2018 GuideStar Gold Seal Outreach Tool Kit

Congratulations on earning a 2018 GuideStar Gold Seal of Transparency!

What can you do to share this 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.**

Show your 2018 GuideStar Seal on your website

Displaying the 2018 GuideStar Seal of Transparency on your website is easy:

1. In the **GuideStar 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.

Don't know about widgets? A widget is basically a fancy image with a link. It will let your website visitors see your new 2018 GuideStar Seal. They can even click on it to see your Nonprofit Profile on GuideStar.

Send a tweet

As you know, tweets are limited to 140 characters. **Twitter automatically shortens links,** so you can enter your full URL where highlighted.

We achieved the 2018 Gold Seal @GuideStarUSA #NonprofitProfile Check us out: *[Insert link to GuideStar Nonprofit Profile]*

We're committed to transparency! See our 2018 Gold Seal @GuideStarUSA #NonprofitProfile: *[Insert link to GuideStar Nonprofit Profile]*

We earned the 2018 Gold @GuideStarUSA #NonprofitProfile Seal of Transparency! Check it out: *[Insert link to GuideStar Nonprofit Profile]*

Join us! Tell the world how you're making a difference with @GuideStarUSA #NonprofitProfile *[Insert link to GuideStar Nonprofit Profile]*

Post on Facebook

Our organization earned a 2018 Gold Seal of Transparency on @GuideStarUSA! By adding information about our goals, strategies, capabilities, achievements, and progress indicators, we are highlighting the difference we help to make in the world. Check us out: *[Insert link to GuideStar Nonprofit Profile]*

Send a newsletter article or email

YOUR ORGANIZATION was recently recognized for our transparency with a 2018 Gold Seal on our GuideStar Nonprofit Profile!

GuideStar is the world's largest source of information on nonprofit organizations. More than 8 million visitors per year and a network of 200+ partners use GuideStar data to grow support for nonprofits.

In order to get the 2018 Gold Seal, YOUR ORGANIZATION shared important information with the public using our profile on www.guidestar.org. Now our community members and potential donors can find in-depth information about our goals, strategies, capabilities, and progress. We're shining a spotlight on the difference we help make in the world.

Check out our GuideStar Nonprofit Profile and tell us what you think: *[Insert link to GuideStar Nonprofit Profile]*

Put your 2018 GuideStar Seal in your print publications & marketing materials

By using the 2018 Seal on your printed materials, you are agreeing to our Terms and Conditions.

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

Vector Images	Color Bitmap Images	Black & White Bitmap Images
SVG File with transparent background	High-resolution CMYK PNG files in: • Small (1.5in. x 1.5in.) • Medium (3.0in. x 3.0in.) • Large (6.0in. x 6.0in.)	High-resolution CMYK PNG files in: • Small (1.5in. x 1.5in.) • Medium (3.0in. x 3.0in.) • Large (6.0in. x 6.0in.)
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