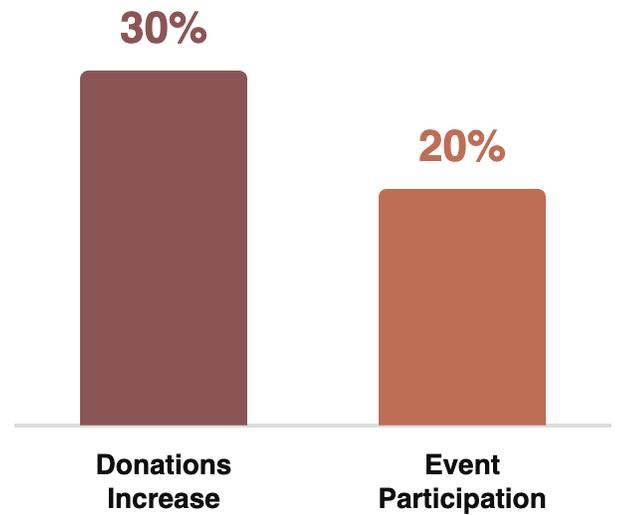
The research identifies several Rotary Clubs that have demonstrated leadership in AI adoption:

- 1. Hollywood Rotary Club (Los Angeles, CA):** By 2025, this club had implemented advanced AI video generation technology to showcase community initiatives. According to one case study, they utilized "sophisticated AI video creation platforms" to "craft highly engaging and shareable content that resonates deeply with potential supporters."<sup>[4]</sup> Their implementation of platforms like "ReelMind.ai with its 101+ AI models" demonstrated a sophisticated approach to AI-powered storytelling.<sup>[4]</sup>
- 2. Rotary E-Club of Melbourne:** While based in Australia, this virtual club has influenced U.S. clubs through its leadership in AI adoption. Under the leadership of "President Stephen Sennett, a technology consultant and educator specializing in cloud technology and AI," the club has pioneered approaches to integrating AI into Rotary operations.<sup>[10]</sup>
- 3. Rotary Club of Bibwewadi Pune:** This club partnered with technology companies to develop "Asmita Nxt," a program "designed to train young women in generative AI and prompt engineering skills."<sup>[24]</sup> While based in India, this initiative represents an innovative approach to using AI for community service that has influenced U.S. clubs.
- 4. Menlo Park Rotary Club (Menlo Park, CA):** Located in the heart of Silicon Valley, this club has actively engaged with AI through educational events. In December 2025, they hosted "a

local resident and global AI expert who founded a nonprofit in 2019 to help people understand the opportunities and challenges with AI."<sup>[19]</sup>

**5. Rotary eClub of Silicon Valley:** This virtual club has demonstrated leadership in exploring AI's potential for social good. In August 2025, they hosted a presentation titled "Agent Village: How AI Can Do Good and How It Can Do Better," which explored how "AI agents can potentially be programmed to collaborate and work towards charitable goals."<sup>[18]</sup>

The geographic distribution of these innovative clubs reveals a concentration in technology hub cities, particularly in California. This aligns with broader patterns of technology adoption, where proximity to technology expertise and resources accelerates implementation.



Improvements in Community Engagement with AI

## Notable AI Projects and Initiatives

Several innovative AI projects and initiatives have emerged from Rotary Clubs:



Rotary Zones 33/34 promoted AI training through dedicated events.

- 1. AI-Powered Community Storytelling:** The Hollywood Rotary Club's implementation of advanced AI video generation represents a significant innovation in how clubs communicate their impact. By 2025, they were using AI to "transform raw data and testimonials into emotionally resonant video narratives."<sup>[4]</sup> This approach resulted in "measurable improvements in community engagement, with case studies showing up to 30% increase in donations and 20% rise in event participation."<sup>[4]</sup>
- 2. AI for Membership Engagement:** Some clubs have implemented sophisticated approaches to using AI for member retention. As one source noted, "AI can be used to analyze data from the club's operations, such as attendance at events, fundraising results, and volunteer engagement. This data can help the club make better decisions about where to focus its efforts and resources."<sup>[2]</sup> The implementation of the Membership Growth Index, which "predicts with better than 80% certainty whether a club will grow or decline,"<sup>[21]</sup> represents an early application of predictive analytics.
- 3. AI-Enhanced Public Image Strategies:** Innovative clubs have leveraged AI tools like ChatGPT and Canva's Magic Studio to enhance their public image. One webinar demonstrated how "ChatGPT effortlessly outlined a plan focusing on club projects, monthly meeting speakers, and the work of the Rotary Foundation."<sup>[5]</sup> This approach helps clubs create more consistent and professional communications.
- 4. AI for Global Connectivity:** Some clubs have implemented "AI-powered translation services and virtual meeting platforms" to "enable members from different linguistic backgrounds to communicate seamlessly."<sup>[14]</sup> This application helps overcome language barriers and enhances global collaboration.
- 5. AI Training for Community Empowerment:** The partnership between the Rotary Club of Bibwewadi Pune and technology companies to create "Asmita Nxt" demonstrates how clubs can leverage AI for community empowerment. This program was "designed to train young women in generative AI and prompt engineering skills" and aimed to address the "gender gap in participation in STEM courses."<sup>[24]</sup>

## Technology Partnerships

Strategic partnerships have played a crucial role in accelerating AI adoption:



Educational partnerships help bring technology to underserved communities.

### 1. Corporate Technology Partnerships:

The collaboration between "Serrala, a global leader in finance process automation, and The Hg Foundation, a grant-giving charity focused on improving tech education and skills" with the Rotary Club of Bibwewadi Pune exemplifies how technology companies can support Rotary's AI initiatives.<sup>[24]</sup>

### 2. Educational Institution Collaborations:

The "Asmita Nxt" program involved a partnership with the "Pune Institute of Computer Technology" to provide "a twenty-week training course" in generative AI.<sup>[24]</sup> Such educational partnerships provide technical expertise and resources.

**3. Consulting Firm Engagements:** Rotary International's partnership with SoftServe, a technology consulting firm, to develop a "comprehensive Digital Strategy Transformation Playbook" demonstrates the value of external expertise in guiding digital transformation.<sup>[9]</sup>

**4. AI Platform Collaborations:** The Hollywood Rotary Club's use of "platforms like ReelMind.ai's extensive 101+ AI models" indicates partnerships with AI technology providers.<sup>[4]</sup> Similarly, clubs implementing ChatGPT and Canva's Magic Studio are leveraging commercial AI platforms.

**5. Nonprofit Technology Organizations:** Some clubs have partnered with nonprofits focused on technology education and implementation. For example, the Menlo Park Rotary Club hosted a speaker who "founded a nonprofit in 2019 to help people understand the opportunities and challenges with AI."<sup>[19]</sup>

## Districts and Zones Leading in Technology Adoption

Certain Rotary districts have emerged as leaders in promoting AI adoption:

**1. District 9800:** This district "conducted a series of interactive workshops to educate both Rotarians and Rotaractors on how to utilize ChatGPT, particularly for enhancing Public Image."<sup>[10]</sup> While based in Australia, its virtual workshops have influenced U.S. clubs.

2. **District 6440:** This district organized a webinar titled "Generative AI Made Simple" that focused on making AI accessible to non-technical members.<sup>[8]</sup>

3. **District 5110:** This district promoted AI adoption through leadership forums, viewing "AI as a tool to save time, enhance creativity, and simplify communication for Rotary Club leaders."<sup>[36]</sup>



IT Professionals Forum Rotary Fellowship leads technology initiatives.

4. **District 9920:** This district published guidance on how "AI can be used by small volunteer clubs" for various applications including chatbots, data analysis, and personalized content.<sup>[2]</sup>

The research also identifies specialized groups within Rotary that are driving AI innovation:

1. **Artificial Intelligence Rotary Fellowship:** By 2025, this fellowship had been established to discuss "the technology's current and future effects on society."<sup>[25]</sup> During the 2025 International Convention, members of this fellowship led a session titled "Harnessing Artificial Intelligence for Global Impact."<sup>[25]</sup>

2. **IT Professionals Forum Rotary Fellowship:** This group has published articles exploring the potential of AI, ML, and robotics for Rotary's humanitarian efforts.<sup>[13][14]</sup> Their publications examine how "AI and ML algorithms are being used to analyze data from health initiatives, predicting outbreaks and identifying areas in need of vaccines or clean water resources."<sup>[14]</sup>

3. **Member Experience Team:** Rotary International created this team as part of its digital transformation efforts, integrating "research, business intelligence, and service design."<sup>[9]</sup> This team supports "not only digital experiences but also all of Rotary's real-world membership community and their humanitarian and service missions."<sup>[9]</sup>

## Implementation Challenges and Barriers

## KEY POINTS

Rotary Clubs face multiple barriers to AI adoption, including financial constraints, technical expertise gaps, generational differences, and concerns about maintaining the human element of service. Smaller clubs with limited resources struggle most with implementation costs, while many clubs lack members with AI expertise. Significant generational divides in technology comfort levels create additional friction, with Baby Boomers showing lower adoption rates than younger members. Despite these challenges, clubs are developing innovative approaches to overcome barriers through education, mentorship, and strategic partnerships.

## Financial Barriers to Implementation

Financial constraints represent a significant barrier to AI adoption, particularly for smaller clubs with limited resources:

**1. Implementation Costs:** While some AI tools are available at low or no cost, more sophisticated applications require financial investment. According to research on mission-driven organizations, "their work is further shaped by unstable funding, strict donor oversight, and volatile regulatory conditions."<sup>[15]</sup> This financial uncertainty makes technology investments challenging.

# 7.5 hours

Weekly Time Saved  
Using AI

**2. Training Expenses:** Effective AI implementation requires training, which can be costly. The "Asmita Nxt" program, for example, required funding for participants to "receive laptops and subscriptions to relevant programming tools."<sup>[24]</sup> Such expenses may be prohibitive for smaller clubs.

**3. Ongoing Maintenance Costs:** AI systems require ongoing maintenance and updates, creating recurring expenses. Mission-driven organizations like Rotary often "prioritize sovereignty through open-source tools, local hosting, and human-controlled workflows"<sup>[15]</sup> to reduce these costs, but this approach requires technical expertise.

**4. Return on Investment Uncertainty:** Clubs may struggle to quantify the return on AI investments. While corporate research indicates that "employees using AI report saving an

average of 7.5 hours per week (20% of their time) — or \$18,000 per employee per year,"<sup>[31]</sup> such metrics may be difficult to apply in volunteer organizations.

**5. Competing Priorities:** Clubs must balance technology investments with their core service mission. As one source noted, "With Rotary's attention and resources rightly focused on global humanitarian and youth leadership development programs, the recent pace of digital change... exceeded their ability to deliver relevant and reliable digital products."<sup>[9]</sup>

## Technical Expertise Limitations

The lack of technical expertise within clubs poses a significant challenge:

**1. Knowledge Gap:** Many Rotary members lack familiarity with AI technologies. Recognizing this gap, some districts have organized workshops specifically designed to make AI accessible, emphasizing that "No technical skills needed" and focusing on "easy-to-use tools and practical examples that any club can try."<sup>[8]</sup>

**2. Implementation Support:** Clubs often lack members with the expertise to implement and maintain AI systems. This aligns with broader patterns in mission-driven organizations, which face "implementation gaps" as a key barrier to AI adoption.<sup>[15]</sup>

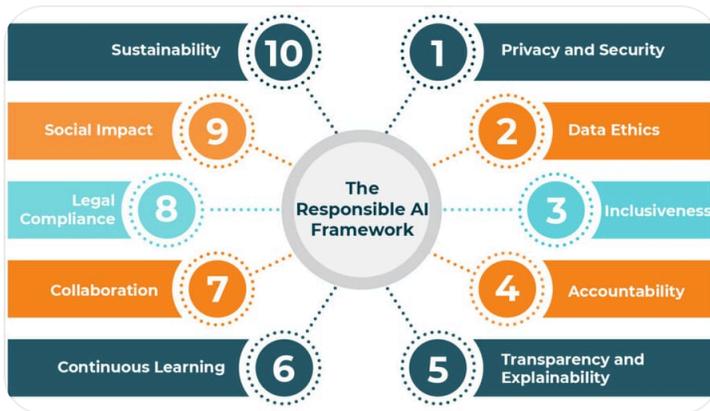
**3. Training Disparities:** There are significant disparities in AI training opportunities across different demographic groups. According to one study, "About two-thirds of employees (68%) have received no AI skills training in the past 12 months,"<sup>[31]</sup> and "Younger employees are nearly twice as likely as Baby Boomers to have received AI skills training in the past 12 months (45% vs. 25%)."<sup>[31]</sup>

**4. Technical Leadership:** Many clubs lack leaders with the vision and expertise to drive AI adoption. The Rotary E-Club of Melbourne's success was attributed to "the leadership of President Stephen Sennett, a technology consultant and educator specializing in cloud technology and AI."<sup>[10]</sup> Such technically skilled leadership is not common across all clubs.

