



pathways to opportunity
and development

PRESENTED BY  UMPQUA BANK

CANVA FOR NONPROFITS



Greater
Vancouver
Chamber

Today's guide

WHAT WE
WILL TALK
ABOUT

01

HOW TO CREATE AN ACCOUNT

Create a free account, and apply for a free upgrade to Pro for a 501(c)3 organization.

02

HOW TO CREATE A PROJECT

Select the proper size and type, and resize.

03

HOW TO EDIT A PROJECT

Upload images/logos, use templates, elements, photos and text.

04

HOW TO SAVE A PROJECT

Save a project, share a project, selecting the proper file type for download, or print.

05

HOW TO ORGANIZE IN CANVA

How to utilize the folder options in Canva to keep your projects organized.



Say What You Need

AND MAKE IT LOOK SO GOOD
THEY CAN'T HELP BUT LISTEN



What is Canva?

GRAPHIC DESIGN MADE EASY

Canva is a graphic design platform, used to create social media graphics, presentations, posters, documents and other visual content. The web app includes templates for subscribers to use. The platform is free to use and offers paid subscriptions like Canva Pro for additional functionality. Canva Pro is available at no cost to 501(c)3 organizations through an application process.

01

Canva Free

For people and teams wanting to design absolutely anything, from logos and social media content to documents, prints and more. Tons of free templates, photos and fonts to bring your vision to life.

Get Canva Free

HOW TO CREATE AN ACCOUNT

Creating an account is very simple. You go to canva.com, click 'Sign Up' in the top right corner of the screen, or scroll down to the button that says 'Get Canva Free'.

Choose a way to sign up, I recommend 'Sign Up With Email'

Follow the directions for entering your Name, Email, and for creating a secure password.

< Create your account

We'll have you designing in no time.

Name

Julie Smith

Email

julie@example.com

Password

.....

Use 8 or more characters with a mix of letters, numbers & symbols.

Get started!



01

APPLY FOR A NONPROFIT ACCOUNT

Applying for a nonprofit account allows you all of the benefits of a Canva Pro account at no cost.

To apply, you'll go to canva.com/canva-for-nonprofits and click 'Apply now'

You'll then be able to click a 'Get verified now' button, after which you'll need to provide documentation of your 501(c)3 status.

Approval takes 7-10 days.

Apply for Canva for Nonprofits

Our Canva for Nonprofits program gives registered nonprofits, social impact and public health organisations our premium Canva Pro features – completely free for up to 10 members.

You'll get these time-saving features:

- ✓ Never pay for images, videos and audio – get our entire library, free
- ✓ Look professional with set and forget brand colors, fonts and logos
- ✓ Turn one graphic into many with one-click resize
- ✓ Create transparent backgrounds so you

Canva for Nonprofits

The design tool made with nonprofits in mind. Discover the easy way to create high-impact social media graphics and marketing materials. [Apply now to get Canva's premium features for free.](#)

[Apply now - it's free!](#)

[Eligibility guidelines](#)

[Get verified now](#)

[Maybe later](#)

