

Candid.

2026 Silver Seal outreach toolkit

Silver
Transparency
2026

Candid.

Congratulations on earning a Silver 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 just earned our Silver Seal of Transparency from @CandidDotOrg! Keep up with our accomplishments on our #NonprofitProfile [Insert your Candid profile link]

Make sure to tag @CandidDotOrg, we keep a close eye on these and want 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 full 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 2026 Candid Silver Seal of Transparency! See what your donations help us accomplish:

[insert unique sharable full profile link]

Use this link for unlimited access to our profile. Keeping our profile up to date helps us gather support; enabling funders and donors to find us and learn about our impact.

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

By using the 2026 Seal on your web or printed materials, you are agreeing to our [terms of use](#).

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.)