**5. Vendor Dependency:** Without internal expertise, clubs become dependent on external vendors. Research on mission-driven organizations identifies "vendor dependency" as one of the "five key barriers to AI adoption."<sup>[15]</sup>

# Privacy and Data Security Concerns

Privacy and data security considerations present significant challenges:



Responsible AI frameworks guide ethical implementation.

1. **Member Data Protection:** Clubs must ensure the protection of member data when implementing AI systems. During a webinar on AI in public image strategies, speakers "candidly addressed potential downsides, such as... privacy concerns."<sup>[5]</sup>

2. **Ethical Data Usage:** There are ethical considerations around how data is used in AI systems. Mission-driven organizations like Rotary "must also uphold ethical commitments to accountability,

misinformation, human rights, and participatory governance."<sup>[15]</sup>

3. **Regulatory Compliance:** Clubs must navigate complex data protection regulations, which vary by region. This complexity adds another layer of challenge to AI implementation.

4. **Trust Considerations:** Member trust is essential for successful AI implementation. Speakers at AI webinars have "stressed the need for responsible AI usage, ensuring that AI tools are used as aids rather than replacements for human creativity and judgment."<sup>[5]</sup>

5. **Data Governance Challenges:** Research on mission-driven organizations identifies "data governance challenges" as one of the key barriers to AI adoption.<sup>[15]</sup> These challenges include ensuring data quality, managing data access, and maintaining data integrity.

## Resistance to Technological Change

Cultural resistance to technological change presents a significant barrier:

1. **Traditional Club Culture:** Many Rotary Clubs have long-established traditions and ways of operating that may conflict with technological innovation. As one source noted, "Many Rotary clubs say, 'We're just the right size.' They have no interest in growing."<sup>[21]</sup> This satisfaction with the status quo can impede innovation.

**2. Fear of Replacing Human Connection:** There is concern that technology might undermine the personal connections that are central to Rotary. Speakers at AI webinars have emphasized "the need for responsible AI usage, ensuring that AI tools are used as aids rather than replacements for human creativity and judgment."<sup>[5]</sup>

"We have a guiding star, The Four-Way Test, so we aren't really threatened by AI. We can use AI to support our projects, making them more effective."

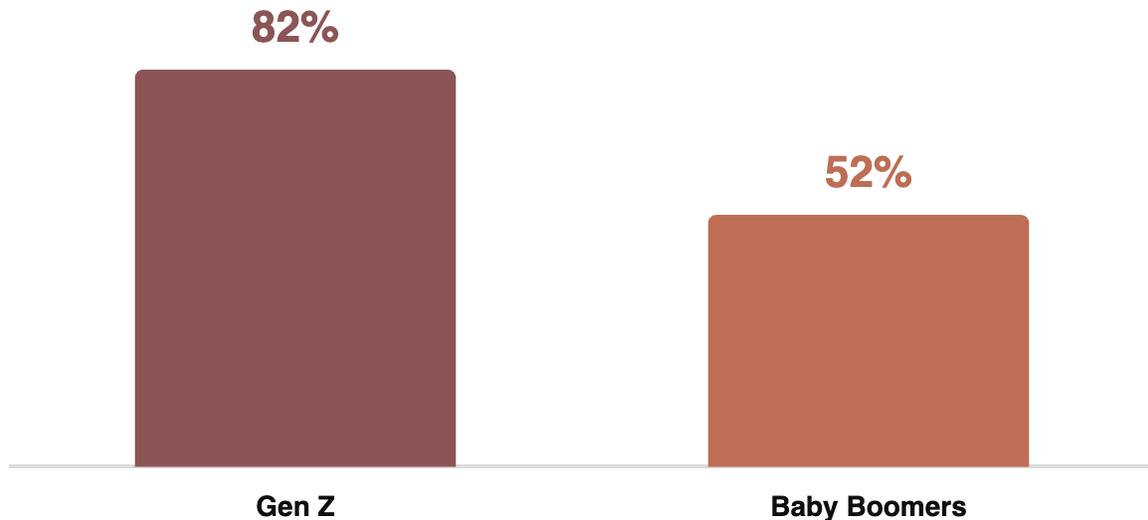
**3. Institutional Inertia:** Research on mission-driven organizations identifies "institutional inertia" as one of the key barriers to AI adoption.<sup>[15]</sup> This resistance to change can slow implementation efforts.

**4. Perception of Complexity:** AI may be perceived as too complex or technical for a service organization. To address this perception, some districts have organized workshops specifically focused on making AI accessible, emphasizing that "AI is ridiculously easy to learn to use."<sup>[36]</sup>

**5. Misalignment with Service Values:** Some members may perceive AI as misaligned with Rotary's service values. To address this concern, Rotary leaders emphasize how AI can support the organization's mission, noting that "We have a guiding star, The Four-Way Test, so we aren't really threatened by AI. We can use AI to support our projects, making them more effective."<sup>[25]</sup>

## Generational Differences Impact

Generational differences significantly influence AI adoption within Rotary Clubs:



AI Adoption Rates by Generation

- 1. Adoption Rate Disparities:** Younger generations demonstrate higher AI adoption rates. According to one study, "Gen Z leads with 82% adoption, compared with 52% of Baby Boomers who report using AI at work."<sup>[31]</sup> This disparity is likely reflected within Rotary's membership.
- 2. Different Technology Comfort Levels:** Older members may be less comfortable with new technologies. As one source noted, "Gen X (42 percent) and Boomers (56 percent) exhibit considerable resistance or slower adoption rates, with a majority claiming never to use AI."<sup>[28]</sup>
- 3. Varying Motivations for AI Use:** Different generations have distinct motivations for using AI. According to one source, "Baby Boomers seek community connection, Gen X wants efficiency, Millennials want stress reduction, Gen Z sees AI as a standard tool."<sup>[29]</sup> Understanding these motivations is crucial for successful implementation.
- 4. Leadership-Membership Disconnect:** In many clubs, leadership positions are held by older members while younger members may have greater technical expertise. This dynamic can create friction in technology adoption decisions.
- 5. Training Approach Differences:** Different generations may require different training approaches. Some districts have recognized this challenge by offering workshops that emphasize ease of use and practical applications, noting that "The session will focus on easy-to-use tools and practical examples that any club can try. No technical skills needed."<sup>[8]</sup>

The research suggests that addressing generational differences requires a nuanced approach. As one source noted, "What often looks like a 'generational clash' is really an issue of visibility, fairness, and opportunity."<sup>[30]</sup> Successful clubs are focusing on "a skills-based approach" that "shifts the focus from stereotypes and attitudes to capabilities and contributions, creating fairness, clarity, and opportunity across every generation."<sup>[30]</sup>

## Alignment with Rotary's Mission and Values

### KEY POINTS

AI adoption in Rotary Clubs is being approached through the lens of the organization's core values and service mission. Clubs are implementing AI conditionally, prioritizing technologies that enhance rather than replace human connection and service. The Four-Way Test serves as an ethical framework for AI implementation, while technology is increasingly seen as a means to amplify Rotary's impact in addressing pressing global challenges. AI is helping clubs become more inclusive, efficient, and responsive to community needs while maintaining their fundamental commitment to service above self.

## AI and Rotary's Core Values

Rotary's approach to AI implementation is guided by its core values and principles:

**1. The Four-Way Test as an Ethical Framework:** Rotary leaders explicitly reference The Four-Way Test (Is it the truth? Is it fair to all concerned? Will it build goodwill and better friendships? Will it be beneficial to all concerned?) when discussing AI. As one leader stated during the 2025 International Convention, "We have a guiding star, The Four-Way Test, so we aren't really threatened by AI."

We can use AI to support our projects, making them more effective."<sup>[25]</sup>

**2. Service Above Self:** AI is being evaluated based on its ability to enhance service impact. Rotary clubs are "emphasizing data-driven, high-impact projects that address pressing global issues, such as climate change, healthcare, education, and poverty alleviation."<sup>[6]</sup> AI tools that support this mission alignment are prioritized.

**3. Fellowship and Connection:** There is careful consideration of how AI might affect the personal connections that are central to Rotary. Speakers at AI webinars have emphasized "the need for responsible AI usage, ensuring that AI tools are used as aids rather than replacements for human creativity and judgment."<sup>[5]</sup>

**4. Integrity and Ethics:** Ethical considerations are prominent in Rotary's approach to AI. Workshops on AI implementation include specific sections on "Tips for using AI responsibly and ethically."<sup>[8]</sup> This emphasis aligns with Rotary's commitment to ethical standards.

**5. Diversity and Inclusion:** AI is being leveraged to enhance inclusion within Rotary. Tools such as "AI-powered translation services" help "enable members from different linguistic backgrounds to communicate seamlessly, fostering a more inclusive and connected Rotary community."<sup>[14]</sup>

The research indicates that Rotary's approach to AI aligns with broader patterns in mission-driven organizations, which "approach AI adoption fundamentally differently than for-profit corporations. Rather than pursuing efficiency gains, practitioners prioritize sovereignty through open-source tools, local hosting, and human-controlled workflows for decisions affecting vulnerable populations."<sup>[15]</sup>

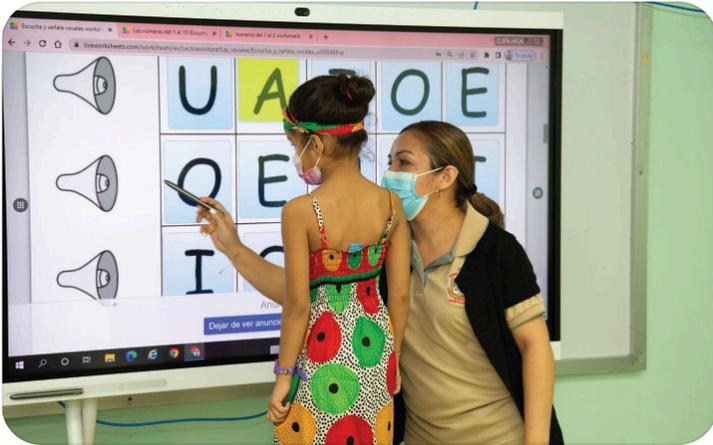


The Four-Way Test guides ethical AI implementation in Rotary.

## Enhancing Community Service Through AI

AI is being leveraged to enhance Rotary's community service in several ways:

**1. Data-Driven Needs Assessment:** AI tools are helping clubs identify community needs more effectively. Some clubs are "conducting community surveys to identify pressing needs" and implementing "data-driven initiatives addressing literacy gaps or health disparities."



Technology enhances educational service projects.

