

2021 Gold Seal outreach toolkit

Way to go! You've earned a Gold Seal.
Show off your achievement by sharing your
seal on your site and on social media.



Show the 2021 Gold Seal on your website:

1. In the Profile Update Tool, go the Benefits section.
2. Click on the Get Widget button and follow the directions.

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

Download your seal in the following formats:

1. Scalable [svg files](#) with transparent background to display on your website
2. High resolution [eps files](#) for print materials
3. Color png files, [large](#) and [small](#), for use in newsletters and social media

By using the 2021 Seal on your printed materials, you are agreeing to our [Terms and Conditions](#).



Use this sample text on social media:

We earned a 2021 Gold Seal of Transparency! Learn more about our organization's impact through our [#NonprofitProfile](#) on [@CandidDotOrg](#):

[\[insert URL to your nonprofit profile on GuideStar\]](#)

Sample text for your newsletters:

Our organization earned a 2021 Gold Seal of Transparency! Now, everyone can view our financial details and learn about the people at our organization. Check out our updated [#NonprofitProfile](#) on Candid:

[\[insert URL to your nonprofit profile on GuideStar\]](#)