First Steps

The Commission has contacted you and told you the good news, your land trust is accredited! Now what?

- First, review the information on the Display the Seal page and decide which version of the seal will work best with your website.
- Then, download and review the Promotion Packet, this will guide you through the next steps of putting out a press release, newsletter story, social media posts and more.

**Download First-Time Promotion Packet**  **Download Renewal Promotion Packet**

- Next, watch the video below to learn more about promoting your accredited status. Having trouble viewing this in your browser? Try using the direct link.

Next Steps

After the initial push of getting the word out to your community, there are additional strategic ways to promote your accredited status.

- **Share what it means to be accredited with your board, staff, volunteers and donors.** Sometimes a picture is worth a thousand words...and a video even more! You are welcome and encouraged to post this on your website, social media channels and e-news stories; it's a great way to explain what accreditation means for your land trust. To share this video use the direct link. From there, use the 'share' button which features an embeddable code for your website.
• **Update your land trust’s automated telephone greeting** and add the simple yet powerful statement “an accredited land trust” after announcing the land trust’s name.

• **Add a statement to your land trust’s conservation easement language** (perhaps in a “Whereas” clause) that your land trust is not only a qualified conservation organization but that it is also accredited by the Land Trust Accreditation Commission. (Your attorney can work with you to identify the most appropriate language and location in your easements.)

• **Update your organization’s email signature** by adding the accreditation seal (preferably with a link to your website or the Commission’s website to fully explain what it means to be accredited). Learn more about adding an email signature in Outlook.

• **Keep your GuideStar Profile up to date:**
  - List your Awards and Accreditations in GuideStar to show you received accreditation from the Commission. Some land trusts may have “Land Trust Alliance” listed under their Awards & Accreditations. We encourage you to log in to your GuideStar account and update it to say “Land Trust Accreditation Commission.” Please see our step-by-step guide on listing your accreditation in GuideStar, and if you have any trouble you can contact GuideStar directly.
  - **Add a statement to your GuideStar profile.** Each nonprofit in GuideStar’s database has a profile - a webpage on GuideStar’s site devoted entirely to your organization so people can learn more about your great work. Update your GuideStar profile and include a reference to your accredited status by logging into the GuideStar website, selecting “Update Nonprofit Profile,” and following the instructions. Need help on what to write? See our webpage, Why Accreditation Matters.

• **Add a copy of the seal to your print newsletter’s nameplate.** Work with your newsletter designer to find the best location and look for the seal, one that highlights your achievement and compliments the design of the print document.

• **Add a copy of the seal to your letterhead and other stationery.** Work with your print designer to find the best location and look for the seal, one that highlights your achievement and compliments the design of the print documents.

• **Add the accreditation seal to your internal records and forms** to remind volunteers, staff and board members of the high standards to which your land trust committed.