**2. Project Impact Measurement:** AI analytics are enhancing the ability to measure and communicate project impact. The Hollywood Rotary Club's use of AI video generation to "transform raw data and testimonials into emotionally resonant video narratives"<sup>[4]</sup> exemplifies this approach.

**3. Resource Optimization:** AI is helping clubs allocate resources more efficiently. As one source noted, "AI and ML

algorithms are being used to analyze data from health initiatives, predicting outbreaks and identifying areas in need of vaccines or clean water resources."<sup>[14]</sup>

**4. Global Collaboration:** AI tools are facilitating collaboration across geographical boundaries. "Greater collaboration between Rotary clubs worldwide will enable them to pool resources and expertise to tackle larger, more complex projects."<sup>[6]</sup>

**5. Innovative Service Approaches:** AI is enabling new approaches to service. For example, "Robotics, particularly in the form of drones, can deliver supplies to remote or disaster-struck areas, ensuring aid reaches those who need it most efficiently and safely."<sup>[14]</sup>

The research suggests that AI is helping Rotary clubs become more strategic and impactful in their service efforts. As one source predicted, "Rotary will emphasize data-driven, high-impact projects that address pressing global issues, such as climate change, healthcare, education, and poverty alleviation."<sup>[6]</sup>

## Impact on Membership Recruitment and Retention

AI is influencing membership dynamics within Rotary Clubs:

1. **Personalized Member Engagement:** AI tools are enabling more personalized communication with members. As one source noted, "AI can be used to personalize content for members and volunteers based on their interests and preferences. For example, an AI-powered newsletter could automatically generate content that is tailored to each member's interests and activities."<sup>[2]</sup>

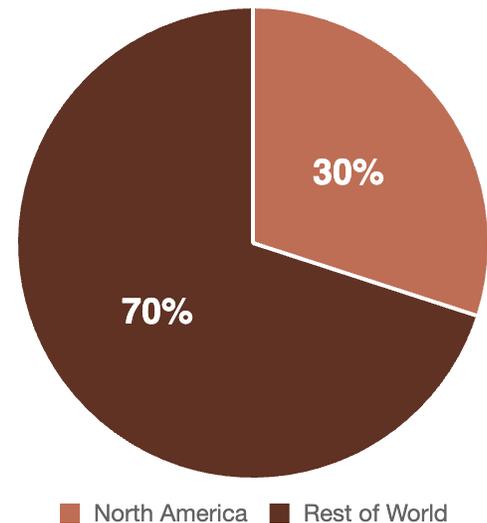
2. **Predictive Analytics for Retention:** Some clubs are using predictive analytics to identify retention risks. The Membership Growth Index, which "predicts with better than 80% certainty whether a club will grow or decline during the coming year,"<sup>[21]</sup> represents an early application of this approach.

3. **Streamlined Recruitment Processes:** AI is helping clubs manage prospective member relationships more effectively. Digital CRM tools can help "systematically track and follow up with potential members over extended periods."<sup>[7]</sup> This is particularly important given that "potential members may take months or even years to decide to join."<sup>[7]</sup>

4. **Attracting Younger Members:** AI implementation may help attract younger, tech-savvy members. As one source noted, "Younger professionals may not want to commit to a traditional weekly meeting. Consider offering more flexible options and avenues to join and remain in Rotary; a satellite club that meets at a different time, or the ability to Zoom into the regular club meeting allowing people with busy schedules to remain involved."<sup>[22]</sup>

5. **Enhanced Value Proposition:** AI-enabled efficiencies may enhance the overall value proposition for members. By automating administrative tasks, clubs can focus more on meaningful engagement and impact, which are key to retention.

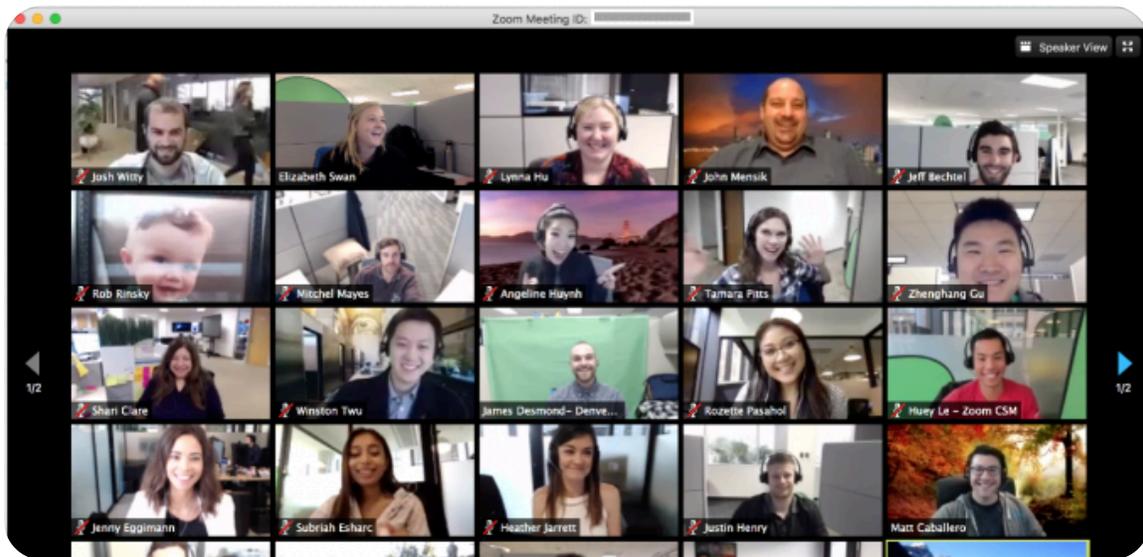
The research suggests that AI can help address Rotary's membership challenges, particularly the declining membership in North America. As one source noted, "Rotary membership in North America has declined significantly over the past decade. Recent data shows the birthplace of Rotary representing only thirty percent of the total Rotary International global membership."<sup>[22]</sup>



Rotary International Global Membership Distribution

# Pandemic's Role in Accelerating Digital Transformation

The COVID-19 pandemic significantly accelerated digital transformation within Rotary:



Virtual meetings became standard during the pandemic, accelerating digital transformation.

**1. Forced Adoption of Virtual Technologies:** The pandemic necessitated rapid adoption of virtual meeting technologies. As one source noted, "Not so long ago, Rotarians had never dreamt of meeting virtually. Rotary is an organisation connecting people worldwide. Life after the pandemic made us adapt to digital technology and we found a new way of bonding virtually."<sup>[12]</sup>

**2. Shift in Meeting Formats:** The pandemic normalized hybrid and flexible meeting formats. By 2023-2025, it was predicted that "Hybrid and flexible meeting formats will be the norm, allowing members to participate in-person or virtually to accommodate busy schedules and global reach."<sup>[6]</sup>

**3. Digital Communication Acceleration:** The pandemic accelerated the adoption of digital communication tools. Rotary clubs implemented tools that helped "communicate with members more effectively and ensured maximum participation for various projects and meetings."<sup>[12]</sup>

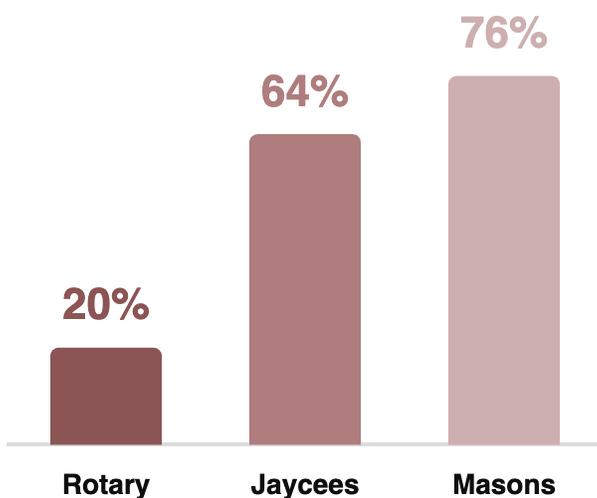
**4. Foundation for AI Adoption:** The digital infrastructure implemented during the pandemic created a foundation for subsequent AI adoption. As clubs became more comfortable with digital tools, they became more open to exploring AI applications.

5. **Cultural Shift:** Perhaps most significantly, the pandemic created a cultural shift within Rotary, increasing openness to technological innovation. This shift was essential for subsequent AI adoption efforts.

The research suggests that the pandemic created both necessity and opportunity for digital transformation. As one source noted, "This pandemic has helped to create a digital revolution in Rotary."<sup>[12]</sup> This digital foundation has been crucial for the subsequent exploration and implementation of AI technologies.

## Comparison with Similar Service Organizations

Rotary's approach to AI adoption can be compared with other service organizations:



Service Club Membership Decline (Past Two Decades)

1. **Collaborative Learning:** Rotary is actively collaborating with other service organizations, which may facilitate knowledge sharing around technology adoption. Initiatives like the "Joint service week with Kiwanis International, Lions Clubs International and Optimist International"<sup>[32]</sup> create opportunities for cross-organizational learning.

2. **Shared Challenges:** Service organizations face similar challenges in technology adoption. Research on volunteerism indicates that "volunteerism is actively evolving under the influence of socio-cultural and economic factors" and "adapting, often unconsciously, in response to

its participants' changing interests and values and to challenges such as competition between different volunteer organizations for participants and resources."<sup>[16]</sup>

3. **Technology as Modernization Tool:** Across service organizations, "the role of technological innovations in volunteering is also analyzed, revealing that technology is a key method for modernizing volunteerism."<sup>[16]</sup> This suggests a common recognition of technology's potential.

4. **Membership Decline:** Many service organizations are experiencing membership declines and looking to technology as a potential solution. As one source noted, "In his 2000 book,

'Bowling Alone: The Collapse and Revival of American Community,' Robert Putnam documented that attending club meetings, such as those held by Rotary and Kiwanis groups, has declined by 58 percent in the period 1975-2000."<sup>[34]</sup>

**5. Varying Adoption Rates:** The research does not provide direct comparisons of AI adoption rates between different service organizations. However, it suggests that Rotary's global reach and resources may position it favorably compared to some other organizations.

The research indicates that service organizations broadly recognize the need for technological modernization but may be at different stages of implementation. As one source noted, "Service clubs are experiencing a significant decline in membership, with Rotary down 20%, Jaycees down 64%, and Masons down 76% in the past two decades."<sup>[34]</sup> This shared challenge creates incentives for technology adoption across service organizations.

## Future Directions and Recommendations

### KEY POINTS

The future of AI in Rotary Clubs points toward more sophisticated implementations that balance technological innovation with the organization's human-centered mission. Emerging trends include hyper-personalized member engagement, AI-enhanced community needs assessment, and cross-club collaboration platforms. To maximize success, clubs should develop comprehensive AI strategies that include dedicated training programs, intergenerational mentoring, and ethical frameworks aligned with Rotary values. The most successful implementations will view AI as a tool for mission amplification rather than replacement, maintaining the personal connections that are central to Rotary's identity.

## Emerging Trends in Rotary AI Adoption

Several emerging trends are likely to shape the future of AI adoption in Rotary Clubs:

### 1. Hyper-Personalized Member

**Engagement:** More sophisticated AI will

enable increasingly personalized member experiences. As one source predicted, "Advancements in AI will likely enable hyper-personalized video content, tailored to individual donor interests or community needs."<sup>[4]</sup> This approach could be extended to member engagement.

## 2. Predictive Analytics for Community Needs:

AI will increasingly be used to predict community needs and optimize service projects. Some clubs are already using "AI and ML algorithms... to analyze data from health initiatives, predicting outbreaks and identifying areas in need of vaccines or clean water resources."<sup>[14]</sup>

This trend is likely to accelerate.

## 3. AI-Enhanced Storytelling:

More clubs will adopt sophisticated AI tools for communicating their impact. The Hollywood Rotary Club's use of "advanced AI video generation platforms like ReelMind.ai" to "transform raw data and testimonials into emotionally resonant video narratives"<sup>[4]</sup> represents an early example of this trend.

