

# Curve Appeal Chapter Introduction

Project Curve Appeal has over 15 chapters nationwide, representing more than 10 states. PCA Chapters are comprised of a diverse group of PCA members, who share a common goal to grow the Curve Appeal Movement in their city and empower women everywhere. Chapters plan and execute events of interest for local PCA members and vendors alike. Through empowerment, education, events and community service, these PCA members continue to enhance growth in the movement.

Chapters exemplify PCA's vision: "PCA is dedicated to creating a community driven by acceptance and equality for all."

Through these contributions and activities, chapter members personify PCA in the local community. Starting a PCA chapter is really very simple! The Project Curve Appeal Chapter Advisory Team have put together easy steps in this packet to assist you in starting a local chapter in your area. Your interest in starting a chapter is very important to us and we want to help you in every way we can!

## Starting a Project Curve Appeal Chapter



### The Nature of the Relationship between Chapters and the National Office

- PCA is one organization with a single mission (see [Mission and History](#)).
- Within this mission, Chapter leads have the authority and the responsibility to develop resources and implement programs and activities within nationally approved policies and standards.
- PCA is one incorporated entity with chartered Chapters authorized to use the name, logo, etc., and to represent the Movement within their designated geographic area.
- Chapters carry out the work of the Movement within their designated geographic area.
- National provides assistance with screening, training and administrative services.
- All funds raised by each Chapter will be deposited in a local Chapter account.
- Where financially viable, each Chapter will produce events to accelerate the growth of Movement in their chapter.

## Qualities PCA seeks in Chapter Leads

(City Movement Managers, Model Managers and Model Liaisons)

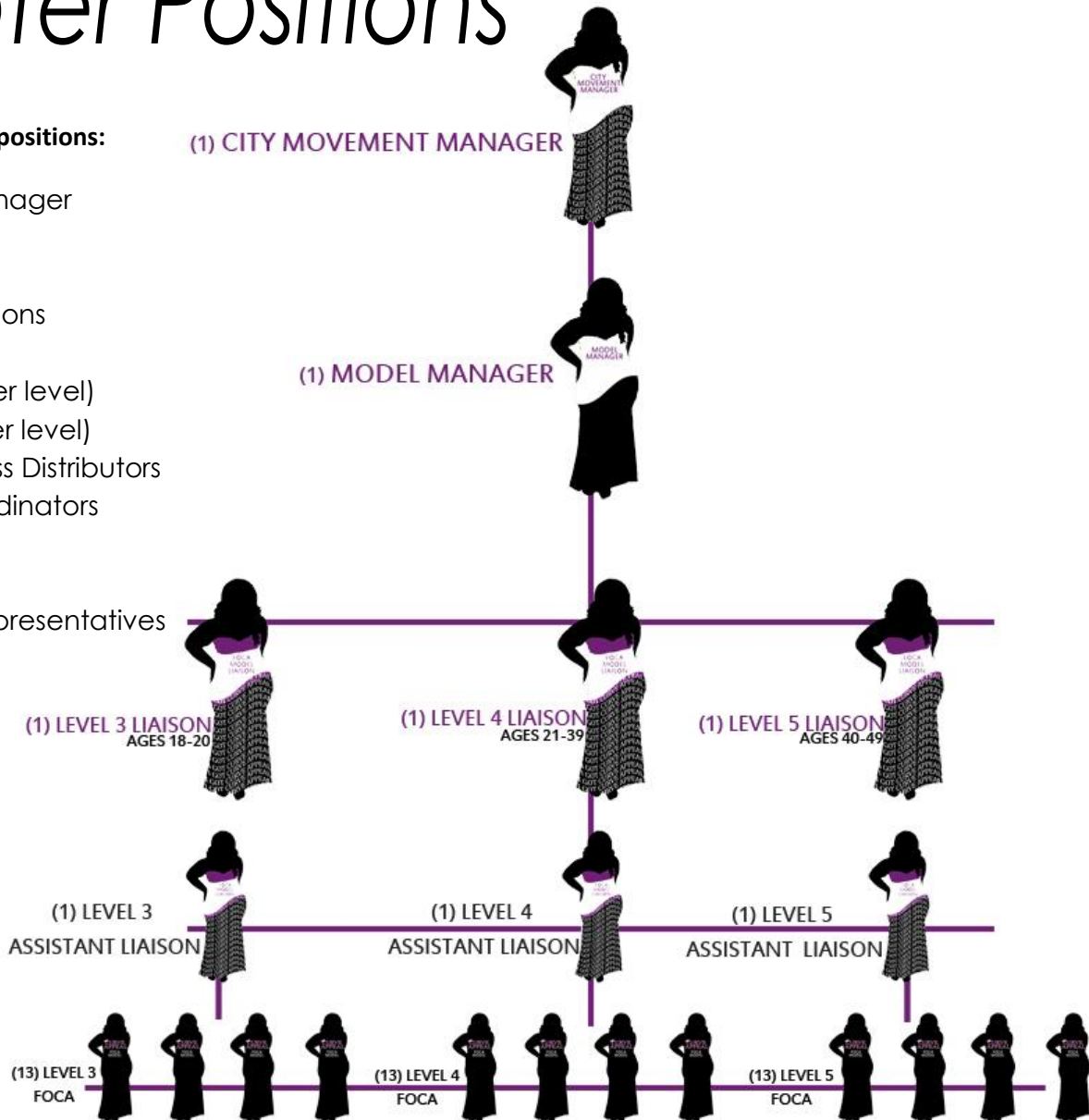
- Strong
- Independent
- Passionate
- Reliable
- Honest
- Experienced in Marketing, Sales, Management, Recruiting and ideally Event Planning
- Organized
- Flexible



