Candid.

2025 Gold Seal outreach toolkit

Gold Transparency 2025

Candid.

Congratulations on earning a Gold Seal! Show off your new achievement to potential funders and supporters on social media, your website, and other marketing channels.

Step 1 Inspire donors on social media

Sample copy: We've earned our Gold Seal of Transparency with @CandidDotOrg! Get updates on our impact through our #NonprofitProfile *[insert your Candid 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 this achievement by adding the Seal of Transparency widget to your organization's website. The widget links to your Candid profile and is automatically updated when you earn a new Seal.

Step 3 Showcase your Seal on other marketing channels

Sample copy for email/newsletter:

We earned a 2025 Candid Gold Seal of Transparency! Keep up with our work in the community using the link below:

[insert unique sharable full profile link]

It will give you unlimited access. We rely on our profile to gather support; it enables funders and donors to find us and learn about our impact. We'll keep our profile up to date so you can see what your donations help us accomplish.

***Pro Tip:* 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 poster with the QR code to your sharable profile link at conferences
- Add your Seal to the organization's print materials

Find your benefits

Look for this icon on your nonprofit profile to access the benefits below and more.

Shareable full profile link

Give your supporters unlimited access to your profile via this unique link.

Web widget

Add widget code to your website once to display your earned Seal. Supporters can click for easy access to your up-to-date profile.

Download images:

Facebook
Instagram
X

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

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

By using the 2025 Seal on your web or printed materials, you are agreeing to our terms of use.