The accreditation seal is a mark of distinction in land conservation. It lets the public know that your land trust meets national standards for excellence, upholds the public trust and ensures that conservation efforts are permanent. Once your land trust is accredited, it can display the seal proudly and promote its accredited status. Over the past couple of years we have featured a number of easy and inexpensive ways to promote your land trust’s accredited status. For your convenience, here is a checklist of common places to add the seal.

- **Add the seal to your website in a prominent location.** Be sure to include a link from the seal to more information on what the seal stands for â€” link to the Commissionâ€™s About the Seal page.
- **Add a statement to your land trustâ€™s Form 990 “Schedule O.”** Consider the Schedule O as a vehicle for announcing and reinforcing the meaning and value of your accredited status, and how accreditation helps ensure the perpetual conservation of your land and easements. Download an example >>
- **Update your land trustâ€™s automated telephone greeting** and add the simple yet powerful statement â€œ an accredited land trustâ€ after announcing the land trust’s name.
- **Add a statement to your land trustâ€™s conservation easement language** (perhaps in a â€œWhereasâ€ 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 Commissionâ€™s website to fully explain what it means to be accredited). See an example >> 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 â€œLand Trust Allianceâ€ listed under their Awards & Accreditations. We encourage you to log in to your GuideStar account and update it to say â€œLand Trust Accreditation Commission.â€ 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 GuideStarâ€™s database has a profile - a webpage on GuideStarâ€™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 â€œUpdate Nonprofit Profile,â€ and following the instructions. Need help on what to write? See our webpage, â€œWhy Accreditation Matters.â€
  - **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. See an example >>
  - **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. See an example >>
  - **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. Estes Valley Land Trust added the accreditation seal to its easement monitoring report. See an example >>
  - **Share copies of the “A Mark of Distinction” accredited land trust brochure with donors, landowners, foundations, and other partners.** Every accredited land trust receives a small number of these brochures when they achieve first-time or renewed accreditation. Need more copies? Download or order a copy of the brochure here.

The fact sheet linked below includes additional ideas to consider when promoting your land trust’s accreditation achievement.

- Tips for ways to use the accreditation seal

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