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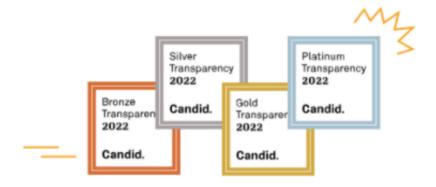
How to Earn Your 2022 Seal of Transparency

Ensure supporters have the best information about your organization by earning a 2022 Seal.



Written by Robin Burdick Updated over a week ago

The GuideStar Seals of Transparency have now become the Candid Seals of Transparency. They work the same way - to help you demonstrate your transparency to potential funders and donors. But their new look now fully reflects Candid's organization-wide commitment to this work.



Earning a 2022 Seal of Transparency is easier and faster than ever – in 3 steps:

- 1. Sign-in on GuideStar and click "Update Nonprofit Profile" or Claim your profile.
- 2. Complete or review required information
- 3. **Publish.** See the Seal on your profile in <15 minutes

Find out what you'll need and what's new in Bronze, Silver, Gold and Platinum for 2022. Click <u>here</u> for a full list of requirements.

Bronze

- Basic information so your organization can be found
- Only 5 key pieces of information are required:
- Contact Information
- Donation Information
- Mission
- New! Grantmaker Status

- Leader Information
 - Review the Bronze Help Guide.

Silver

- Programs your chance to share your programs and to build your brand
- Only 2 key elements are required:
- Program (at least 1): name, brief description, geographic area served
- Brand: logo, tagline, website and social media names/handles so donors can see your latest activity
 - Review the Silver Help Guide.

Gold

- Gold Capabilities share financials and people information that funders seek
- 2 key elements are required:
- Recent year financials
- People: Board Chair name and leader demographics
 - Show your commitment to diversity, equity, and inclusion by sharing your organization's leader demographic information.
 - Review the Gold Help Guide.

Platinum

• Impact – share your goals and the difference you're making

- 2 key elements are required:
- Strategy & goals: upload strategic plan or briefly answer 2 questions
- Metrics: share at least 1 from 2021
 - Now you have the option to upload your strategic plan to showcase your organization's goals
 - Review the Platinum Help Guide.

What's Next

• Nonprofit Profile Best Practices Guide

Did this answer your question?







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