## 4. Collaborative AI Platforms:

AI will facilitate greater collaboration between clubs. As one source predicted, "Greater collaboration between Rotary clubs worldwide will enable them to pool resources and expertise to tackle larger, more complex projects."<sup>[6]</sup> AI platforms can support this collaboration.

## 5. AI for Accessibility and Inclusion:

AI tools will increasingly be used to enhance accessibility and inclusion. "AI-powered translation services and virtual meeting platforms enable members from different linguistic backgrounds to communicate seamlessly, fostering a more inclusive and connected Rotary community."<sup>[14]</sup>

The research suggests that AI adoption will continue to be approached through the lens of Rotary's service mission. As one source noted, mission-driven organizations view AI "as a potential tool for mission amplification rather than a universal solution."<sup>[15]</sup>



Rotary's vision includes AI and robotics for community service.

## Strategies for Successful Implementation

Based on the research, several strategies emerge for successful AI implementation:

- 1. Develop a Comprehensive AI Strategy:** Clubs should develop a clear strategy for AI adoption that aligns with their overall goals. As one source noted, "One size doesn't fit all when it comes to adopting and applying AI in the workplace. This is a call to action for employers and business leaders to really understand and address the different ways generations engage with AI."<sup>[28]</sup>
- 2. Start with High-Impact, Low-Complexity Applications:** Clubs should begin with applications that offer clear benefits and are relatively easy to implement. As one Rotary AI workshop organizer suggested, "Generative AI isn't a one-size-fits-all solution, but it can be an incredibly powerful tool when applied to the right problems."<sup>[10]</sup>
- 3. Invest in Member Training:** Effective implementation requires investment in training. Some clubs are addressing this by offering workshops that emphasize ease of use, noting that "The session will focus on easy-to-use tools and practical examples that any club can try. No technical skills needed."<sup>[8]</sup>
- 4. Leverage Existing Technology Expertise:** Clubs should identify and leverage members with technology expertise. The success of the Rotary E-Club of Melbourne was attributed to "the leadership of President Stephen Sennett, a technology consultant and educator specializing in cloud technology and AI."<sup>[10]</sup>
- 5. Create a Culture of Innovation:** Successful implementation requires a culture that embraces innovation. As one source noted, "It will require forward-thinking and adaptable new leaders to ensure our organisation continues to make a positive impact on the world."<sup>[6]</sup>

The research suggests that the most successful implementations will be those that view AI as a tool for enhancing, rather than replacing, human connection and service. As one Rotary leader stated, "We can use AI to support our projects, making them more effective."<sup>[25]</sup>

## Addressing Implementation Challenges

Specific strategies can help address the challenges identified in the research:



Intergenerational workshops help bridge technology gaps.

**1. Financial Barriers:** Clubs can address financial barriers by:

- Exploring free or low-cost AI tools
- Seeking grants or sponsorships for technology implementation
- Partnering with technology companies, as demonstrated by the collaboration between "Serrala, a global leader in finance process automation, and The Hg Foundation" with the Rotary Club of Bibwewadi Pune.<sup>[24]</sup>
- Sharing costs across multiple clubs

**2. Technical Expertise Limitations:** Clubs can address expertise gaps by:

- Organizing training workshops similar to those offered by District 9800, which "conducted a series of interactive workshops to educate both Rotarians and Rotaractors on how to utilize ChatGPT."<sup>[10]</sup>
- Recruiting members with technology expertise
- Partnering with local educational institutions
- Leveraging resources from the "IT Professionals Forum Rotary Fellowship" and the "Artificial Intelligence Rotary Fellowship."<sup>[13][25]</sup>

**3. Generational Differences:** Clubs can bridge generational divides by:

- Implementing intergenerational mentoring programs
- Adopting a skills-based approach that "shifts the focus from stereotypes and attitudes to capabilities and contributions."<sup>[30]</sup>
- Recognizing different motivations for AI use across generations
- Providing tailored training approaches for different age groups

**4. Resistance to Change:** Clubs can address resistance by:

- Emphasizing how AI supports Rotary's core mission
- Starting with small, high-impact implementations

- Sharing success stories from other clubs
- Involving resistant members in the implementation process

5. **Privacy and Data Security:** Clubs can address these concerns by:

- Developing clear data governance policies
- Using open-source tools that provide greater transparency
- Prioritizing "sovereignty through open-source tools, local hosting, and human-controlled workflows."<sup>[15]</sup>
- Ensuring compliance with relevant regulations

The research suggests that addressing these challenges requires a thoughtful, strategic approach that recognizes the unique characteristics of mission-driven organizations like Rotary.

## Ethical Considerations for Future Implementation

As Rotary Clubs continue to implement AI, several ethical considerations emerge:

1. **Alignment with The Four-Way Test:** AI implementation should be evaluated through the lens of Rotary's Four-Way Test. As one leader noted, "We have a guiding star, The Four-Way Test, so we aren't really threatened by AI."<sup>[25]</sup> This ethical framework provides a foundation for responsible implementation.

2. **Maintaining Human Connection:** Clubs should ensure that AI enhances rather than replaces the personal connections that are central to Rotary. Speakers at AI webinars have emphasized "the need for responsible AI usage, ensuring that AI tools are used as aids rather than replacements for human creativity and judgment."<sup>[5]</sup>

3. **Data Privacy and Security:** Clubs must prioritize the protection of member and

community data. This aligns with the broader pattern in mission-driven organizations, which "must also uphold ethical commitments to accountability, misinformation, human rights, and participatory governance."<sup>[15]</sup>

**4. Equity and Inclusion:** AI implementation should enhance rather than hinder equity and inclusion within Rotary. Tools like "AI-powered translation services" can help "enable members from different linguistic backgrounds to communicate seamlessly, fostering a more inclusive and connected Rotary community."<sup>[14]</sup>

**5. Transparency in AI Usage:** Clubs should be transparent about how AI is being used in their operations and decision-making processes. This transparency builds trust and aligns with Rotary's values of integrity and ethics.

The research suggests that Rotary's approach to AI ethics aligns with broader patterns in mission-driven organizations, which "approach AI adoption fundamentally differently than for-profit corporations. Rather than pursuing efficiency gains, practitioners prioritize sovereignty through open-source tools, local hosting, and human-controlled workflows for decisions affecting vulnerable populations."<sup>[15]</sup>

## Long-term Vision for AI in Rotary

The research points to a long-term vision for AI in Rotary that balances technological innovation with the organization's human-centered mission:



The Four-Way Test guides Rotary's approach to AI ethics.



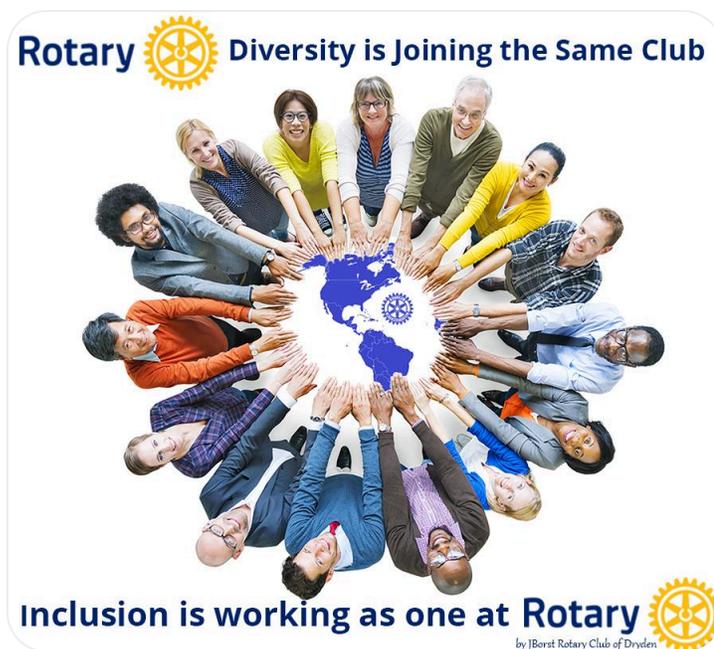
Rotary's vision emphasizes human connection enhanced by technology.

- 1. AI as a Mission Amplifier:** In the long term, AI is likely to be viewed as a tool for amplifying Rotary's impact rather than a transformative force in itself. This aligns with the pattern in mission-driven organizations, which view AI "as a potential tool for mission amplification rather than a universal solution."<sup>[15]</sup>
- 2. Enhanced Global Collaboration:** AI will facilitate greater collaboration across geographical boundaries. As one source predicted, "Greater collaboration between Rotary clubs worldwide will enable them to pool resources and expertise to tackle larger, more complex projects."<sup>[6]</sup>
- 3. Data-Driven Service:** Service projects will increasingly be informed by data and predictive analytics. Rotary will "emphasize data-driven, high-impact projects that address pressing global issues, such as climate change, healthcare, education, and poverty alleviation."<sup>[6]</sup>
- 4. Flexible, Hybrid Engagement:** AI will support more flexible engagement models. "Hybrid and flexible meeting formats will be the norm, allowing members to participate in-person or virtually to accommodate busy schedules and global reach."<sup>[6]</sup>
- 5. Intergenerational Collaboration:** AI implementation will create opportunities for intergenerational collaboration and knowledge sharing. This aligns with research showing that "Productivity gains increased across teams with more generational diversity (77%) compared with homogeneous or less generationally diverse teams (66%)."<sup>[31]</sup>

The long-term vision suggests a Rotary that leverages AI to enhance its core mission while maintaining the personal connections and service orientation that define the organization. As one source noted, "Truly, AI doesn't need to tell us that for our organisation to continue well into the future and to stay relevant we must be adaptive to changing societal and technological trends while we stay true to our core goals."<sup>[6]</sup>

## Conclusion

The landscape of AI adoption in Rotary Clubs across the United States from 2022 to 2025 reveals a nuanced picture of an organization navigating technological change while staying true to its core values and service mission. The research demonstrates that Rotary's approach to AI is distinctly mission-driven, evaluating technologies based on their ability to enhance rather than replace human connection and service impact.



Rotary's core values guide its approach to technology adoption.

Several key patterns emerge from the analysis. First, AI adoption has accelerated following the COVID-19 pandemic, which served as a catalyst for broader digital transformation. Second, implementation has been uneven, with clubs in technology hub cities and those with technically skilled leadership demonstrating more advanced adoption. Third, generational differences significantly influence adoption patterns, with younger members generally showing greater comfort with AI technologies.

The most common AI applications within Rotary include generative AI tools for content creation, data analysis for membership engagement, AI-enhanced design tools, and chatbots for automated communication. These applications are being used to address key challenges including membership recruitment and retention, public image enhancement, project planning, and administrative efficiency.

Leading innovators include clubs like the Hollywood Rotary Club, which has implemented advanced AI video generation, and the Rotary E-Club of Melbourne, which has pioneered approaches to integrating AI into Rotary operations. Strategic partnerships with technology companies and educational institutions have accelerated adoption in some clubs.

Implementation challenges include financial constraints, technical expertise limitations, privacy concerns, resistance to change, and generational differences. Clubs are addressing these challenges through strategies including targeted training, intergenerational mentorship, and strategic partnerships.

