You Earned It - Now Use It!
Tips for promoting your land trust’s accreditation and using the accreditation seal

Displaying the Seal
As an accredited land trust, your organization is encouraged to display the accreditation seal proudly and promote both its accredited status and land trust accreditation as a mark of distinction in land conservation. The seal lets the public know that your land trust meets national standards for excellence, upholds the public trust and ensures that conservation efforts are permanent.

Below are some ideas on ways to use the seal. More ideas are available online: http://www.landtrustaccreditation.org/promoting-your-accreditation. As the accredited land trust community grows, so will the use of the seal and recognition of the land trust accreditation brand.

1. eCommunications
One of the first things your land trust can do to let your members, landowners, donors and partners know that your organization is accredited is to add the seal to your electronic communications.

- Add the seal to your website in a prominent location. This might be near your land trust logo, near similar seals of excellence (such as the Better Business Bureau), or near your contact information.
- Add the seal to your email newsletter’s template so you can be sure it is included in each email.
- Add the seal to your email ‘signatures’ included at the bottom of all email correspondence.

In each instance, be sure to include a link to more information on what the seal represents. You can link to a press release or statement on your website, or link to the Commission’s About the Seal page at http://www.landtrustaccreditation.org/why-accreditation-matters/about-the-seal.

2. Hot off the presses
At the first opportunity, add the seal to your printed materials to let your members, landowners, donors and partners know that your land trust has achieved accreditation.

- Display the seal proudly on your brochures, pamphlets, fact sheets, etc.
- Add the seal to your office stationary: letterhead, envelopes, business cards, etc.
- Make the seal a permanent part of your newsletter’s masthead.
- Add the seal to your fundraising appeal materials and special event invitations.
- Place an article (and the seal) in your annual report.
- Share customized copies of the accreditation brochure, which we created for land trust use with landowners, partners, and other stakeholders. You can download and print your own, or you can order hard copies and add customized labels with your land trust’s contact information.
3. Make a fashion statement
Many land trusts have quality apparel with the land trust’s logo made for staff and board members, such as hats and vests. Consider adding the seal to these items worn by board, staff and others who frequently represent the land trust.

4. At the office and in the field
We know that so much of the work of the land trust is not communicated through paper or email. Here are some examples of ways to use the seal on-the-ground.
- Display the accreditation seal sticker on your office door or window. This lets visitors to your office know immediately that the land trust has earned accreditation.
- Add the seal to your preserve signs and boundary markers.
- Place the seal on your easement and/or fee property inspection reports.
- Use the seal on and banners created for special fundraising events and press conferences.
- Add a reference to your accreditation in your voice mail greetings, to your press releases, to your Forms 990 and public financial statements – the opportunities to reference your land trust’s accredited status are many!

Good Ideas Gone Bad
We encourage land trusts to use the seal broadly, but please remember that the seal is a trademark licensed to your organization. Your use of the seal reflects on every accredited land trust. A commitment to consistent application of the seal is crucial to preserving the integrity of the seal’s brand. Here are some examples of uses of the seal that would not be appropriate.
- Giveaways for large numbers of people (i.e. t-shirts or mugs given out at a fundraiser) that may end up in the hands of people not affiliated with the hard work of the accredited land trust.
- Placing the seal on frivolous items (such as balloons) that do not appropriately reflect the serious commitment organizations make to the accreditation process.
- Uses of the seal that violate the seal style guide (i.e., putting the seal on a tie-dye background, or encircling the seal with additional text).

Send us your Samples!
This list of ways to use the seal is by no means complete. We know that many of you will come up with your own ways to use the seal and promote your accredited status – and we’d like to hear about it! We will highlight the most creative uses of the accreditation seal in our materials.

For more information
Much more information on guidelines and examples for using the seal is included in the Seal Style Guide and in the license agreement (signed by all accredited land trusts) that governs the use of the seal.

Accredited land trusts do not need permission to use the seal when its use is in keeping with the license agreement. When in doubt about how or where to use the seal, or if using the seal in an unusual manner, please contact Jennifer Brady-Connor, program manager at the Land Trust Accreditation Commission, to discuss your ideas further.

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