

## Utilising GuideStar India Transparency Key for promoting your organisation

**GuideStar India Feb 24, 2020, 3:55 PM (3 days ago)**

to me

To RURAL RECONSTRUCTION SOCIETY  
GSN: 11707

Dear Balla Jayanna ji,

Congratulations!

Your organisation has been awarded the GuideStar India Transparency Key valid till 31<sup>st</sup> December 2020. Your certification has been updated on your GuideStar India profile on the summary page. Please find attached the digital image of your Transparency Key.

1. We encourage you to display this
  - on your website, Facebook page, WhatsApp DP
  - in your email sign,
  - on T-shirts, Badges,
  - in funding proposals,
  - on your Annual Report and
  - anywhere that will help you enhance your organisation's presence and case for support.
2. If you are using it on electronic media, hyperlink it to <https://guidestarindia.org/Summary.aspx?CCReg=11707> . When you post on Facebook, please tag @GuideStar India and if you tweet, please quote @GuideStarIndia so that may also share it with our followers.
3. We encourage you to add this image to your website homepage and hyperlink it along with this text "For latest updates, financials and documents, please visit our profile on GuideStar India."
4. You may also add details of your ITPAN, GSN and the link to your GuideStar India Profile in your email sign and all other stationery. Please see how we have used it in this email signature.
5. You could also create one image with your logo and the Transparency Key and upload it on your GuideStar India profile in place of your logo so that visitors to our site could see the Transparency Key along with your logo.
6. Use it in your newsletter.
7. Send a mailer to all your trustees, donors, partners, Chartered Accountant, bankers, government officials your organisation is associated with, networks, other intermediaries/ portal you are featured on, vendors, staff and well-wishers announcing your recognition!
8. Use of this key is governed by terms and conditions stated in the undertaking provided as a part of the application process. These are available on the following link for your reference <http://www.guidestarindia.org/SiteImages/Certifications/GSIUndertakingforApplicationForm.pdf>

While we encourage you to use the key widely, please use the following text in part or in whole in your communications. Please do not quote any text from our portal or from our last year's awards.

Text you could use wherever you feature the key:

GuideStar India is India's largest and most reliable online information repository with 9000+ NGOs. We have been awarded the prestigious GuideStarIndia Transparency Key award for 2019 and have joined India's largest pool of credible NGOs after undergoing a rigorous due diligence process. GuideStar India's Transparency Key is the Foundation Level certification indicating that the organisation has filed annual income tax returns as a tax-exempt entity and has shared the same in the public domain. To view our profile at GuideStar India, please visit: <https://guidestarindia.org/Summary.aspx?CCReg=11707>

If you have other ideas for using your Transparency Key, please let us know. If you need clarifications, feel free to write to us.

Do share with us whenever you have a story to tell the world about how this certification benefitted your organisation!

Please feel free to record a video about your certification experience and send us, we may like to feature it on our YouTube channel and other places. To see sample videos, [Hear it from our NGO Partners, watch their testimonials](#)

Go ahead and use your GuideStar India Transparency Key to unlock your potential to garner support for your cause!

*Please share a WhatsApp Number, if you have any, if you wish to receive updates from us on WhatsApp.*

Best regards  
Prajakta Shinde

[GuideStar India](#), an initiative of Civil Society Information Services India  
India's most reliable NGO information repository

Celebrating 9 years with 9,500+ verified and 1200+ certified NGOs

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Our IDs: IT PAN: AABTC0541K | GuideStar Number (GSN): 555 |  
BRIDGE Number: [3581971989](#)  
FCRA: 084020010 | NITI Aayog ID: MH/2009/0005254 | [Our GuideStar India Profile](#)