

# Recognition and badging for **NCA members and partners**

A guide for NCA staff



**National  
Children's  
Alliance®**

*The Force Behind  
Children's Advocacy Centers*



# A universal recognition system for NCA's members, supporters, and partners

National Children's Alliance (NCA) now supplements the longstanding Accredited Member and Accredited Chapter Badges with a new suite of recognition insignia. Badges are now available for all levels of NCA members, plus NCA's partners and supporters of every kind.



## Badges for NCA Members

Accredited CACs & Chapters plus other levels of CACs and MDTs in the NCA membership



## Badges for NCA Partners

Everyone from foundations to corporations to federal agencies who works with NCA to serve kids

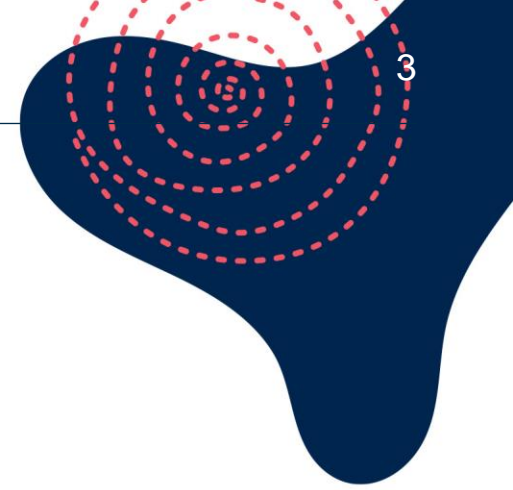


## Badges for NCA Supporters

Individuals, communities, and teams who gather their resources to support kids through NCA

# Let's start with Accredited Members

NCA's classic Accredited Member Badge and Accredited Chapter Badge are still available—and **required** on important documents and properties such as annual reports, brochures, and websites. This is the national seal of approval that demonstrates a member CAC meets the highest level of service to children and families, or that a State Chapter is managed soundly and effectively.



Backed by  
National Children's Alliance®  
Accredited Member



Backed by  
National Children's Alliance®  
Accredited Chapter



Backed by  
National Children's Alliance®  
Accredited Member



Backed by  
National Children's Alliance®  
Accredited Chapter

*Accredited CACs and Chapters can and should show their badges with pride—they've earned it.*

## The Classic Accredited Member Badge

Accreditation Badges include the tagline "Backed by National Children's Alliance," connecting the agency's work to the national CAC movement. Black, white, and single-color formats for digital and print use are available from NCA's BrandFolder. Make sure to use them according to the NCA Brand Guidelines so that they show up beautifully on your designs!

## Are you looking for...the logo?

Members and NCA staff sometimes ask for the "NCA logo" to put on their materials. Make sure to ask *which one*! When we redesigned the brand, we renamed this accreditation graphic the "badge" to distinguish it from NCA's organizational logo (seen on the bottom left).

# A new way to show your work

In 2023, NCA developed new Accredited Member and Accredited Chapter Badges to match new insignia created for other levels of NCA members. The Alternate Badge is available for use, if desired, in place of the Classic Badge on any or all materials or properties where the Badge is required.



*This slightly more modern look may fit some designs better.*

## The Alternate Accredited Member Badge

These new style badges mirror the look of new badges for all NCA member levels. A single lockup style makes this look appropriate for all designs and backgrounds. Versions for digital and print use are available from NCA's BrandFolder.



# New badges for Every CAC Member

Pride: it's not just for Accredited CACs anymore. Now, every NCA member has a way to show their membership in the national movement of CACs. The below Badges are available for Associate/Developing Centers, Affiliate Centers, and Satellite Centers. For non-Accredited CACs, the Badges are **available for but not required on** important documents and properties such as annual reports, brochures, and websites.



*Now, Associate/Developing Centers, Affiliate Centers, and Satellites have their own badges to show their affiliation with the CAC movement!*

## The New Member Badges

These new style badges mirror the look of new badges for all NCA member levels and partners. A single lockup style makes this look appropriate for all designs and backgrounds. Versions for digital and print use are available from NCA's BrandFolder.

## Can I use the "Backed by NCA" Badge?

Accreditation is a difficult and special achievement, so the Classic-style badge is only available for Accredited CACs and Chapters. We believe you can get there and your Chapter can help. Reach out to our Accreditation team for help getting that highest-level badge!

# Now, for some extra credit!

In 2023, NCA introduced three optional standards, giving CACs the opportunity to develop their programs in the areas of physical abuse intervention, prevention services, and services to commercially sexually exploited children (CSEC). Now, with the Optional Standards Achievement Badges, you can show off your achievement of one, two, or all three Optional Standards.



