PRETTY GIRLS who serve
by Esther Funds Foundation

THE PGWS FLYER KIT · FOR CHAPTER BOARDS

Making PGWS flyers *with ChatGPT*

One kit, one look. Every chapter graphic should look like it came from PGWS National. This guide shows your Director of Marketing and Social Media how to set it up once, write the request, and check the flyer before it goes out.



Always attach your chapter flyer.

Every event, gathering, service day and announcement gets a PGWS flyer, and the flyer is always attached: to your post, to your announcement in the GroupMe and Messages, and when you send it to Nationals.

STEP ONE · DO THIS ONCE

Set up your PGWS flyer project

Download the kit from Chapter resources (**pgws-flyer-kit.zip**) and open it. On a computer, double-click the zip. On an iPhone, tap it in the Files app.

What's inside

`SKILL.md`
The PGWS rules ChatGPT follows: palette, type, layout, what never to add.

`pgws-brand-project.md`
Who PGWS is: our pillars, symbols and voice.

`logo.png`
The official PGWS logo. Never redraw or change it.

`treatment_reverse.png`, **`treatment_color_block.png`**, **`treatment_watercolor.png`**
The three looks, as examples.

You can skip **plugin.json** and the **.card.json** files. They are for the kit itself.

Make a ChatGPT Project

1. In ChatGPT, open **Projects** in the sidebar and choose **New project**. Name it **PGWS Flyers · [your school]**.
2. Choose **Add files** and upload **SKILL.md**, **pgws-brand-project.md**, **logo.png** and the three **treatment** images.
3. Open the project's **Instructions** and paste this in:

```
You make graphics for Pretty Girls Who Serve (PGWS). For every graphic, follow
SKILL.md in this project's files exactly. Read pgws-brand-project.md for who PGWS is.
Use the treatment images as style references only. Use logo.png only when I ask for
the logo, and never redraw it. Use only the words I give you, spelled exactly. Don't
add slogans, scripture, dates, websites or extra objects I didn't ask for.
```

4. Start every new flyer as a **new chat inside this project**, so the rules are always there.

> **No Projects on your plan?** Start a new chat, attach the same six files, and paste the instructions above as your first message. Do this **every time** you start a new chat, because ChatGPT doesn't remember them between chats.

STEP TWO · EVERY FLYER

Ask for a flyer

ChatGPT uses only the words you give it, so give it every word: the chapter line, the main words and the details. Copy this and fill in the brackets.

```
Make a PGWS chapter flyer, Instagram portrait 4:5.
Treatment: [Reverse · Color-block · Warm Editorial · Watercolor · Hyper-real hero]
Top line, exactly: PRETTY GIRLS WHO SERVE AT [UNIVERSITY NAME]
Main words, exactly: [the big words]
Script accent (one word or phrase): [e.g. Pretty]
Details, exactly: [day, date · time · place]
Object (optional, only one): [e.g. the PGWS myrrh bottle, a ruby, a pink bow]
Logo: [leave clean space for it · use logo.png]
```

EXAMPLE · CHAPTER MEETING

```
Make a PGWS chapter flyer, Instagram
portrait 4:5.
Treatment: Reverse
Top line, exactly: PRETTY GIRLS WHO
SERVE AT FORT VALLEY STATE UNIVERSITY
Main words, exactly: Chapter Meeting
Script accent: Pretty
Details, exactly: Thursday, October 16
· 7:00 PM · Student Union, Room 210
Object: none
Logo: leave clean space
```

EXAMPLE · SCRIPTURE POST

```
Make a PGWS chapter graphic, Instagram
portrait 4:5.
Treatment: Watercolor
Top line, exactly: PRETTY GIRLS WHO
SERVE AT [UNIVERSITY]
Main words, exactly: She is worth far
more than rubies.
Small line, exactly: Proverbs 31:10
Object: one ruby
Logo: none
```

If it isn't right, say exactly what to change

- "Keep everything, but fix the spelling of [word]."
- "Make the background plain pink, with nothing else in it."
- "Remove the flowers. One object only."
- "Make the date and place bigger and easier to read."