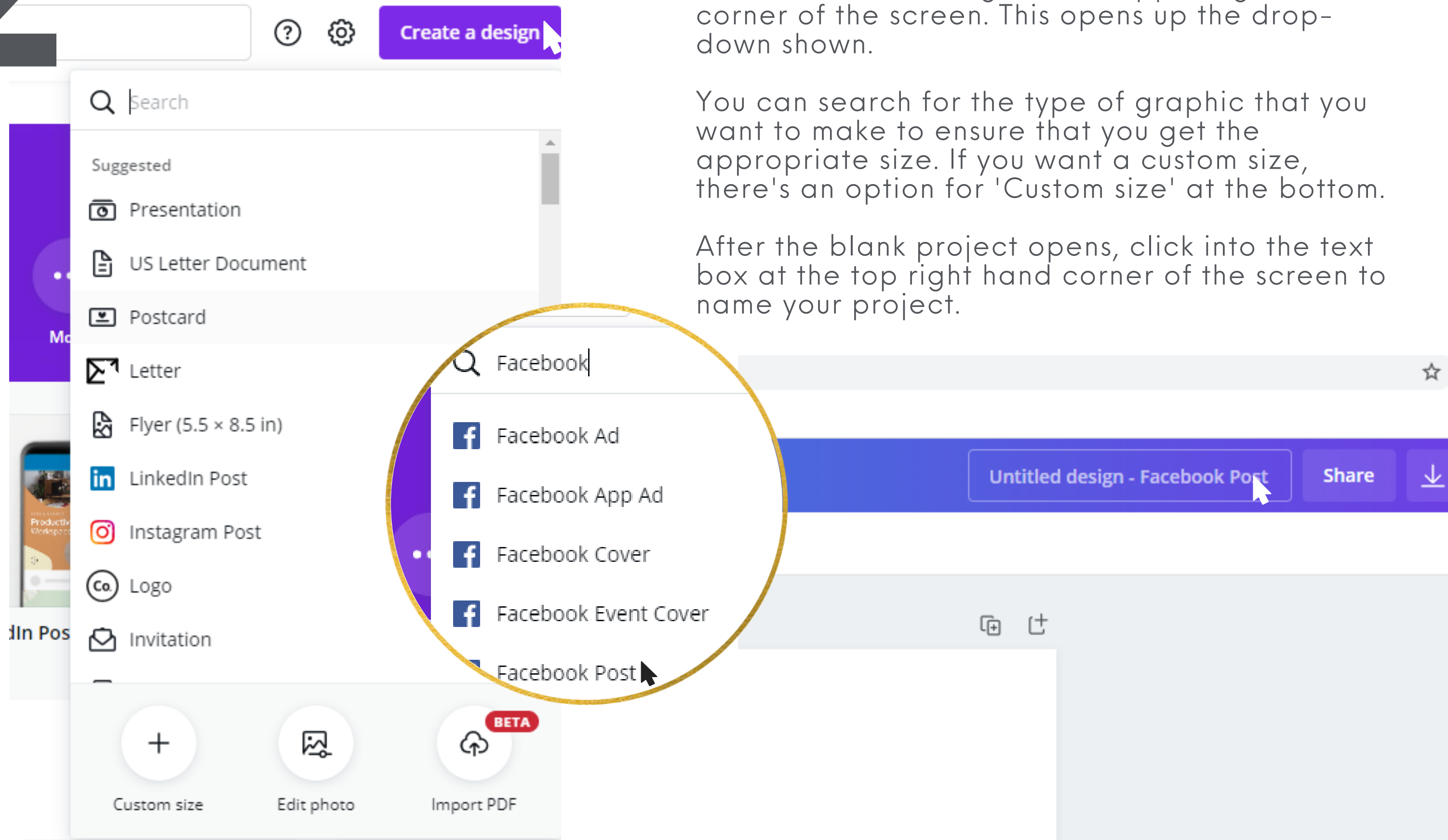
02

HOW TO CREATE A PROJECT

Click 'Create a design' in the upper right hand corner of the screen. This opens up the drop-down shown.

You can search for the type of graphic that you want to make to ensure that you get the appropriate size. If you want a custom size, there's an option for 'Custom size' at the bottom.

After the blank project opens, click into the text box at the top right hand corner of the screen to name your project.