*Show off all the ways in which you excel...and get credit for it, too.*

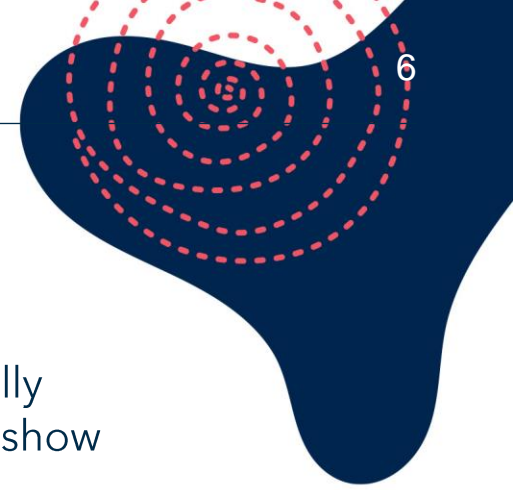
## The Optional Standards Achievement Badges

These new-style badges mirror the look of new badges for all NCA member levels, with 1, 2, or 3 added ribbons for Optional Standards achievement. A single lockup style makes this look appropriate for all designs and backgrounds.

Because of the rarity and difficulty of achieving the Optional Standards, versions for digital and print use are available from NCA Accreditation staff only.

## Not for Chapters...yet

There aren't any Optional Standards for Chapters yet, so these Badges are for CACs only. Chapters, make sure your CACs who have achieved Optional Standards are using the Badge that proves it!



# For partners who help build our movement,

Badges are available for all the different kinds of partners who help shape, support, and spread the work CACs do to heal kids.



## ● Foundation Partners

- ★ These private funding institutions provide resources for NCA's statewide, regional, and national projects.



## ● Mission Partners

- ★ These nonprofit institutions work alongside NCA toward our common goal of better futures for kids.



## ● Education Partners

- ★ These academic institutions work with NCA to develop and spread best practices to CACs and communities.



## ● Public Policy Partners

- ★ These institutions, like Regional CACs and VOCAA partners, help the child welfare field broadly define strategies to use resources effectively.



## ● Federal Partners

- ★ These federal agencies support CACs through grants, MOUs, partnerships, and in many other ways.

# and companies who support us.

Our Corporate Partners don't just provide funds for NCA leadership they believe in and goods and services for CACs who need them; companies also provide critical know-how in the areas of tech, mental health services, mass media, and other functions that help NCA and CACs improve our collective work.



*These levels supersede Platinum, Gold, and Silver Corporate Partner levels beginning in 2024. A distinction between businesses who support NCA financially and those who participate in its work is under consideration.*



The highest level of corporate support for and collaboration with NCA and the CAC movement



Corporations interested in driving change through a seat at the table



For small companies, startups, and new enterprises supporting CACs



# Recognition for our supporters...

NCA's individual donors and team fundraisers don't just deserve a sense of pride and a good feeling from supporting our mission—they deserve to be part of our movement, too. NCA's new badge system for supporters offers a graphical system to recognize annual giving at every level. Plus, it offers our supporters the chance to let their communities know what matters to them and how others can join in, too.



*These giving levels will supersede current recognition levels and giving amounts beginning after the 2023 giving season. Dollar amounts subject to change.*

# ...in all their new forms.

Community fundraising transcends place these days. While local communities still rally around their CACs, today, online communities, far-flung friends, and family members around the globe can participate in giving to and fundraising for NCA. Our online streaming communities, creators, and teams have created a groundswell of support, and many creators are waiting for recognition just like this, while classic fun runs and in-person events still serve as powerful connectors of people, resources, and children.



For NCA's  
community  
fundraising  
leaders



For members  
of an NCA  
Stream Team



For NCA  
streaming  
partners

# Get these assets

## ● For Accredited CACs and Chapter Badges

- ★ Accredited Member and Accredited Chapter Badges are available in [NCA's BrandFolder](#). Each agency's level-specific login is included in their member packet or by contacting [membership@nca-online.org](mailto:membership@nca-online.org).
- ★ Special Accredited Member Badges indicating achievement of Optional Standards are available only from the NCA Accreditation team at [accreditation@nca-online.org](mailto:accreditation@nca-online.org).



## ● For Badges for other NCA Member categories

- ★ These badges are available in NCA's BrandFolder to all NCA Member CACs as part of our branding and public awareness materials made available to members.
- ★ All members may log in with [ncapublicawareness@nca-online.org](mailto:ncapublicawareness@nca-online.org)  
pw: NationalChildrensAlliance



## ● For Badges for partners in funding or program development

- ★ Reach out to the Communications team at [communications@nca-online.org](mailto:communications@nca-online.org) for files.
- ★ Including Foundation, Mission, Education, Public Policy, and Federal Partners.



## ● For Corporate Partners, individual and team supporters, and community fundraisers

- ★ Contact Fund Development at [development@nca-online.org](mailto:development@nca-online.org) for details on these programs and conditions of using the badges.



# Questions?



**National  
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*The Force Behind  
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**NCA's Communications Team**

[communications@nca-online.org](mailto:communications@nca-online.org)

[nationalchildrensalliance.org](http://nationalchildrensalliance.org)