

Candid.

2023 Gold Seal outreach toolkit

Gold
Transparency
2023

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.


Step 1 Find your donors on social media

Sample text:

We've just earned our 2023 Gold Seal with @CandidDotOrg! We are excited to share the work our nonprofit does through our #NonprofitProfile. Learn how you can support us and make a difference. *[Insert sharable full profile link]*

**Make sure to tag @CandidDotOrg, we keep a close eye on these and love to help amplify your nonprofit on social media.*

Download images:

 [Facebook](#)

 [Twitter](#)

 [Instagram](#)

Step 2 Inspire future donors through your marketing outreach

Sample text for newsletters and emails:

Check out our #NonprofitProfile *[Insert sharable full profile link]* to see the great work we do for our community. We want to make sure you have the progress updates you need to confidently support our work with trust and confidence.

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

Demonstrate your commitment to transparency by placing Candid's Seal of Transparency Widget on your website. The seal links directly to your profile on GuideStar, so your supporters can easily see your information and verify your accomplishments. The image will automatically update when you earn a new seal, so your supporters will always see your latest accomplishment with no additional work for you!

Access your widget code:

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