

# Candid.

# 2022 Gold Seal outreach toolkit

Gold  
Transparency  
2022

Candid.

Congratulations! You've earned a Gold Seal. Show off your achievement by sharing your Seal on social media, your website, and other marketing channels.

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## Step 1 Find your donors on social media

### Sample text:

We earned a 2022 Gold Seal with @CandidDotOrg! Check out our #NonprofitProfile to learn more and make a difference with your support: *[Insert url to your Candid nonprofit profile]*

### Download images:

 [Facebook](#)

 [Twitter](#)

## Step 2 Inspire future donors through your marketing outreach

### Sample text for newsletters and emails:

We're excited to share that our organization has earned a 2022 Gold Seal of Transparency with Candid! Now, you can support our work with trust and confidence by viewing our #NonprofitProfile: *[Insert url to your Candid nonprofit profile]*

### Download images:

[PNG file](#) for online materials (blogs, newsletters, etc.)

[EPS file](#) for printed materials (reports, letters, etc.)

## Step 3 Share your Seal on your website

Place your Candid Seal of Transparency on your website using Candid's widget to demonstrate your ongoing commitment. The Seal links directly to your profile on GuideStar so your supporters can easily see your information and verify your accomplishment. The image will automatically update when you earn a new Seal. This means your supporters will always see your latest Seal with no additional work for you!

### Access your widget code:

Navigate to the [Profile Update Tool Benefits](#) section and select *Get Widget*.

By using the 2022 Seal on your web or printed materials, you are agreeing to our [terms of use](#).