Looking forward, the research suggests a vision of AI as a tool for amplifying Rotary's service impact rather than transforming its fundamental nature. As one Rotary leader expressed during the 2025 International Convention, "We have a guiding star, The Four-Way Test, so we aren't really threatened by AI. We can use AI to support our projects, making them more effective."<sup>[25]</sup>

This perspective reflects Rotary's thoughtful approach to technological innovation, evaluating new tools through the lens of its enduring values and service mission. As Rotary continues to navigate the evolving landscape of artificial intelligence, this balanced approach will likely guide its implementation efforts, ensuring that technology serves as a means to enhance rather than replace the human connections and service orientation that define the organization. ■

## Sources

Official Organization Website

[1]

*"Learn to use artificial intelligence responsibly to supercharge project results and inject fun into club activities. In a live interactive simulation, immerse yourself in two contrasting cultures to understand how differences deeply affect leaders."*

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ROTARY INTERNATIONAL

### **A personalized master class**

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AI can be a useful tool for small volunteer clubs, helping them to provide better support to members and volunteers, analyze data, manage social media.

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*"Social media and other communication methods can potentially be more effective than traditional newsletters by providing more dynamic, interactive, and personalized engagement with members"*

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*"While virtual communication has made it easier to connect and share information, conferences and in-person interactions remain essential for building relationships, facilitating collaboration, and creating meaningful professional connections"*

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*"Throughout the convention, dozens of breakout sessions will offer attendees opportunities to learn about topics such as making the most of Rotary's networking opportunities or effectively using artificial intelligence."*

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ROTARY INTERNATIONAL

**The 2025 Rotary International Convention promises excitement and insight**

Convention details and highlights for Rotary International's 2025 gathering in Calgary, Canada

JUNE 2025

*"A convention is a magical place and gives you an opportunity to recharge your Rotary batteries," says Bryn Styles, chair of the 2025 International Convention Committee, of the 21-25 June gathering. "You will find that each and every attendee is there to learn, to be challenged, to hear new ideas, and to have fun."*

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JUNE 2025

*"The Building a Better World Workshop on 20 June, sponsored by the Environmental Sustainability Rotary Action Group and the Rotary Action Group for Community Economic Development, will discuss tools and practices to help create sustainable projects."*

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*"The year 2025 marks a pivotal moment for the adoption of advanced AI technologies in philanthropic sectors. Recent breakthroughs in AI video generation, such as those offered by platforms like ReelMind.ai with its 101+ AI models, have democratized the creation of high-quality visual content."*

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REELMIND.AI

**Hollywood Rotary Club: AI-Showcased Community Initiatives**

This article delves into how the Hollywood Rotary Club is pioneering the use of AI-generated video content to highlight its impactful community programs

JULY 2025

*"AI is revolutionizing how organizations like the Hollywood Rotary Club tell their stories and connect with stakeholders. By utilizing advanced AI video generation platforms like ReelMind.ai, they can transform raw data and testimonials into emotionally resonant video narratives."*

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REELMIND.AI

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JULY 2025

*"The strategic deployment of AI-generated content is proving instrumental in mobilizing broader community support for philanthropic causes. The Hollywood Rotary Club, by utilizing sophisticated AI video creation platforms, can craft highly engaging and shareable content that resonates deeply with potential supporters."*

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JULY 2025

*"Platforms like ReelMind.ai's extensive 101+ AI models provide diverse stylistic options, allowing for tailored video content for each community initiative. Access to cutting-edge models like Runway Gen-4 and OpenAI Sora Series enables the creation of highly realistic and narrative-driven videos, crucial for conveying impact."*

---

REELMIND.AI

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JULY 2025

*"Looking ahead, the integration of AI-showcased community initiatives presents numerous exciting opportunities. Advancements in AI will likely enable hyper-personalized video content, tailored to individual donor interests or community needs."*

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REELMIND.AI

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JULY 2025

Blog

[5]

*"Marshall Butler commenced the session with a focus on how AI, particularly ChatGPT, can be a game-changer in creating content and planning for public image. He emphasized that AI is not a new concept but has become more mainstream and accessible in recent years."*

---

ELEVATE ROTARY

### **Unveiling the Power of AI in Public Image Strategies**

By embracing AI tools like ChatGPT and Canva's Magic Studio, Rotary clubs can not only enhance their efficiency but also ensure their messages and stories reach a wider audience with greater impact.

JANUARY 23, 2024

Blog

[5]

*"Sean Patty introduced Canva's Magic Studio, an AI-powered tool for graphic design. He highlighted how Magic Studio, with features like Magic Design and Magic Media, can help create visually appealing content for social media and other platforms."*

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JANUARY 23, 2024

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[5]

*"Butler provided a live demonstration on creating an annual public image plan using ChatGPT. The AI tool effortlessly outlined a plan focusing on club projects, monthly meeting speakers, and the work of the Rotary Foundation."*

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JANUARY 23, 2024

Blog

[5]

*"The speakers candidly addressed potential downsides, such as over-reliance on technology, privacy concerns, and the risk of AI-generated content becoming generic. They stressed the need for responsible AI usage, ensuring that AI tools are used as aids rather than replacements for human creativity and judgment."*

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ELEVATE ROTARY

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JANUARY 23, 2024

*"The future of Rotary clubs will likely evolve to adapt to changing societal and technological trends. Here's a glimpse of what Rotary clubs might look like in the future: • Technology Integration: Rotary clubs will embrace technology for meetings, communication, and project management, enabling members to connect virtually and collaborate more efficiently."*

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EVAN BURRELL

### **The future of Rotary in an AI world!**

The future of Rotary clubs will likely evolve to adapt to changing societal and technological trends. Here's a glimpse of what Rotary clubs ...

OCTOBER 26, 2023

*"Truly, AI doesn't need to tell us that for our organisation to continue well into the future and to stay relevant we must be adaptive to changing societal and technological trends while we stay true to our core goals."*

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OCTOBER 26, 2023

*"It will require forward-thinking and adaptable new leaders to ensure our organisation continues to make a positive impact on the world."*

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*"Flexible Meeting Formats: Hybrid and flexible meeting formats will be the norm, allowing members to participate in-person or virtually to accommodate busy schedules and global reach."*

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OCTOBER 26, 2023

*"Focus on Impact: Rotary will emphasize data-driven, high-impact projects that address pressing global issues, such as climate change, healthcare, education, and poverty alleviation."*

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*"Global Collaboration: Greater collaboration between Rotary clubs worldwide will enable them to pool resources and expertise to tackle larger, more complex projects."*

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OCTOBER 26, 2023

*"Rotary clubs will become even more diverse, welcoming members of various ages, backgrounds, and nationalities, reflecting the global nature of Rotary's mission."*

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OCTOBER 26, 2023

*"Rotary is a **membership** organization that does community service, not the other way around. The value proposition is in the members that become part of your personal and business network."*

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DACDB

### **CRM (Customer [Prospective member] Relationship Management for Rotary!**

CRM is a "systems solution" to ensure 100% follow-up on each potential Rotarian introduced by our members.

APRIL 16, 2020

*"As such, there's no higher priority in a Rotary club than attracting and retaining members, growing the club steadily and moderately. The DACdb CRM module is your best available tool for identifying and tracking potential members."*

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DACDB

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APRIL 16, 2020

*"CRM is a "systems solution" to ensure 100% follow-up on each potential Rotarian introduced by our members. It's critically important that we don't "forget" about a prospect, because they don't all decide to join Rotary when they first hear about it. Some will wait a month, a quarter or a year — or more. In the meantime, we need to keep Rotary on their mind with an intentional follow-up strategy."*

---

DACDB

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APRIL 16, 2020

*"The 10-3-1 Rule came from a study done by Northwestern Mutual Life over 50 years ago, and holds true today. It also holds true for attracting new members to Rotary. It takes 10 qualified leads (not strangers – people who are qualified to join Rotary that Rotarians know) to find 3 interested prospects, ONE of whom will become a member."*

---

DACDB

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APRIL 16, 2020

*"Generative AI is a powerful tool that can help Rotary clubs work smarter, save time, and make a bigger impact in their communities."*

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ROTARY DISTRICT 6440

**Generative AI Made Simple**

Generative AI is a powerful tool that can help Rotary clubs work smarter, save time, and make a bigger impact in their communities.

JANUARY 13, 2025

*"The session will focus on easy-to-use tools and practical examples that any club can try. No technical skills needed. Learn how AI can simplify your work while staying true to Rotary's values of service and leadership."*

---

ROTARY DISTRICT 6440

**Generative AI Made Simple**

Generative AI is a powerful tool that can help Rotary clubs work smarter, save time, and make a bigger impact in their communities.

JANUARY 13, 2025

*"What You'll Learn: - What Generative AI is and how it works. - Simple ways to use AI for club communications, events, and projects. - Easy steps to get started with AI tools. - Tips for using AI responsibly and ethically."*

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ROTARY DISTRICT 6440

**Generative AI Made Simple**

Generative AI is a powerful tool that can help Rotary clubs work smarter, save time, and make a bigger impact in their communities.

JANUARY 13, 2025

*"Rotary International is a global, not-for-profit membership organization founded in 1905. Bringing together business and professional leaders, they help provide humanitarian services and advance goodwill and peace around the world."*

---

SOFTSERVE

**Accelerating Digital Transformation for a Global Non-Profit Organization: Rotary International**

Case study of digital transformation strategy for Rotary International

*"With Rotary's attention and resources rightly focused on global humanitarian and youth leadership development programs, the recent pace of digital change, coupled with the increasing digital expectations of new generations of members, exceeded their ability to deliver relevant and reliable digital products."*

---

SOFTSERVE

**Accelerating Digital Transformation for a Global Non-Profit Organization: Rotary International**

Case study of digital transformation strategy for Rotary International

*"SoftServe's work with Rotary began with a series of triage efforts to first stabilize their key member support products, so their attention could be better tuned to problem framing and ideation."*

---

SOFTSERVE

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*"By introducing this playbook, Rotary extensively redefined how digital product development will work in the future, included comprehensive processes, and introduced a comprehensive restructuring of the organization."*

---

SOFTSERVE

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*"The Member Experience team drew on Rotary's established functions in research and business intelligence and coupled them with new focuses on member experiences and service design to create a service organization to support not only digital experiences but also all of Rotary's real-world membership community and their humanitarian and service missions."*

---

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---

SOFTSERVE

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Case study of digital transformation strategy for Rotary International

*"Generative AI has come to the forefront as a significant topic of interest, specifically ChatGPT - an AI (Artificial Intelligence)-powered chatbot known for its ability to generate natural-sounding, human-like dialogue."*

---

ROTARY DISTRICT 9800

**Embracing Generative AI in Rotary: Global ChatGPT Workshops**

A series of interactive workshops to educate both Rotarians and Rotaractors on how to utilize ChatGPT, particularly for enhancing Public Image.

*"Under the leadership of President Stephen Sennett, a technology consultant and educator specializing in cloud technology and AI, District 9800 conducted a series of interactive workshops to educate both Rotarians and Rotaractors on how to utilize ChatGPT, particularly for enhancing Public Image."*

---

ROTARY DISTRICT 9800

**Embracing Generative AI in Rotary: Global ChatGPT Workshops**

A series of interactive workshops to educate both Rotarians and Rotaractors on how to utilize ChatGPT, particularly for enhancing Public Image.

*"While powerful, Artificial Intelligence has its limitations. Systems like ChatGPT simulate near-human intelligence by generating high-quality natural language. However, they lack the capacity for logical reasoning that humans possess."*

---

ROTARY DISTRICT 9800

**Embracing Generative AI in Rotary: Global ChatGPT Workshops**

A series of interactive workshops to educate both Rotarians and Rotaractors on how to utilize ChatGPT, particularly for enhancing Public Image.

*""Generative AI isn't a one-size-fits-all solution, but it can be an incredibly powerful tool when applied to the right problems", suggests Stephen Sennett, who developed the workshop program."*

---

ROTARY DISTRICT 9800

**Embracing Generative AI in Rotary: Global ChatGPT Workshops**

A series of interactive workshops to educate both Rotarians and Rotaractors on how to utilize ChatGPT, particularly for enhancing Public Image.