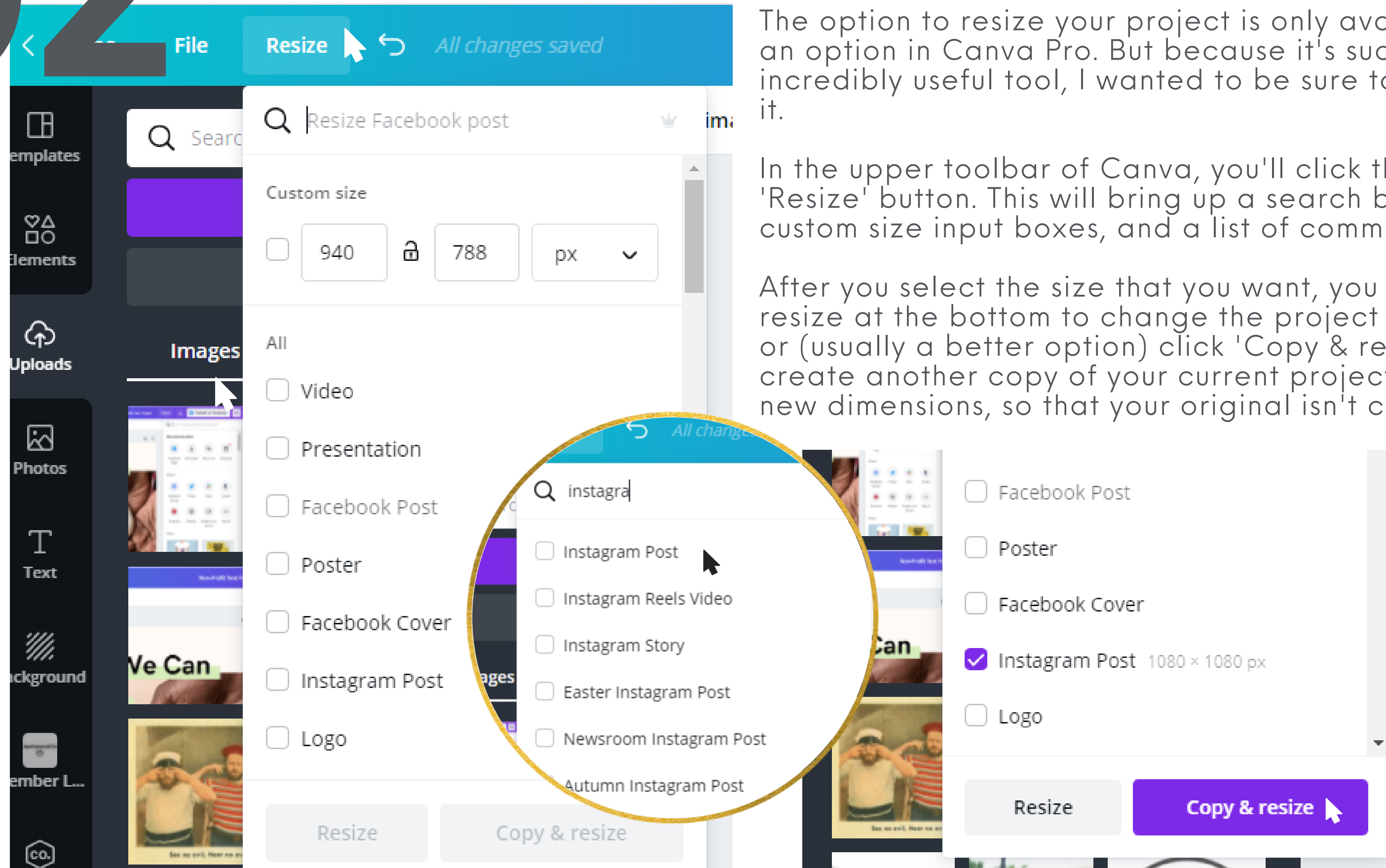
02

HOW TO RESIZE A PROJECT

The option to resize your project is only available as an option in Canva Pro. But because it's such an incredibly useful tool, I wanted to be sure to include it.

In the upper toolbar of Canva, you'll click the 'Resize' button. This will bring up a search box, custom size input boxes, and a list of common sizes.

After you select the size that you want, you can click resize at the bottom to change the project you're in, or (usually a better option) click 'Copy & resize' to create another copy of your current project with the new dimensions, so that your original isn't changed.



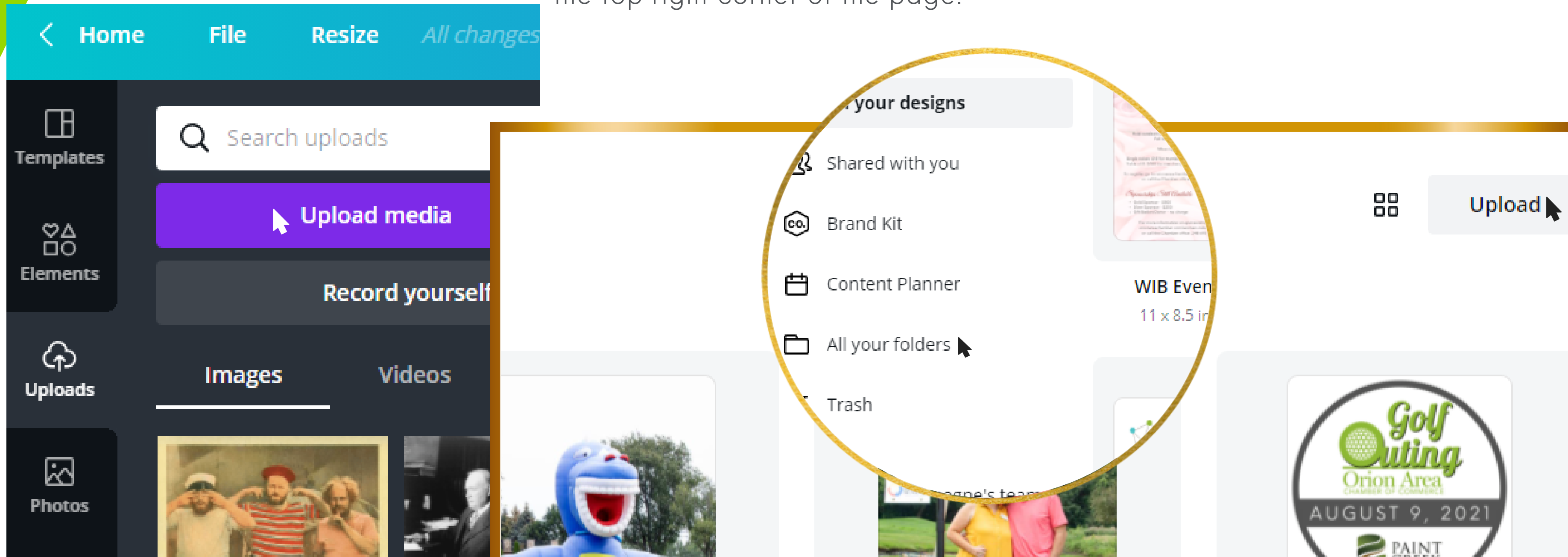
03

UPLOADING YOUR LOGO

There are two options for uploading your logo and any other images and graphics that you'll need.

If you're in a design, simply click on the Uploads tab and then click on Upload media. You can then select any and all images that you want to upload from your computer.

You can also upload from the Canva home screen by clicking on the All your folders tab, clicking on the Uploads folder, then clicking the Upload button in the top right corner of the page.



