



# 2020 Platinum Seal Outreach Tool Kit

Congratulations on earning a 2020 Platinum Seal of Transparency! Now it is time to share your achievement. Use the sample text and materials in this tool kit to spread the word and celebrate. Tailor it to your organization by replacing the **[highlighted text in brackets]**.

## Show your 2020 Seals on your website

Displaying your Seal of Transparency on your website is easy:

1. In the **Profile Update Tool** you used to update your information, go to the **Benefits & Rewards** section.
2. Click on the **Get Widget** button and follow the directions.

Curious about widgets? A widget is a snippet of code you can add to your website. It will display your Platinum Seal of Transparency and link back to your Nonprofit Profile on GuideStar. Even better, it will automatically update when you earn a new Seal!

## Include your 2020 Seal in publications & marketing materials

The 2020 Platinum Seal of Transparency for print publications is available in the following formats:

First choice	Second choice	Third choice
<b>Work at any size</b> Resize this image for web or print without it becoming pixelated.	<b>Color image in 3 sizes</b> Choose the size that fits your web or print needs.	<b>Black &amp; white image in 3 sizes</b> Choose the size that fits your web or print needs.
Image format		
Vector image SVG file with transparent background.	High-resolution color PNG file. Files come in 3 sizes: <ul style="list-style-type: none"> <li>— Small (1.5 x 1.5 in)</li> <li>— Medium (3 x 3 in)</li> <li>— Large (6 x 6 in)</li> </ul>	High-resolution black & white PNG file. Files come in 3 sizes: <ul style="list-style-type: none"> <li>— Small (1.5 x 1.5 in)</li> <li>— Medium (3 x 3 in)</li> <li>— Large (6 x 6 in)</li> </ul>
<a href="#">Download color image</a> <a href="#">Download B/W image</a>	<a href="#">Download small image</a> <a href="#">Download medium image</a> <a href="#">Download large image</a>	<a href="#">Download small image</a> <a href="#">Download medium image</a> <a href="#">Download large image</a>

By using the 2020 Seal on your printed materials, you are agreeing to our [Terms and Conditions](#).



## Send a tweet

Please note, tweets are limited to 280 characters. Twitter automatically shortens links, so you can enter your full URL where **[highlighted text in brackets]** appears.

We earned a 2020 Platinum Seal of Transparency! Check out our updated GuideStar #NonprofitProfile on GuideStar: **[insert URL to your Nonprofit Profile on GuideStar]**. (Now part of @CandidDotOrg)

We're committed to the highest level of transparency! See our 2020 Platinum Seal of Transparency on our updated #NonprofitProfile on GuideStar: **[insert URL to your Nonprofit Profile on GuideStar]**. (Now part of @CandidDotOrg)

We earned the 2020 Platinum Seal of Transparency sharing the metrics that matter most! Check out our updated GuideStar #NonprofitProfile on GuideStar: **[insert URL to your Nonprofit Profile on GuideStar]**. (Now part of @CandidDotOrg)

## Post on Facebook

Our organization earned a 2020 Platinum Seal of Transparency by sharing our key metrics and highlighting the impact we're making. Check out our updated #NonprofitProfile on GuideStar: **[insert URL to your Nonprofit Profile on GuideStar]**. (Now part of @CandidDotOrg)

We're committed to the highest level of transparency! Our organization earned the 2020 Platinum Seal of Transparency, showcasing the progress and results we're making toward our mission! Check out our updated #NonprofitProfile on GuideStar: **[insert URL to your Nonprofit Profile on GuideStar]**. (Now part of @CandidDotOrg)

## Share via newsletter, email, or LinkedIn

**[Insert organization name]** Earned a 2020 Platinum Seal of Transparency

**[Insert organization name]** just earned a 2020 Platinum Seal by adding information to our Nonprofit Profile on GuideStar. By sharing these metrics, we're helping the sector move beyond simplistic financial ratios to assess nonprofit progress.