*"Not so long ago, Rotarians had never dreamt of meeting virtually. Rotary is an organisation connecting people worldwide. Life after the pandemic made us adapt to digital technology and we found a new way of bonding virtually. Whether an International Convention or Assembly, or other conferences, we have learnt to virtually attend these using our phones or laptops. This pandemic has helped to create a digital revolution in Rotary."*

---

ROTARY NEWS

**Digitalisation in Rotary**

An article about digital transformation in Rotary clubs, focusing on technological adoption and its benefits

MARCH 2022

*"Another big mindset change in India was brought in by the app and website — www.rotaryindia.org. This tool completely transformed the way a club functions; it modernised the manual process that clubs followed previously and automated the club and district leaders' lives easier and simpler. E-governance, public image and communication are the three key areas this tool helped modernise."*

---

ROTARY NEWS

**Digitalisation in Rotary**

An article about digital transformation in Rotary clubs, focusing on technological adoption and its benefits

MARCH 2022

*"This digitalisation has helped the clubs and districts to communicate with members more effectively and ensured maximum participation for various projects and meetings, and ensured that members are notified of upcoming club events. It also sends out automatic reminders on every member's birthday or anniversary."*

---

ROTARY NEWS

**Digitalisation in Rotary**

An article about digital transformation in Rotary clubs, focusing on technological adoption and its benefits

MARCH 2022

*"Clubs and districts are going paperless due to the implementation of digital tools. Audio-video digital district conferences and showcasing virtual reality will get us on par with international conventions. Digitalisation of Rotary in India has not only helped the members, but the environment as well!"*

---

ROTARY NEWS

### **Digitalisation in Rotary**

An article about digital transformation in Rotary clubs, focusing on technological adoption and its benefits

MARCH 2022

*"Autonomous Vehicles: Combining AI's decision-making capabilities with ML's predictive models and robotics' physical actuation, autonomous vehicles can navigate complex environments, making real-time decisions that ensure safety and efficiency."*

---

IT PROFESSIONALS FORUM ROTARY FELLOWSHIP

### **Dawn of a New Era: Unveiling the Synergy b/w AI, ML & Robotics**

An exploration of the technological convergence between Artificial Intelligence, Machine Learning, and Robotics

JANUARY 3, 2024

*"The intersection of AI, ML, and Robotics is not merely a technological convergence but a transformative fusion that expands the horizons of what machines can accomplish."*

---

IT PROFESSIONALS FORUM ROTARY FELLOWSHIP

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JANUARY 3, 2024

*"Despite the promising synergy between AI, ML, and Robotics, several challenges remain. Ethical considerations, such as privacy, security, and the future of employment, are at the forefront of discussions."*

---

IT PROFESSIONALS FORUM ROTARY FELLOWSHIP

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JANUARY 3, 2024

Blog

[13]

*"As these technologies continue to evolve and integrate, they promise to unlock solutions to some of humanity's most pressing challenges, from climate change and healthcare to transportation and beyond."*

---

IT PROFESSIONALS FORUM ROTARY FELLOWSHIP  
**Dawn of a New Era: Unveiling the Synergy b/w AI, ML & Robotics**

An exploration of the technological convergence between Artificial Intelligence, Machine Learning, and Robotics

JANUARY 3, 2024

Blog

[14]

*"AI and ML algorithms are being used to analyze data from health initiatives, predicting outbreaks and identifying areas in need of vaccines or clean water resources. Robotics, particularly in the form of drones, can deliver supplies to remote or disaster-struck areas, ensuring aid reaches those who need it most efficiently and safely."*

---

IT PROFESSIONALS FORUM ROTARY FELLOWSHIP  
**Imagine Innovative Rotary Integrated with Cutting-edge Tech Pt:1**

Exploring AI, Machine Learning, and Robotics integration in Rotary's humanitarian efforts

JANUARY 17, 2024

Blog

[14]

*"Rotary clubs are utilizing AI and ML to analyze membership data, predict trends in engagement, and tailor communication strategies to individual preferences. This personalized approach helps in retaining members and attracting new ones by demonstrating a deep understanding of their interests and motivations."*

---

IT PROFESSIONALS FORUM ROTARY FELLOWSHIP  
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Exploring AI, Machine Learning, and Robotics integration in Rotary's humanitarian efforts

JANUARY 17, 2024

Blog

[14]

*"AI-powered translation services and virtual meeting platforms enable members from different linguistic backgrounds to communicate seamlessly, fostering a more inclusive and connected Rotary community. Robotics, through telepresence robots, allows members to participate in events and projects remotely, breaking down geographical barriers."*

---

IT PROFESSIONALS FORUM ROTARY FELLOWSHIP  
**Imagine Innovative Rotary Integrated with Cutting-edge Tech Pt:1**

Exploring AI, Machine Learning, and Robotics integration in Rotary's humanitarian efforts

JANUARY 17, 2024

*"AI and ML-based educational platforms provide personalized learning experiences, adapting to the individual's pace and style of learning. Robotics clubs and competitions, supported by Rotary, inspire young minds to pursue careers in STEM (Science, Technology, Engineering, and Mathematics), equipping them with the skills necessary for the jobs of the future."*

---

IT PROFESSIONALS FORUM ROTARY FELLOWSHIP  
**Imagine Innovative Rotary Integrated with Cutting-edge Tech Pt:1**

Exploring AI, Machine Learning, and Robotics integration in Rotary's humanitarian efforts

JANUARY 17, 2024

*"MDOs are turning to AI because they face high-stakes, data-intensive, and time-sensitive challenges where AI can improve analytical capabilities, improve decision making, and accelerate impact when responsibly governed."*

---

TECHNICAL UNIVERSITY OF MUNICH  
**AI Adoption Across Mission-Driven Organizations**

This study contributes empirical evidence that AI adoption in MDOs should be understood as conditional rather than inevitable, proceeding only where it strengthens organizational sovereignty and mission integrity while preserving human-centered approaches essential to their missions.

OCTOBER 4, 2025

*"Compared to commercial actors, MDOs must also uphold ethical commitments to accountability, misinformation, human rights, and participatory governance. Simultaneously, their work is further shaped by unstable funding, strict donor oversight, and volatile regulatory conditions."*

---

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OCTOBER 4, 2025

*"AI use demonstrates the highest maturity in internal operations and insight generation, while mission-critical deployments remain limited to narrowly scoped pilots that maintain existing data streams and human review protocols."*

---

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OCTOBER 4, 2025

*"These organizations approach AI adoption fundamentally differently than for-profit corporations. Rather than pursuing efficiency gains, practitioners prioritize sovereignty through open-source tools, local hosting, and human-controlled workflows for decisions affecting vulnerable populations."*

---

TECHNICAL UNIVERSITY OF MUNICH

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OCTOBER 4, 2025

*"MDOs confront tensions between AI's efficiency benefits and potential negative consequences, including environmental costs, bias risks, and transparency concerns."*

---

TECHNICAL UNIVERSITY OF MUNICH

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This study contributes empirical evidence that AI adoption in MDOs should be understood as conditional rather than inevitable, proceeding only where it strengthens organizational sovereignty and mission integrity while preserving human-centered approaches essential to their missions.

OCTOBER 4, 2025

*"The purpose of this study is to uncover universal methods for enhancing the effectiveness of volunteer activities. Various aspects of volunteering are examined, and the current state of volunteerism is explored."*

---

PERSPECTIVES ON GLOBAL DEVELOPMENT AND TECHNOLOGY

### **Challenges of Volunteering and Prospects for Its Development: International Experience**

A study exploring the current state and evolution of volunteerism across different contexts

SEPTEMBER 2025

*"The research findings indicate that volunteerism is actively evolving under the influence of socio-cultural and economic factors. It is adapting, often unconsciously, in response to its participants' changing interests and values and to challenges such as competition between different volunteer organizations for participants and resources and the need to increase response speed in crisis situations."*

---

PERSPECTIVES ON GLOBAL DEVELOPMENT AND TECHNOLOGY

### **Challenges of Volunteering and Prospects for Its Development: International Experience**

A study exploring the current state and evolution of volunteerism across different contexts

SEPTEMBER 2025

*"The role of technological innovations in volunteering is also analyzed, revealing that technology is a key method for modernizing volunteerism."*

---

PERSPECTIVES ON GLOBAL DEVELOPMENT AND TECHNOLOGY

### **Challenges of Volunteering and Prospects for Its Development: International Experience**

A study exploring the current state and evolution of volunteerism across different contexts

SEPTEMBER 2025

*"The presentation covered the use cases of AI, including software development, writing emails, and travel planning. Connor highlighted the challenges and benefits of AI, including its ability to generate new information and its reliance on training data."*

---

US ROTARY

### **Overview of AI and Its Impact on Business**

Rotary Club presentation on AI technologies and business applications

2025

*"Conor Bronsdon explained the history and evolution of AI, including large language models (LLMs)."*

---

US ROTARY

### **Overview of AI and Its Impact on Business**

Rotary Club presentation on AI technologies and business applications

2025

*"Connor and Grant discussed the use of AI in software engineering, including code generation and testing. The presentation covered the impact of AI on hiring, including candidate assessment and digital interviewing."*

---

US ROTARY

### **Overview of AI and Its Impact on Business**

Rotary Club presentation on AI technologies and business applications

2025

*"Grant Bronsdon discussed the impact of AI on hiring and the need for AI strategies in businesses."*

---

US ROTARY

### **Overview of AI and Its Impact on Business**

Rotary Club presentation on AI technologies and business applications

2025

"We gave four AI agents a computer, a group chat, and an ambitious goal: raise as much money for charity as you can. Since then we have learned a lot about how AI agents cooperate with each other and the humans around them."

---

ROTARY ECLUB OF SILICON VALLEY

### Agent Village: How AI Can Do Good and How It Can Do Better

MEETING FOR THE WEEK OF Aug 11, 2025. This Meeting at a Glance: Program: Agent Village: How AI Can Do Good and How It Can Do Better.

AUGUST 11, 2025

"Shoshannah Tekofsky has a BSc in Cognitive Science, an MSc in Computer Science, and a PhD in Player Modeling in Video Games. Her past research was at the MIT Media Lab and the European Space Agency. She is an experienced data scientist and manager in large corporate and small startup contexts, with expertise in Video Games, Education, Analytics, and AI."

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ROTARY ECLUB OF SILICON VALLEY

### Agent Village: How AI Can Do Good and How It Can Do Better

MEETING FOR THE WEEK OF Aug 11, 2025. This Meeting at a Glance: Program: Agent Village: How AI Can Do Good and How It Can Do Better.

AUGUST 11, 2025

"Generative AI - What It Is and Why it Matters to You. AI isn't coming someday; it is here, and everyone needs to understand the impact of this unprecedented technology."

---

MENLO PARK ROTARY CLUB

### Events

Rotary Club event calendar with speaker series

DECEMBER 3, 2025

"Join a conversation with a local resident and global AI expert who founded a nonprofit in 2019 to help people understand the opportunities and challenges with AI."

---

MENLO PARK ROTARY CLUB

### Events

Rotary Club event calendar with speaker series

DECEMBER 3, 2025

"Susan Gonzales will present Generative AI - What is it and Why Does it Matter to You? A Conversation About AI and What You Need to Know!"

---

MENLO PARK ROTARY CLUB

### Events

Rotary Club event calendar with speaker series

DECEMBER 3, 2025

*"An IMPACT club is another Innovative Club model - a 'Service-Only' version of a Satellite club. It's an extension of your Rotary club, populated by members interested only in service project participation. No meeting, no meal."*

---

ROTARY INTERNATIONAL

### **Rotary Membership Toolbox: Resources for Growth**

A deep library of resources, manuals and materials published by Rotary International to help your club attract and retain members.

