



Invitation to Serve as a PGWS Chapter Advisor

Dear Prospective Chapter Advisor,

Thank you for considering the opportunity to walk alongside a group of women who are seeking to establish a Pretty Girls Who Serve chapter at their school or in their community. A strong chapter begins with women who are willing to serve—and with one trusted advisor who believes in their growth enough to offer wisdom, steadiness, and encouragement.

Pretty Girls Who Serve, founded in 2025, is the Christ-centered sisterhood branch of Esther Funds Foundation. We help women recognize their beauty and identity in Christ, become rooted in purpose, build genuine sisterhood, and use their gifts to love, lead, and serve. Our work is shaped by faith, service, brunch and fellowship, leadership development, and the call to become Proverbs 31 women in everyday life.

PGWS chapters give women a meaningful place to gather, pray, learn, serve their campus and community, and grow into responsible leaders. Students remain responsible for the chapter's daily work. The advisor is the steady institutional connection who helps them understand expectations, make wise decisions, protect the sisterhood, and build something that can last beyond one graduating class.

We would be honored for you to consider serving in this role. Your presence does not require you to carry the chapter alone. It means the students have a trusted adult who can help them slow down, think clearly, follow school policies, and lead with both excellence and grace.

With gratitude and expectation,

Shayna Vincent

Shayna Vincent

Founder & Executive Director, Esther Funds Foundation | Pretty Girls Who Serve

About Pretty Girls Who Serve

PGWS is a fully Christ-centered ministry and sisterhood. We do not ask women to perform perfection. We invite them to see themselves through the truth that they are made in God's image, altogether beautiful, and called to steward their gifts with strength, dignity, wisdom, and service.

Our mission

We help women find their beauty in Christ, become rooted in purpose, build genuine sisterhood, and use their gifts to love, lead, and serve—becoming Proverbs 31 women through faith, brunch, service, fellowship, leadership, and sisterhood.

Our vision

We envision Pretty Girls Who Serve becoming a leading Christ-centered sisterhood that equips women across collegiate, high-school, community, and professional spaces to live with biblical wisdom, recognize their God-given worth, lead with integrity, and create lasting impact through service.

What chapters may experience

Chapter experiences can include Bible study, prayer, community service, leadership development, sisterhood gatherings, Sunday fellowship or brunch, Pretty Girl Week: The Proverbs 31 Experience, Dearest Women of God brunches, campus outreach, and programming that advances the mission of Esther Funds Foundation. PGWS has also helped fundraise more than \$103,000 in support of EFF programming and student-centered impact.

Our mirror-and-cross symbol reminds every woman that when she looks at herself, she should see beauty because she is made in God's image. Rubies reflect the Proverbs 31 declaration that a woman of noble character is worth far more than rubies.

“She is worth far more than rubies.” — Proverbs 31:10

“You are altogether beautiful, my darling; there is no flaw in you.” — Song of Solomon 4:7

Chapter Advisor Role Overview

The advisor's primary purpose

The Chapter Advisor supports student leaders, helps the chapter remain aligned with school or institutional requirements, and serves as a trusted liaison among the chapter, the institution, and PGWS Nationals. The advisor guides without replacing student leadership.

Core responsibilities

- Confirm that the chapter follows current student-organization, event, travel, room-reservation, fundraising, safety, and accessibility requirements.
- Meet with the Chapter President or Executive Board regularly and help leaders plan responsibly.
- Review major programs, partnerships, fundraisers, contracts, financial decisions, and public commitments before the chapter proceeds.
- Support fair officer selection, healthy board communication, conflict resolution, and responsible leadership transitions.
- Be included in at least one official chapter communication channel and keep contact information current with PGWS Nationals.
- Encourage completion of required leadership training, compliance reporting, attendance records, service documentation, and financial records.
- Notify the institution and PGWS Nationals when a serious safety, conduct, financial, or compliance concern requires escalation.

What the advisor is not expected to do

The advisor is not expected to run every meeting, plan every event, perform every officer's work, personally finance the chapter, hold chapter money or passwords in a personal account, promise membership, select leaders alone, or authorize changes to PGWS national policies and branding. Students lead the chapter; the advisor helps them lead safely and well.

Time commitment and national support

The rhythm is designed to be manageable: periodic Executive Board check-ins, review of key requests, attendance at selected activities when institutionally required, and timely communication when students need guidance. PGWS Nationals provides the chapter resource hub, bylaws and forms, leadership training, role guidance, national check-ins, and a clear point of contact for questions or escalation.



Advisor Interest and Acceptance

Please complete this page after reviewing the role with the founding chapter leaders and confirming any advisor requirements established by your school or institution.

Full name

Title / Department

Institution

Institutional email

Phone

☐ I am willing to serve as the prospective chapter advisor, subject to institutional approval and final chapter activation by PGWS Nationals.

☐ I reviewed the role overview and agree to support student leaders in following institutional requirements and PGWS national standards.

Typed signature

Date