We chose to display quantitative metrics such as **[insert metric 1, metric 2, and metric 3]** to represent how hard **[insert organization name]** is working toward achieving our mission. **[Optional: insert info on why it is important for your organization to share metrics]**

We're proud to use GuideStar Platinum to share our full and complete story with the world. To reach the Platinum level, we added extensive information to our Nonprofit Profile: basic contact and organizational information; in-depth financial information;

quantitative information about goals, strategies, and progress toward our mission.

Plus, we've provided fresh information to 200+ charitable websites and applications that use GuideStar data, such as AmazonSmile, Facebook, and Network for Good.

What do you think? Check out our profile at [\[insert your GuideStar Nonprofit Profile URL\]](#)

About GuideStar: In February 2019, GuideStar joined forces with Foundation Center to form Candid, a new 501(c)(3) nonprofit organization. Today, GuideStar is a service of Candid. Every year, millions of nonprofits spend trillions of dollars around the world. Candid finds out where that money comes from, where it goes, and why it matters. Through research, collaboration, and training, Candid connects people who want to change the world to the resources they need to do it. Candid's data tools on nonprofits, foundations, and grants are the most comprehensive in the world. Learn more at [candid.org](http://candid.org) and on [Twitter @CandidDotOrg](https://twitter.com/CandidDotOrg).

## Send a press release

For Immediate Release

### **[Insert organization name]** reaches GuideStar's highest Seal of Transparency

Platinum Seal allows donors to focus on progress and results

**[City, State—organization name]** today earned the 2020 Platinum Seal of Transparency, the highest level of recognition offered by GuideStar, a service of Candid. By sharing metrics that highlight progress **[insert organization name]** is making toward its mission, the organization is helping donors move beyond simplistic ways of nonprofit evaluation such as overhead ratios.

"In accordance with our long-held belief in being transparent about our work," said **[insert spokesperson name]**, "we are excited to convey our organization's results in a user-friendly and highly visual manner. By updating our GuideStar Nonprofit Profile to the Platinum level, we can now easily share a wealth of up-to-date organizational metrics with our supporters as well as GuideStar's immense online audience, which includes donors, grantmakers, our peers, and the media."

To reach the Platinum level, **[insert organization name]** added extensive information to its Nonprofit Profile on GuideStar: basic contact and organizational information; in-depth financial information; qualitative information about goals, strategies, and capabilities; and quantitative information about results and progress toward

its mission. By taking the time to provide this information, **[insert organization name]** has demonstrated its commitment to transparency and to giving donors and funders meaningful data to evaluate nonprofit performance.

**[Optional: insert paragraph about why sharing metrics matter to your organization]**

"I encourage you to visit our profile on GuideStar to see what we're all about," added [Spokesperson]. "We're thrilled that our GuideStar Platinum Nonprofit Profile and its associated benefits help us better communicate our organization's exciting initiatives at a global scale."

**[Insert organization boilerplate]**

## About GuideStar Nonprofit Profiles

In February 2019, GuideStar joined forces with Foundation Center to form Candid, a new 501(c)(3) nonprofit organization. Today, GuideStar is a service of Candid. The GuideStar database contains a profile for every tax-exempt nonprofit registered with the IRS. The profiles are populated with information directly from nonprofits, the IRS, and other partners in the nonprofit sector. Candid encourages every nonprofit to claim and update its profile at no cost to the organization. Updating allows nonprofits to share a wealth of up-to-date information with the more than 13 million people who visit [guidestar.org](http://guidestar.org) to learn more about nonprofit organizations each year. Updating also allows nonprofits to share information with the more than 200 philanthropic websites and applications that are powered by GuideStar data, such as AmazonSmile, Facebook, and Network for Good. To reach a given participation level, organizations must complete all required fields for that level. The GuideStar participation levels, acknowledged as symbols of transparency in the nonprofit sector, are displayed on all updated participants' profiles in the GuideStar database.

## About Candid

Every year, millions of nonprofits spend trillions of dollars around the world. Candid finds out where that money comes from, where it goes, and why it matters. Through research, collaboration, and training, Candid connects people who want to change the world to the resources they need to do it. Candid's data tools on nonprofits, foundations, and grants are the most comprehensive in the world. Find out more at [candid.org](http://candid.org) and on Twitter [@CandidDotOrg](https://twitter.com/CandidDotOrg).

News Contact: **[insert your information]**