ONGOING (2014-2025)

*"The Membership Growth Index (MGI) predicts with better than 80% certainty whether a club will grow or decline during the coming year."*

---

ROTARY INTERNATIONAL

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ONGOING (2014-2025)

*"Many Rotary clubs say, 'We're just the right size.' They have no interest in growing. Trouble is, most clubs that say that are slowly leaking 1-2 members per year, steadily getting smaller."*

---

ROTARY INTERNATIONAL

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ONGOING (2014-2025)

*"Clubs should set goals and complete a written Club Membership Growth Plan to ensure success as a healthy, vibrant Rotary club with consistent, moderate membership growth."*

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ROTARY INTERNATIONAL

### **Rotary Membership Toolbox: Resources for Growth**

A deep library of resources, manuals and materials published by Rotary International to help your club attract and retain members.

ONGOING (2014-2025)

*"Rotary membership in North America has declined significantly over the past decade. Recent data shows the birthplace of Rotary representing only thirty percent of the total Rotary International global membership."*

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ROTARY INTERNATIONAL ZONES 33/34

### **Rotary Membership: Let's Get Back to the Basics**

Explore how Rotary membership can grow by focusing on friendship, flexibility, and personal connections to attract new members and stay relevant.

2025-03-01

*"Paul Harris believed the power of friendship was the driving force for positive change. He said, 'The foundation of Rotary is friendship; the secret of its expansion is the friendship of people in Rotary with those in the community, across the nation, and around the world.'"*

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ROTARY INTERNATIONAL ZONES 33/34

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Explore how Rotary membership can grow by focusing on friendship, flexibility, and personal connections to attract new members and stay relevant.

2025-03-01

*"Rotary needs to evolve to reflect the way people want to engage today. Younger professionals may not want to commit to a traditional weekly meeting. Consider offering more flexible options and avenues to join and remain in Rotary; a satellite club that meets at a different time, or the ability to Zoom into the regular club meeting allowing people with busy schedules to remain involved."*

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ROTARY INTERNATIONAL ZONES 33/34

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2025-03-01

*"Using the Membership Success Center (MSC) to predict membership trends and outcomes is crucial, but it's also important to ensure that this data isn't just used to track membership loss. It can also be a tool for identifying opportunities for growth."*

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ROTARY INTERNATIONAL ZONES 33/34

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Explore how Rotary membership can grow by focusing on friendship, flexibility, and personal connections to attract new members and stay relevant.

2025-03-01

*"Serrala, a global leader in finance process automation, and The Hg Foundation, a grant-giving charity focused on improving tech education and skills, are pleased to announce a new partnership with the Rotary Club of Bibwewadi Pune, part of the network of 45,000 Rotary Clubs working to improve community outcomes globally."*

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SERRALA

**Serrala and The Hg Foundation partner with Rotary Club to support young women from disadvantaged backgrounds to upskill in generative AI**

Serrala and The Hg Foundation partner with Rotary Club to support young women from disadvantaged backgrounds to upskill in generative AI.

MARCH 27, 2025

*"Young women from economically disadvantaged backgrounds in India face a number of economic challenges, educational gaps and career interruptions due to caring responsibilities and gendered expectations around working after marriage. There is a gender gap in participation in STEM courses in India, with female students constituting 40% of the total."*

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MARCH 27, 2025

*"Emerging technologies such as generative AI can transform talent across India's key growth sectors, generating a projected 2.73 million new tech jobs by 2028. In alignment with this, and with the support from Serrala and The Hg Foundation, the Club will pilot 'Asmita Nxt', a new programme designed to train young women in generative AI and prompt engineering skills."*

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SERRALA

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MARCH 27, 2025

*"The grant will fund 60 women to complete a twenty-week training course with the Pune Institute of Computer Technology. They will receive laptops and subscriptions to relevant programming tools, and complete a dynamic and hands-on course in generative AI across popular deep learning frameworks. In the pilot year, the programme will target a minimum of 60% of participants securing employment on completion."*

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MARCH 27, 2025

*"Hundreds of people crowded into the Harnessing Artificial Intelligence for Global Impact breakout session, where members of the Artificial Intelligence Rotary Fellowship discussed the technology's current and future effects on society."*

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ROTARY INTERNATIONAL

**Attendees look to the future at the Rotary International Convention**

Speakers discussed topics from raising happier children to using artificial intelligence for more effective initiatives.

JUNE 24, 2025

*""As Rotary members, one of the things we do is go into communities and make change," said Mariam Fayez, the vice chair of the fellowship. "Artificial intelligence can help in our projects. We have a guiding star, The Four-Way Test, so we aren't really threatened by AI. We can use AI to support our projects, making them more effective.""*

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ROTARY INTERNATIONAL

### **Attendees look to the future at the Rotary International Convention**

Speakers discussed topics from raising happier children to using artificial intelligence for more effective initiatives.

JUNE 24, 2025

*""In a time marked by loneliness, anxiety, polarization, and disconnection, the kind of community, mentorship, and global thinking that Rotary offers is life-changing," said Kamil Kanji, co-founder of the Rotary Interact Advisory Council."*

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ROTARY INTERNATIONAL

### **Attendees look to the future at the Rotary International Convention**

Speakers discussed topics from raising happier children to using artificial intelligence for more effective initiatives.

JUNE 24, 2025

*"We have come a long way with more than 85% of the Fortune 500 using Microsoft AI solutions to shape their future. With 66% of CEOs reporting measurable business benefits from generative AI initiatives, particularly in enhancing operational efficiency and customer satisfaction, according to IDC's 2025 CEO Priorities research."*

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MICROSOFT

### **AI-powered success—with more than 1,000 stories of customer transformation and innovation**

Explore more than 1000 real-life examples of how organizations are embracing Microsoft's proven AI capabilities to drive impact.

JULY 24, 2025

"IDC predicts investments in AI solutions and services are projected to yield a global cumulative impact of \$22.3 trillion by 2030 representing approximately 3.7% of the global gross domestic product (GDP). Every new dollar spent on AI solutions and services by adopters is expected to generate an additional \$4.9 in the global economy, underscoring the significant multiplier productivity and business acceleration effect of AI investments in the coming years."

MICROSOFT

### AI-powered success—with more than 1,000 stories of customer transformation and innovation

Explore more than 1000 real-life examples of how organizations are embracing Microsoft's proven AI capabilities to drive impact.

JULY 24, 2025

"Organizations large and small, across various industries and geographies, are designed to achieve one of four business outcomes: Enriching employee experiences, Reinventing customer engagement, Reshaping business processes, and Bending the curve on innovation."

MICROSOFT

### AI-powered success—with more than 1,000 stories of customer transformation and innovation

Explore more than 1000 real-life examples of how organizations are embracing Microsoft's proven AI capabilities to drive impact.

JULY 24, 2025

"At the heart of the survey's findings is the revelation of a significant generational split in AI usage habits. Gen Z (34 percent) and Millennials (25 percent) are at the forefront, engaging with AI for various work tasks more frequently than their older counterparts. In contrast, Gen X (42 percent) and Boomers (56 percent) exhibit considerable resistance or slower adoption rates, with a majority claiming never to use AI."

RANDSTAD USA

### The Generational Divide in AI Adoption

Gen Z (34 percent) and Millennials (25 percent) are at the forefront, engaging with AI for various work tasks more frequently than their older counterparts.

"The enthusiasm for incorporating AI into daily work routines is markedly higher among the younger generations. Gen Z and Millennials are more likely to harness AI to solve problems, handle administrative tasks, and even craft job applications, reflecting a broader acceptance and excitement towards AI-driven efficiencies."

RANDSTAD USA

### The Generational Divide in AI Adoption

Gen Z (34 percent) and Millennials (25 percent) are at the forefront, engaging with AI for various work tasks more frequently than their older counterparts.

*"Despite widespread concern about the potential of bias using AI, younger workers have more trust in AI solutions to enhance fairness and equity in the workplace. Gen Z and Millennials are markedly optimistic about AI-driven solutions in addressing systemic issues like recruitment bias."*

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RANDSTAD USA

### **The Generational Divide in AI Adoption**

Gen Z (34 percent) and Millennials (25 percent) are at the forefront, engaging with AI for various work tasks more frequently than their older counterparts.

*"One size doesn't fit all when it comes to adopting and applying AI in the workplace. This is a call to action for employers and business leaders to really understand and address the different ways generations engage with AI."*

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RANDSTAD USA

### **The Generational Divide in AI Adoption**

Gen Z (34 percent) and Millennials (25 percent) are at the forefront, engaging with AI for various work tasks more frequently than their older counterparts.

*"It's not a question of whether people will use AI. The world is already using AI. We need to figure out what that means to us."*

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ASSOCIATION OF EQUIPMENT MANUFACTURERS (AEM)

### **Understanding Generational Differences in the Age of AI**

58% of Millennials say AI will change their everyday lives (Barna Group); 70% of Gen Z is already using Generative AI (Salesforce).

SEPTEMBER 10, 2025

*"At Trend Hunter, we developed our own AI plan that acknowledged the fact that artificial intelligence is not just a matter of those working in technology. We invited 20 people to become part of our volunteer AI council."*

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SEPTEMBER 10, 2025

*"It is up to us, the early adopters of AI, to make AI an ally to employees."*

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SEPTEMBER 10, 2025

*"The biggest difference from other generations is that Gen Z doesn't overthink how they use AI. It's an invisible agent helping them improve their lives in any way possible."*

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58% of Millennials say AI will change their everyday lives (Barna Group); 70% of Gen Z is already using Generative AI (Salesforce).

SEPTEMBER 10, 2025

*"In the era we are in, retaining your AI enthusiasts is a necessity. Companies need to work with them on AI, not against them."*

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SEPTEMBER 10, 2025

*"In today's AI-driven economy, the strongest organizations are discovering that the way forward isn't to manage generational differences, it's to move beyond them. A skills-based approach shifts the focus from stereotypes and attitudes to capabilities and contributions, creating fairness, clarity, and opportunity across every generation."*

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AVILAR

### **Bridging Generational Differences for the AI Era Workforce**

A skills-based organization bridges generational gaps by focusing on measurable capabilities instead of age or work style.

OCTOBER 30, 2025

Blog

[30]

*"What often looks like a 'generational clash' is really an issue of visibility, fairness, and opportunity. Baby Boomers may feel overlooked as companies modernize or automate their functions. Gen Xers may feel caught in the middle, juggling leadership roles and evolving skill demands. Millennials often feel blocked from advancement despite modern skillsets. Gen Zers crave learning opportunities but don't always see clear growth paths."*

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AVILAR

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OCTOBER 30, 2025

Blog

[30]

*"When employees can see their skill paths and how they connect to real opportunities, they're more motivated to grow, regardless of age. Today's leaders don't need to manage five generations — they need to manage one skills-first workforce."*

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AVILAR

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A skills-based organization bridges generational gaps by focusing on measurable capabilities instead of age or work style.

OCTOBER 30, 2025

Blog

[30]

*"A skills-based organization solves this by making skills transparent across the workforce. Everyone, regardless of age, can see what competencies are valued, what skills they already have, and what they need to grow into the next role."*

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AVILAR

### **Bridging Generational Differences for the AI Era Workforce**

A skills-based organization bridges generational gaps by focusing on measurable capabilities instead of age or work style.

OCTOBER 30, 2025

Professional Journal

[31]

*"Time and cost savings continue to incentivise AI integration for organisations. Overall, employees using AI report saving an average of 7.5 hours per week (20% of their time) — or \$18,000 per employee per year, the report found."*

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FM MAGAZINE

### **Gen Z leads in AI adoption, upskilling, but training gaps persist**

Of the 70% of employees who use AI in their roles, Gen Z leads with 82% adoption, compared with 52% of Baby Boomers who report using AI at work, ...

OCTOBER 2025

*"Productivity gains increased across teams with more generational diversity (77%) compared with homogeneous or less generationally diverse teams (66%), the report said."*

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FM MAGAZINE

**Gen Z leads in AI adoption, upskilling, but training gaps persist**

Of the 70% of employees who use AI in their roles, Gen Z leads with 82% adoption, compared with 52% of Baby Boomers who report using AI at work, ...