03

USING THE PROVIDED TEMPLATES

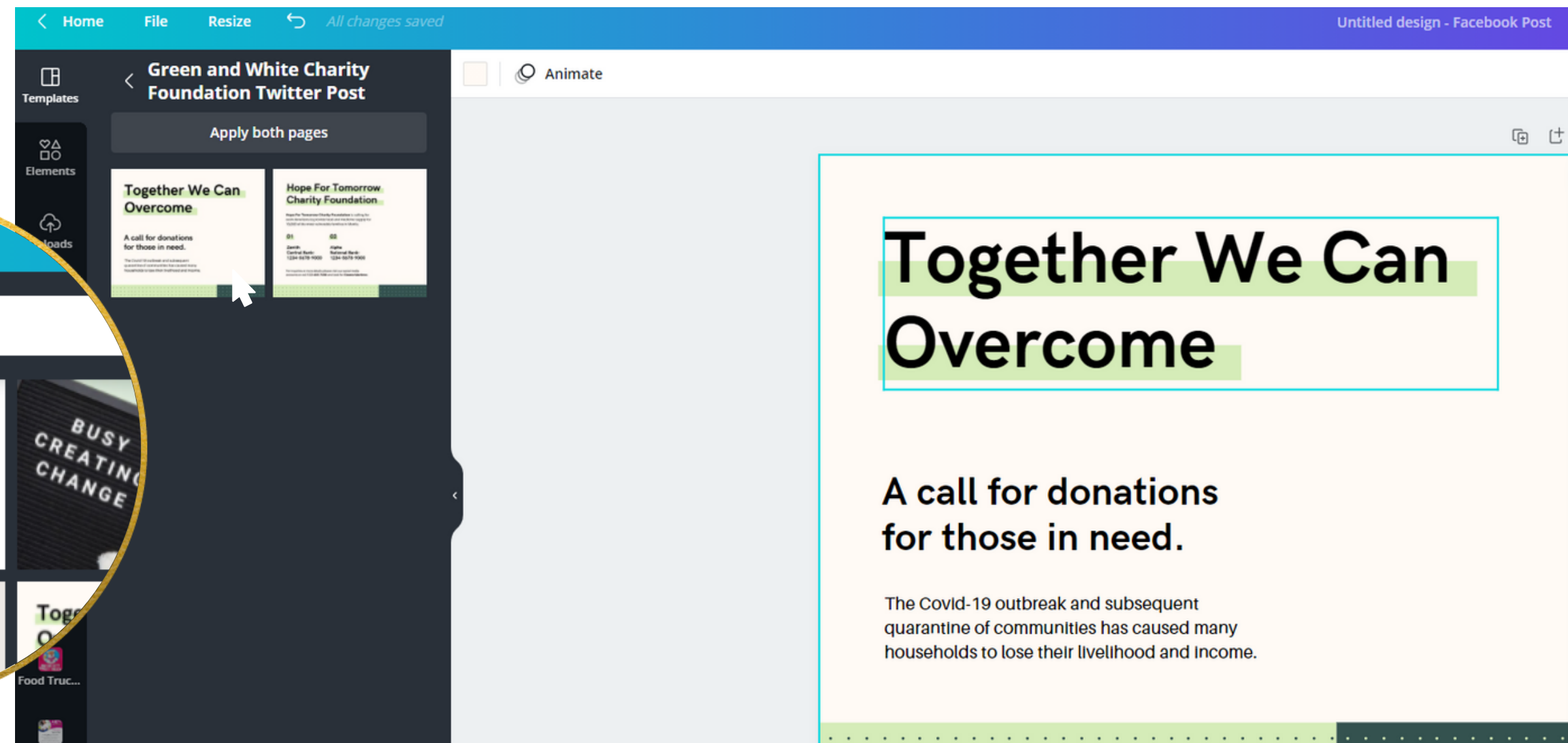
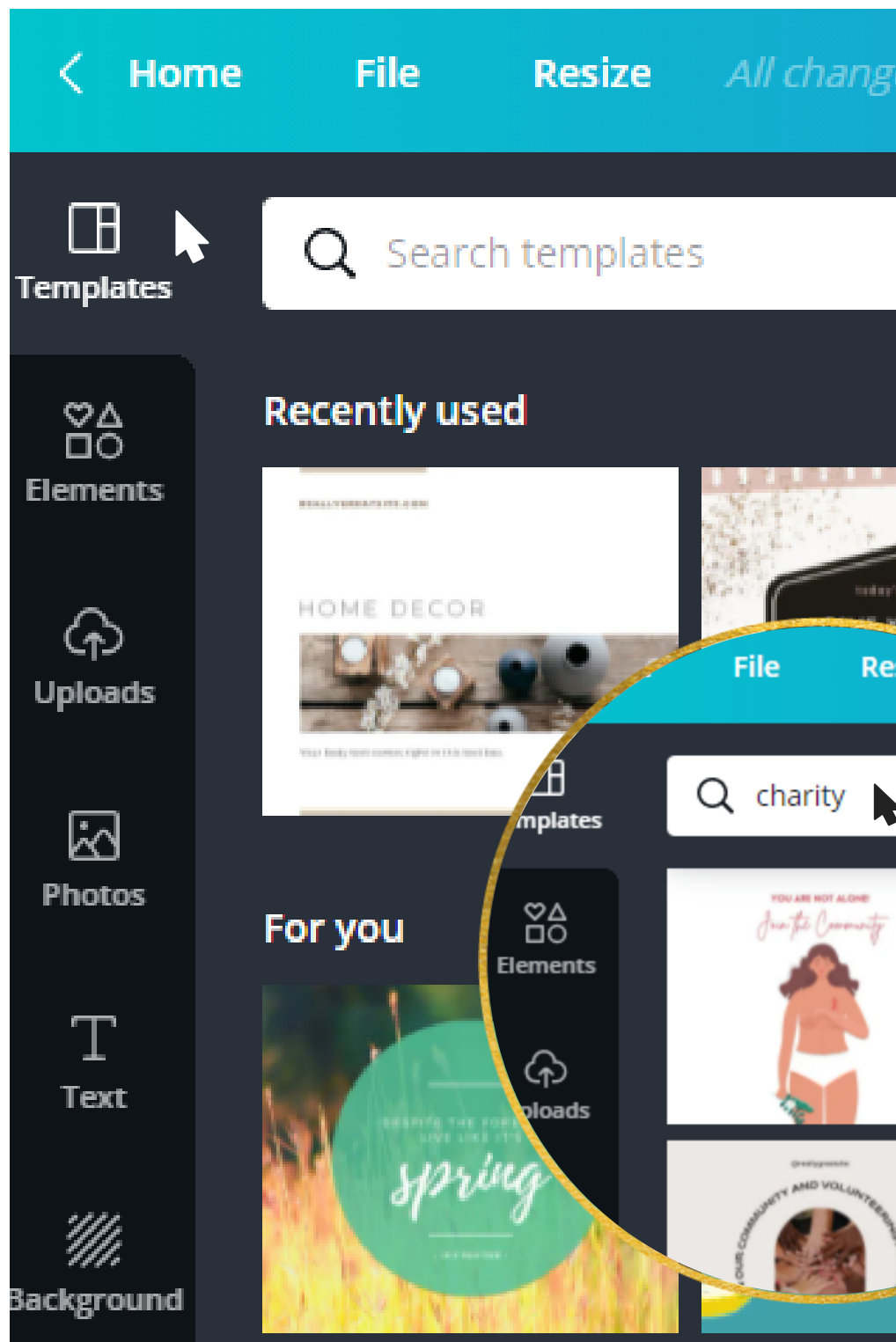
Templates are a great way for you to create a well designed graphic without needing to put in a lot of work or research.

