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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.



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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 [here](#) 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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