# Chapter Positions

Each chapter offers multiple positions:

- 1 City Movement Manager
- 1 Model Manager
- 3 Model Liaisons
- 3 Assistant Model Liaisons
- 45 FOCA (Levels 3-5)
- 6 Photographers (2 per level)
- 6 Makeup Artists (2 per level)
- 2 Curve Appeal Ardyss Distributors
- 2 Image & Style Coordinators
- 1 Event Planner
- 1 City Treasurer
- Sales & Marketing Representatives



## PCA Chapter Requirements

- Adhere to all PCA National policies, guidelines, procedures and practices and all applicable federal state and local requirements.
- Use the Project Curve Appeal logos, service marks, slogans or trademarks only in appropriate manner and in accordance with PCA policies.
- Accept, allocate and use all funds and property received in accordance with the policies of PCA.
- Submit by the established deadline an approved city plan and supporting budget for each project or event.
- Conduct or participate in Community Service events in accordance with the event guidelines.
- Conduct regular fundraising events to raise funds for Chapter account.
- Participate in the National events and programs through promoting and linking to the national program broadcast and through organizing local events centered on the national program. For example, the December Pink Christmas Events to be held by each Chapter.
- Additional chapter-developed programs must be reviewed and approved by National in advance of their implementation.
- **Promote PCA National Movement within the chapter service area.**



## How do PCA Chapters carry out the PCA mission in their local community?

- ▶ Promote and advance PCA's key initiatives - Empowerment, Unity, Healthy Living, Community Service, Fashion and Entertainment.
- ▶ Provide health education to the Full-Figured community.
- ▶ Provide networking opportunities for local members.
- ▶ Provide community service activities.
- ▶ Foster interaction and networking among membership interest groups of people who share common interests.
- ▶ Provide resources and information to all local members about the National Events and Opportunities.
- ▶ Provide a base for leadership development.
- ▶ Provide mentoring opportunities for the FOCA in your chapter.
- ▶ Organize Curve Appeal informational Open House events for recruiting Local Members.



# About PCA

## Mission

Project Curve Appeal Incorporated is on a mission to correct the distorted perception of curvier women around the world, while empowering and educating them to celebrate their beauty, embrace and enhance their curves but also to live a healthy lifestyle.

As a multicultural organization we are dedicated to promoting, presenting & empowering positive women with Curve Appeal. Project Curve Appeal will continue to unite supporters of full-figured women by producing local and national trendy, educational and fun events. Project Curve Appeal supports the enhancement of inner and outer beauty and talents of women with curves. Project Curve Appeal's new passion is to break down the barriers set by society that tell us what's too big and what's not beautiful by using smaller women to market full-figured women products. Project Curve Appeal's main mission is to empower those that need it and educate them on how to live healthy and happy while enhancing and celebrating their curves.