To access them, click on the templates tab in the upper left hand area of the screen.

You can click in the 'Search templates' box to see if there is a template that suits the post you're making.

Then simply click on the design you choose to populate it to your project.

The individual elements of a template are customizable, so lets learn how to do that next.

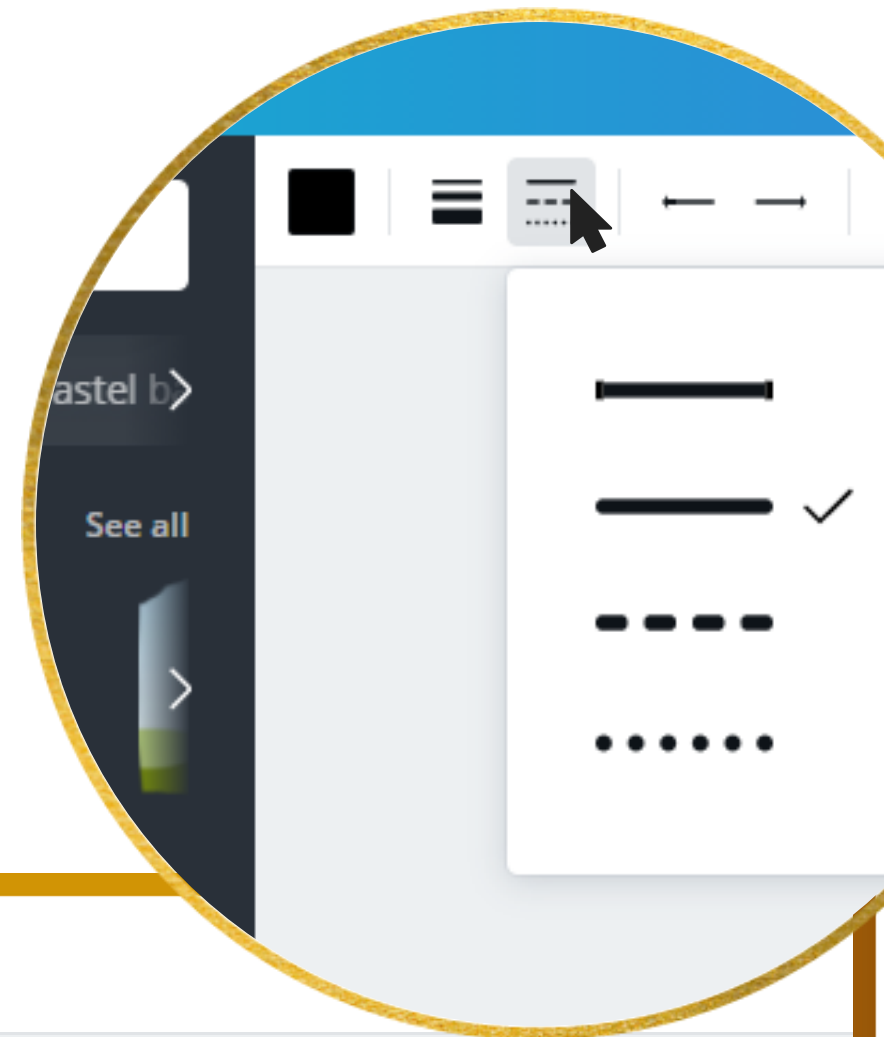
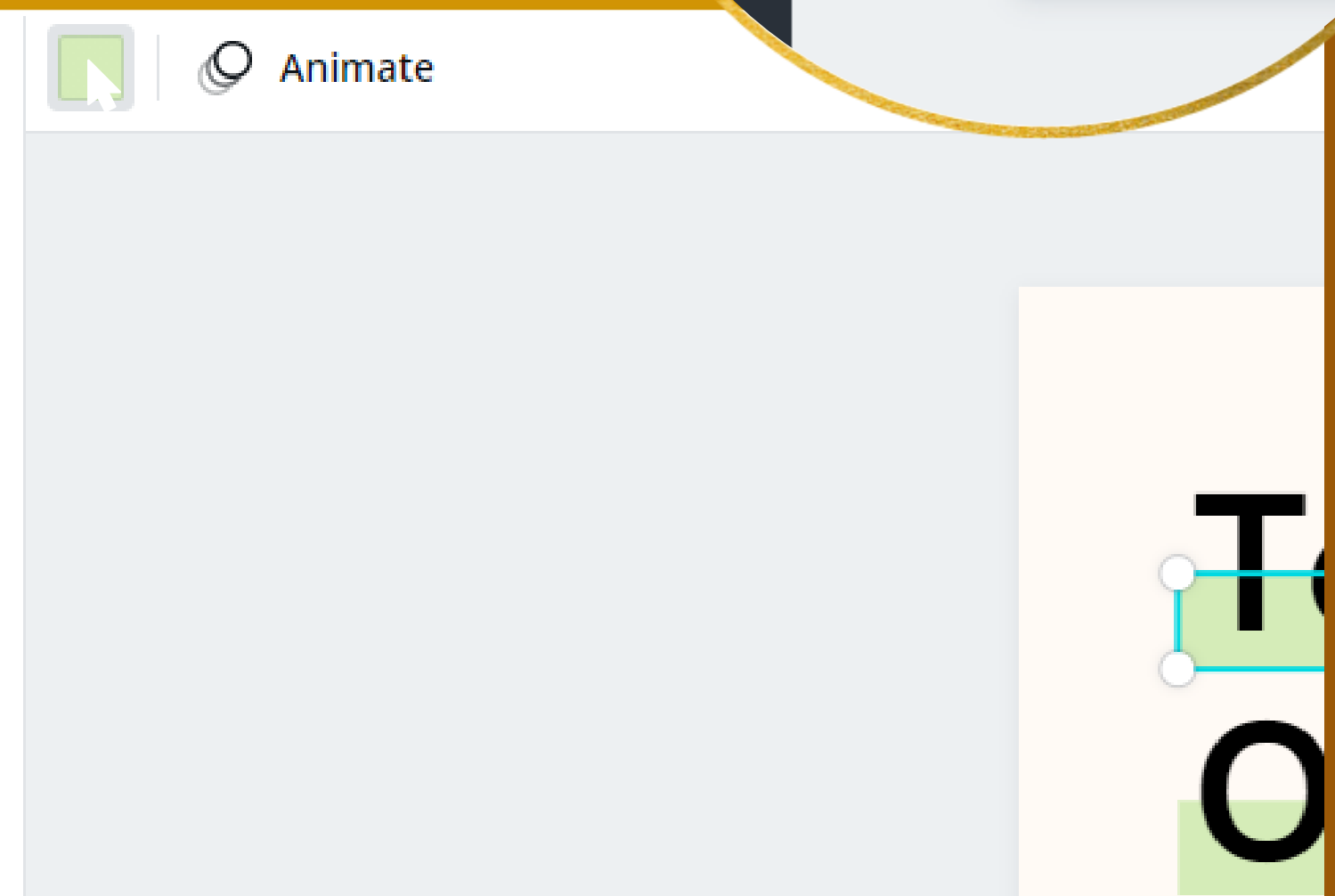
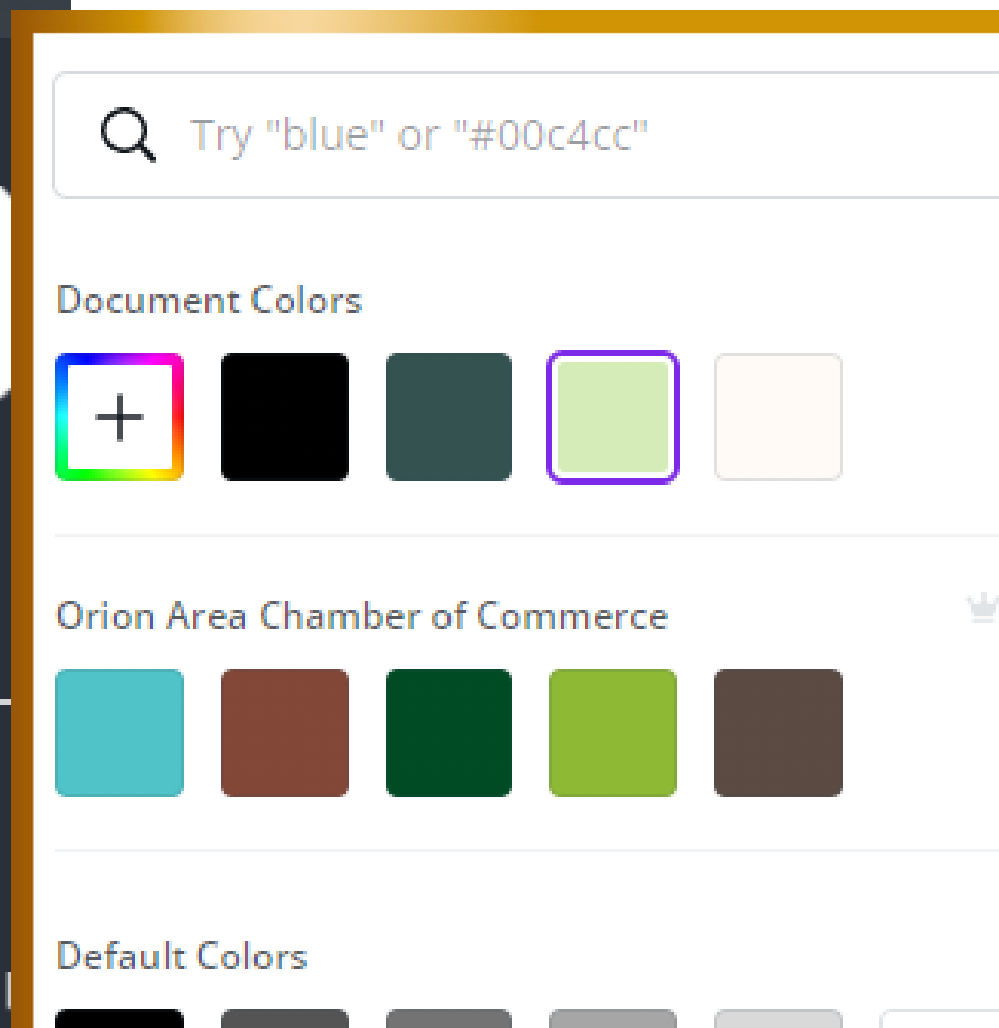
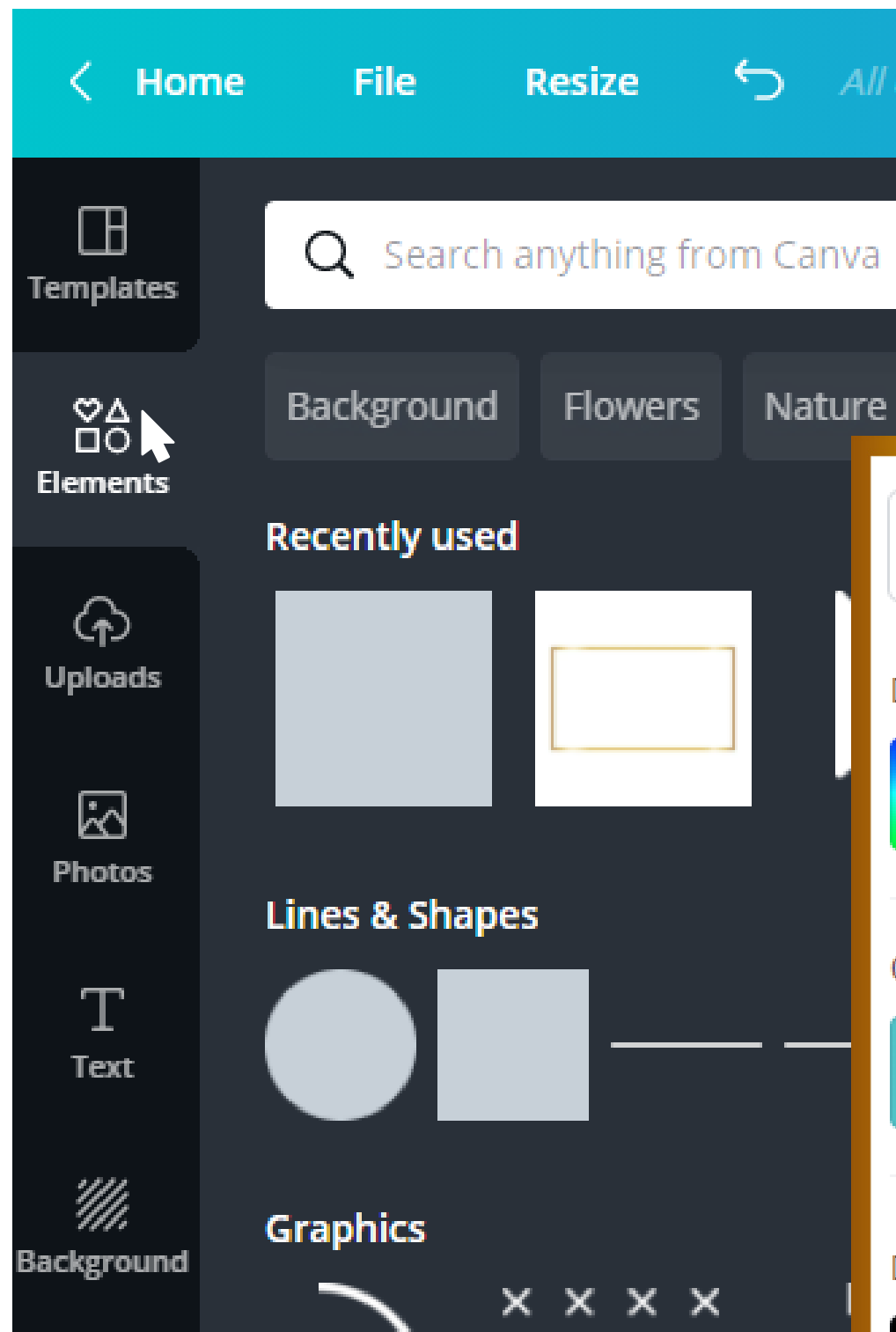