OCTOBER 2025

*"Younger employees are nearly twice as likely as Baby Boomers to have received AI skills training in the past 12 months (45% vs. 25%)."*

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FM MAGAZINE

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Of the 70% of employees who use AI in their roles, Gen Z leads with 82% adoption, compared with 52% of Baby Boomers who report using AI at work, ...

OCTOBER 2025

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FM MAGAZINE

**Gen Z leads in AI adoption, upskilling, but training gaps persist**

Of the 70% of employees who use AI in their roles, Gen Z leads with 82% adoption, compared with 52% of Baby Boomers who report using AI at work, ...

OCTOBER 2025

*"About two-thirds of employees (68%) have received no AI skills training in the past 12 months, the report found, leaving potential productivity gains unfulfilled for many organisations."*

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FM MAGAZINE

**Gen Z leads in AI adoption, upskilling, but training gaps persist**

Of the 70% of employees who use AI in their roles, Gen Z leads with 82% adoption, compared with 52% of Baby Boomers who report using AI at work, ...

OCTOBER 2025

*"During the week of 11-17 September, we're encouraging Rotary and Rotaract clubs to partner with local Kiwanis, Lions, and Optimist clubs on a service project that will have a long-term impact in your community."*

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ROTARY INTERNATIONAL

**Joint service week with Kiwanis International, Lions Clubs International and Optimist International**

The joint service week, during 11-17 September, encourages Rotary and Rotaract clubs to partner with Kiwanis, Lions, and Optimist clubs on a service project.

*"To get started, work with a local social service organization or with local government officials to learn what your community needs and how you can plan the most effective project."*

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ROTARY INTERNATIONAL

**Joint service week with Kiwanis International, Lions Clubs International and Optimist International**

The joint service week, during 11-17 September, encourages Rotary and Rotaract clubs to partner with Kiwanis, Lions, and Optimist clubs on a service project.

*"We can do more when we work together. Let's harness the collective power of our four organizations' 3.4 million members and Celebrate Community together."*

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The joint service week, during 11-17 September, encourages Rotary and Rotaract clubs to partner with Kiwanis, Lions, and Optimist clubs on a service project.

*"During the week of 11-17 September, Rotary and Rotaract clubs worldwide are teaming up with their local Kiwanis, Lions, and Optimist clubs on service projects that address health and wellness, food insecurity and hunger, education and literacy, and the environment."*

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ROTARY INTERNATIONAL

**Collaborate with local Kiwanis, Lions, and Optimist clubs for Celebrate Community Week**

Rotary and Rotaract clubs worldwide are teaming up with their local Kiwanis, Lions, and Optimist clubs on service projects that address health and wellness.

JULY 24, 2023

*"We can serve our communities better and demonstrate the value of service organizations when we work together. Let's harness the collective power of our four organizations' 3.4 million members and Celebrate Community!"*

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ROTARY INTERNATIONAL

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Rotary and Rotaract clubs worldwide are teaming up with their local Kiwanis, Lions, and Optimist clubs on service projects that address health and wellness.

JULY 24, 2023

*"To get started, work with local social service organizations or government officials to learn what your community needs and how you can plan the most effective project."*

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ROTARY INTERNATIONAL

### **Collaborate with local Kiwanis, Lions, and Optimist clubs for Celebrate Community Week**

Rotary and Rotaract clubs worldwide are teaming up with their local Kiwanis, Lions, and Optimist clubs on service projects that address health and wellness.

JULY 24, 2023

*"In his 2000 book, 'Bowling Alone: The Collapse and Revival of American Community,' Robert Putnam documented that attending club meetings, such as those held by Rotary and Kiwanis groups, has declined by 58 percent in the period 1975-2000."*

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MICHAEL BRAND

### **Why Our Service Clubs Are Dying**

Service clubs are declining due to a 58% drop in meeting attendance, retention issues, lack of time, and the need for a more informal, conversational approach.

MAY 1, 2021

*"Since most service club leaders are in office but for one year, they shoot for short term quick fixes such as a membership drive. However, for most of our service clubs the issue is not recruitment but retention. Rotary averages 44,000 new members per year and loses an average of 51,000. They cannot keep members."*

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MICHAEL BRAND

### **Why Our Service Clubs Are Dying**

Service clubs are declining due to a 58% drop in meeting attendance, retention issues, lack of time, and the need for a more informal, conversational approach.

MAY 1, 2021

*"Digital life has ended traditional mass communication and replaced it with an ancient human social unit, 'The Tribe'. These are groupings of people founded on shared ideals and values. As such, tribes give ordinary people the power to lead and make big changes."*

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MICHAEL BRAND

### **Why Our Service Clubs Are Dying**

Service clubs are declining due to a 58% drop in meeting attendance, retention issues, lack of time, and the need for a more informal, conversational approach.

MAY 1, 2021

*"These two-parent, two-career families have higher than average incomes and should be a priority to our recruitment strategy. They earn more and are more active than other demographics. If we want to get them, we have to offer a milieu that permits and engages their children as well, for they will not give up valuable family time for anyone."*

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MICHAEL BRAND

### **Why Our Service Clubs Are Dying**

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MAY 1, 2021

*"It's not 'Come do what we do', it's 'What do you want to do?' Can our club be an incubator for young creatives to develop new and interesting ways to address our traditional issues?"*

---

MICHAEL BRAND

### **Why Our Service Clubs Are Dying**

Service clubs are declining due to a 58% drop in meeting attendance, retention issues, lack of time, and the need for a more informal, conversational approach.

MAY 1, 2021

*"AI can be used by small volunteer clubs in a number of ways to help with their operations and activities. Here are a few examples: 1. Chatbots: Small volunteer clubs can use AI-powered chatbots to provide immediate and personalized support to members and volunteers. Chatbots can be programmed to answer frequently asked questions, provide information about events and activities, and even register members for events."*

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ROTARY DISTRICT 9920

### **Is Artificial Intelligence useful for Rotary clubs?**

AI can be a useful tool for small volunteer clubs, helping them to provide better support to members and volunteers, analyze data, manage social media.

"AI can be used to analyze data from the club's operations, such as attendance at events, fundraising results, and volunteer engagement. This data can help the club make better decisions about where to focus its efforts and resources."

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ROTARY DISTRICT 9920

### Is Artificial Intelligence useful for Rotary clubs?

AI can be a useful tool for small volunteer clubs, helping them to provide better support to members and volunteers, analyze data, manage social media.

"AI can be used to personalize content for members and volunteers based on their interests and preferences. For example, an AI-powered newsletter could automatically generate content that is tailored to each member's interests and activities."

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ROTARY DISTRICT 9920

### Is Artificial Intelligence useful for Rotary clubs?

AI can be a useful tool for small volunteer clubs, helping them to provide better support to members and volunteers, analyze data, manage social media.

"Want to make your life, your leadership, and maybe your role in your Rotary Club a lot easier? This is a game-changer opportunity for you! Rotarians, join us for a Leadership Forum on Monday, December 16th, at 4 PM. We guarantee if you invest one hour on this, you will save at least an hour each month."

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ROTARY DISTRICT 5110

### Your Digital Right Hand - How AI Makes Leadership Easier

Want to make your life, your leadership, and maybe your role in your Rotary Club a lot easier? AI is ridiculously easy to use.

DECEMBER 9, 2024

"What can AI do for you? - Save Time: Let AI handle routine tasks like drafting emails, organizing meetings, events, or schedules. - Spark Creativity: Generate fresh ideas for meetings, projects, fundraisers, and member engagement. AI will even plan and organize your whole event. - Simplify Communication: Create inspiring and engaging content. Streamline newsletters, social media posts, and committee updates with ease."

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ROTARY DISTRICT 5110

### Your Digital Right Hand - How AI Makes Leadership Easier

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DECEMBER 9, 2024

*"The good news is that AI is ridiculously easy to learn to use. This is your chance to explore how AI can leave you with more time to focus on leading with confidence and creativity."*

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ROTARY DISTRICT 5110

### **Your Digital Right Hand - How AI Makes Leadership Easier**

Want to make your life, your leadership, and maybe your role in your Rotary Club a lot easier? AI is ridiculously easy to use.

DECEMBER 9, 2024

*"It begins with identifying those things that attracted us to Rotary in the first place. And then it involves remembering those instances when we truly felt the life-changing power of Rotary."*

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ROTARY INTERNATIONAL

### **How do we share our stories in a way that attracts, keeps members?**

Sharing inspiring stories can grow Rotary's reputation in our community. It can get partners excited to work with us.

AUGUST 22, 2024

*"People used to see my Rotary pin and ask me, 'What is Rotary?' To be honest, I didn't always have a quick answer. This is a problem, because surveys tell us that we only have a few seconds to capture someone's attention and make an impression."*

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ROTARY INTERNATIONAL

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AUGUST 22, 2024

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ROTARY INTERNATIONAL

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Sharing inspiring stories can grow Rotary's reputation in our community. It can get partners excited to work with us.

AUGUST 22, 2024

Blog

[37]

*"If we make it a regular part of our meetings, we also allow our members to relive and remember the excitement that brought them to Rotary in the first place."*

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ROTARY INTERNATIONAL

### **How do we share our stories in a way that attracts, keeps members?**

Sharing inspiring stories can grow Rotary's reputation in our community. It can get partners excited to work with us.

AUGUST 22, 2024

Blog

[37]

*"We should also be deliberate about sharing our stories beyond our immediate circle. Don't just tell them to your close friends and acquaintances. We should ask ourselves, who is missing from our club? Who should be here to make our club truly reflect our community?"*

---

ROTARY INTERNATIONAL

### **How do we share our stories in a way that attracts, keeps members?**

Sharing inspiring stories can grow Rotary's reputation in our community. It can get partners excited to work with us.

AUGUST 22, 2024

Academic Case Study

[38]

*"Use of mobile apps for volunteer coordination. Examples: Real-time project updates through apps like Slack or Trello."*

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KURIL FOUNDERS B-SCHOOL

### **Case Study: Innovations in Rotary Clubs in Serving Community Services and Raising Funds**

This case study explores innovative approaches adopted by Rotary Clubs to enhance their community service impact and fundraising capabilities.

OCTOBER 2025

Academic Case Study

[38]

*"Leveraging platforms like GoFundMe or Kickstarter. Example: A crowdfunding campaign for disaster relief reaching international donors."*

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KURIL FOUNDERS B-SCHOOL

### **Case Study: Innovations in Rotary Clubs in Serving Community Services and Raising Funds**

This case study explores innovative approaches adopted by Rotary Clubs to enhance their community service impact and fundraising capabilities.

OCTOBER 2025

Academic Case Study

[38]

*"Using Instagram or Facebook to share impactful stories and donation drives. Example: A viral campaign using hashtags like #ActForGood."*

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KURIL FOUNDERS B-SCHOOL

**Case Study: Innovations in Rotary Clubs in Serving Community Services and Raising Funds**

This case study explores innovative approaches adopted by Rotary Clubs to enhance their community service impact and fundraising capabilities.

OCTOBER 2025

Academic Case Study

[38]

*"Conducting community surveys to identify pressing needs. Example: Data-driven initiatives addressing literacy gaps or health disparities."*

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KURIL FOUNDERS B-SCHOOL

**Case Study: Innovations in Rotary Clubs in Serving Community Services and Raising Funds**

This case study explores innovative approaches adopted by Rotary Clubs to enhance their community service impact and fundraising capabilities.

OCTOBER 2025

Academic Case Study

[38]

*"Partnering with companies to sponsor specific projects. Example: A tech company funding a digital literacy program."*

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KURIL FOUNDERS B-SCHOOL

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OCTOBER 2025



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