## Vision

PCA is dedicated to empowering and educating women all over the world. The vision is to have a PCA chapter in every major city in the world and unite all members at one national event each year. We also vision actually making a difference and changing the way Full-Figured women carry themselves to force media and society to accept that Full-Figured women are not the minority but instead are the norm. It is the PCA mission to make a difference in girls and women's lives and not only teach them to celebrate their bodies and their beauty but also to live healthy lifestyles.



## Values

As PCA works to promote its mission and vision, it is guided by values that are rooted in, and arise from, the Movements history, traditions and culture. Therefore, PCA, its members, volunteers and staff will:

- **Be accountable** to uphold and consistently act in concert with the ethical values and principles of Project Curve Appeal.
- **Advocate** for organizational decisions that are driven by the needs of all PCA Members.
- **Act with integrity** by communicating openly and honestly, keeping promises, and honoring commitments and promoting loyalty in all member and community relationships.
- **Collaborate** with all essential stakeholders by creating synergistic relationships to promote common interest and shared values.
- **Provide leadership** to transform thinking, structures and processes to address opportunities and challenges.
- **Demonstrate stewardship** through fair and responsible management of resources.
- **Embrace life-long learning**, inquiry and critical thinking to enable each to make optimal contributions.
- **Commit to quality** and excellence at all levels of the organization, meeting and exceeding standards and expectations.
- **Promote innovation** through creativity and calculated risk taking.
- **Generate commitment** and passion to the organization's causes and work.

## An Ethic of Care

PCA's mission, vision and values are framed within an ethic of care and ethical principles. An ethic of care is a moral orientation that acknowledges the interrelatedness and interdependence of individuals, systems and society.

An ethic of care respects individual uniqueness, personal relationships, and the dynamic nature of life. Essential to an ethic of care are compassion, collaboration, accountability and trust. Within the context of interrelationships of individuals and circumstances, traditional ethical principles provide a basis for deliberation and decision making.

### These ethical principles include:

- **Respect for Persons:** a moral obligation to honor the intrinsic worth and uniqueness of each person; to respect self determination, diversity and privacy.
- **Beneficence:** a moral obligation to promote good and prevent or remove harm; to promote the welfare, health and safety of society and individuals in accordance with beliefs, values, preferences and life goals.
- **Justice:** a moral obligation to be fair and promote equity, nondiscrimination, and the distribution of benefits and burdens based on needs and resources available; to advocate on another's behalf when necessary.

# Getting Started

## Available Resources:

► **Chapter Advisory Team Members** (CATs) consist of the director of operations, executive director, director of member relations and the member development manager, appointed by national as official PCA Chapter Specialist. Advisors are geographically located across the United States. Chapter Advisors are ambassadors for the Movement in supporting the Mission, Vision and Values. They work closely with Chapters to assist them in making their optimal contribution to their chapter and the organization. The Chapter Advisors can be reached by phone or email by calling 702-518-1722 or by email at [projectcurveappeal@gmail.com](mailto:projectcurveappeal@gmail.com).

To access the current list of Chapter Advisors, you must first apply to start a chapter and become either a State Movement Director, City Movement Manager, Model Manager or FOCA Model Liaison. Once we receive your application or letter of interest, a member of the National team will contact you and that person will be your main point of contact until you are established.

Once you are an active PCA member, you will be able to visit the membership directory on the PCA Website to network with all active members.

## Contacting Your Chapter Advisor

Your Chapter Advisor is an expert at starting new chapters. Your CAT will assist you with organization, planning, recruiting members, fundraising, chapter events, city plan and community service.

## How Do I Start a Chapter in My Area?

Assess the need and interest in your area. Discuss the idea with friends, colleagues, family and possibly others in your area that you feel may be interested in a Full-Figured Movement.

Discuss what you believe are the purpose, goals and benefit of local membership. Emphasize the contributions the chapter could make in providing varied opportunities for plus size women in your area.

► Post an advertisement on Craigslist, Face Book and other free sites inviting to become a member of PCA. Be sure to include information about all open local opportunities.

► Send an announcement of your Chapter's upcoming Open House meeting to industry professionals in your area.

**NOTE: All local chapter members must be a National PCA member. Once a member, you will have access to the official PCA resources page on the National website that will further detail steps to take to Plan your Local Open House and also provide marketing tools for recruiting local members.**

## Review the PCA Handbook.

The handbook and other documents that will be sent to you upon your acceptance and registration for your training will include the governing documents for your Chapter's operations.