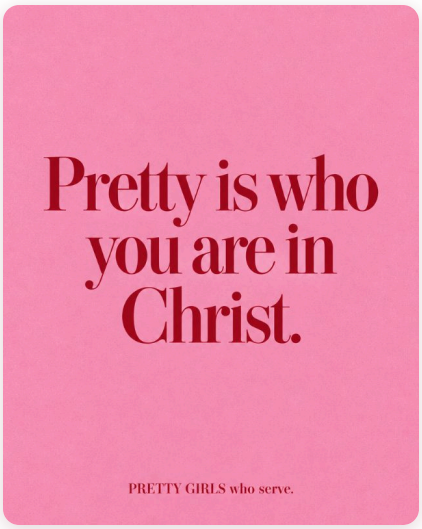
> Read every word on the finished flyer, letter by letter: dates, times, rooms, names and the school's name. AI image tools still misspell words. If one word is wrong, ask for that word to be fixed. Don't post it until it's right.

THE PGWS LOOK

Pick one look

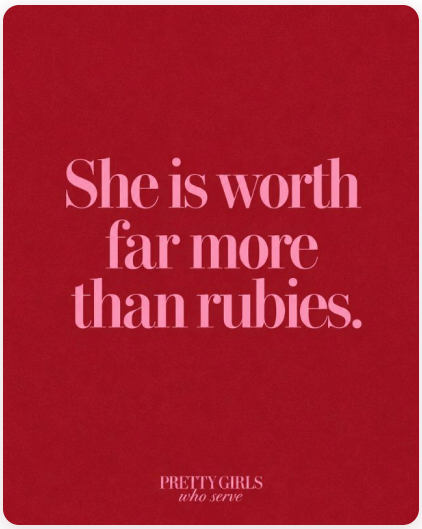
Every chapter uses the same palette as National, never school colours. Pink leads, ruby anchors, and cream and white leave room to breathe.

Rose Pink	Soft Blush	Ruby Red	Deep Wine	Warm Cream
#F28FB4	#F9D8E3	#A01729	#5E0F1E	#FAF3E8



Reverse

Pink field, ruby words. Use it for chapter meetings, recruitment, quotes and everyday announcements.



Color-block

Ruby field, pink words. Use it for big statements, launches and major news.



Watercolor

Cream or blush, one painted motif. Use it for scripture, Bible study and devotionals.

Also: Warm Editorial (cream field, ruby words) for P31 and faith messages, and **Hyper-real hero** (one lifelike object, such as the myrrh bottle, on a plain field) for big moments.

> **The golden rule:** PGWS graphics look expensive because they are restrained. Use big words, lots of empty space and at most one object. Design the message; don't decorate it.

Always attach your chapter flyer.

A chapter event without a flyer is an event nobody sees. Every time:

- **Make a flyer** for every event, gathering, Bible study, brunch, service day and announcement.
- **Attach the flyer** to your Instagram post, your GroupMe and your MyEFF/PGWS Messages announcement. Don't send plain text alone.
- **Attach the flyer when you send it to Nationals** for a look before you post (Messages, or chapters@estherfundsinc.org).
- **Attach the kit** (the six files) whenever you start a chat outside your PGWS Flyers project.

Every flyer

- ✓ PGWS colours, never school colours
- ✓ "PRETTY GIRLS WHO SERVE AT [UNIVERSITY]" on chapter flyers
- ✓ One clear focal point and lots of empty space
- ✓ Every word spelled exactly right
- ✓ Date, time and place easy to read

Never

- × Change, redraw or recolour the PGWS logo
- × AI-made people, fake photos or made-up quotes
- × Pearls or mirrors (PGWS uses rubies and the myrrh bottle)
- × Busy scenes, flowers everywhere or several objects
- × Emojis on the graphic (they're fine in the caption: 💧🩷)

Before you post, check

1. Is it 4:5 (1080 × 1350)?
2. Is the background as plain as you asked?
3. Are the colours PGWS's?
4. Is there one clear focal point?
5. Is there enough empty space?
6. Was anything added that you didn't ask for?
7. Is every word spelled right?
8. Could it sit next to a National post and look like the same brand?

"Who can find a virtuous woman? for her price is far above rubies." Proverbs 31:10