

Candid.

# 2024 Silver Seal outreach toolkit

Silver  
Transparency  
2024

Candid.

Show off your new achievement to potential funders and supporters on social media and other marketing channels.

## Step 1 Inspire donors on social media

**Sample copy:** We've earned our Silver Seal of Transparency with @CandidDotOrg! Get updates on our impact through our #NonprofitProfile *[insert unique 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.*

## Step 2 Share your Seal on your website

Share your achievement by adding the Seal of Transparency widget to your website. The widget links to your Candid profile and automatically updates when you earn a new Seal.

## Step 3 Showcase your Seal on other marketing channels

**Sample copy for email/newsletter:** We recently earned a Candid Silver Seal of Transparency! Check out our nonprofit profile to keep up to date with our impact. *[insert unique sharable full profile link]* Keep this link handy, we want to make sure you always have the information you need to support our work with trust and confidence.

**Show off your seal in more ways to boost funding and make it easier for your partners to support you:**

- Add it to your email signatures
- Display a QR code poster to your sharable profile link at conferences
- Add your Seal to the organization's print materials

By using the 2024 Seal on your web or printed materials, you are agreeing to our [terms of use](#).

**Download images:**

 [Facebook](#)

 [Instagram](#)

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**Download images:**

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

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

**Access your widget and link:**

Navigate to the [Profile Update Tool](#) 'Benefits' section for your widget code and unique sharable full profile link.