03

USING ELEMENTS IN YOUR PROJECT

Elements in Canva are your shapes, lines and illustrations. Adding elements is similar to adding a template. Click on the 'Elements' tab, and click on the element that you want and it will populate into your design. There is also a search function that will allow you to find exactly what you want. At this point you can move, resize and rotate the element using the handles that appear when you click on it.

Further editing elements is generally going to be about editing the colors, line weight and cropping.



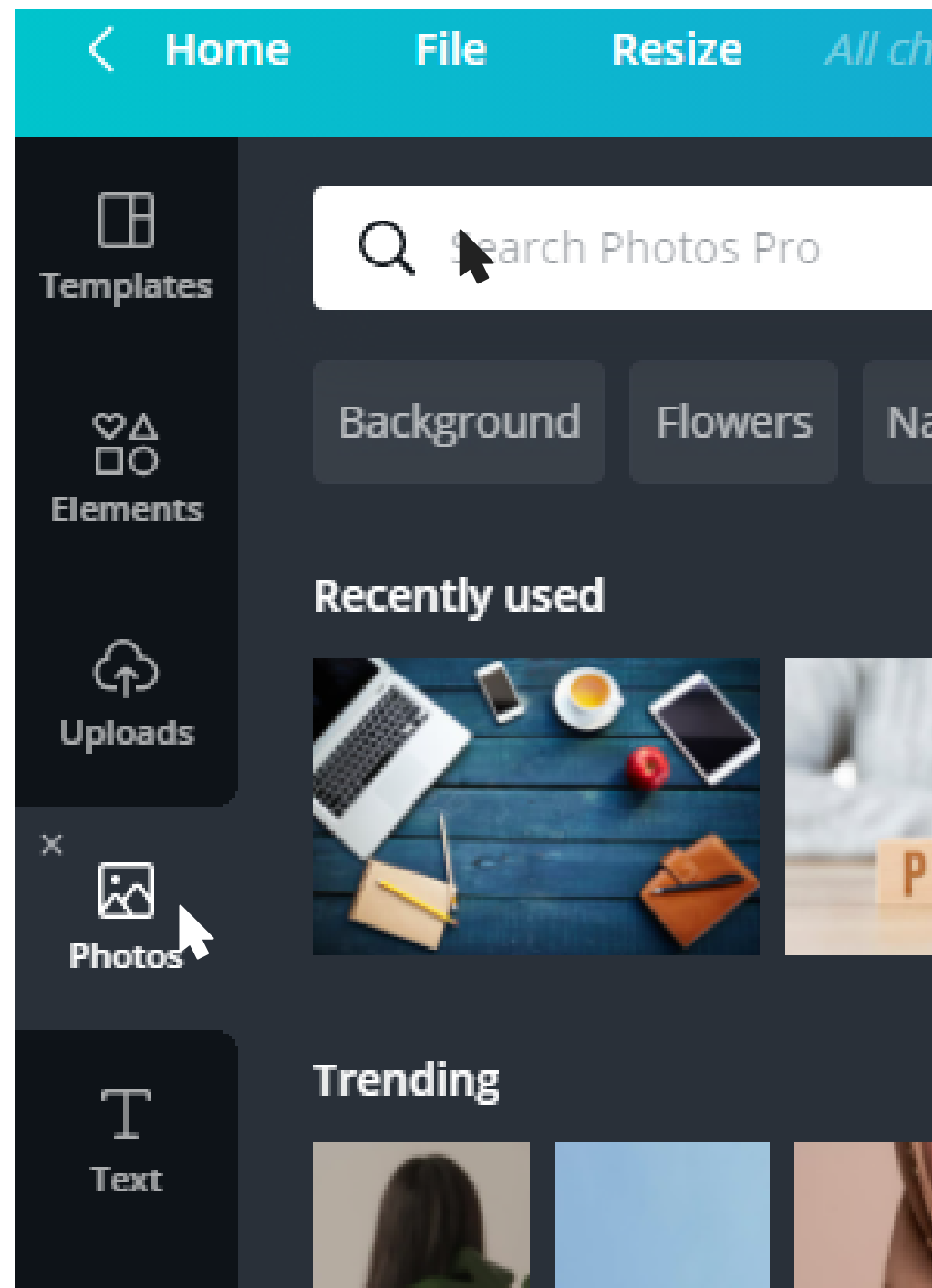
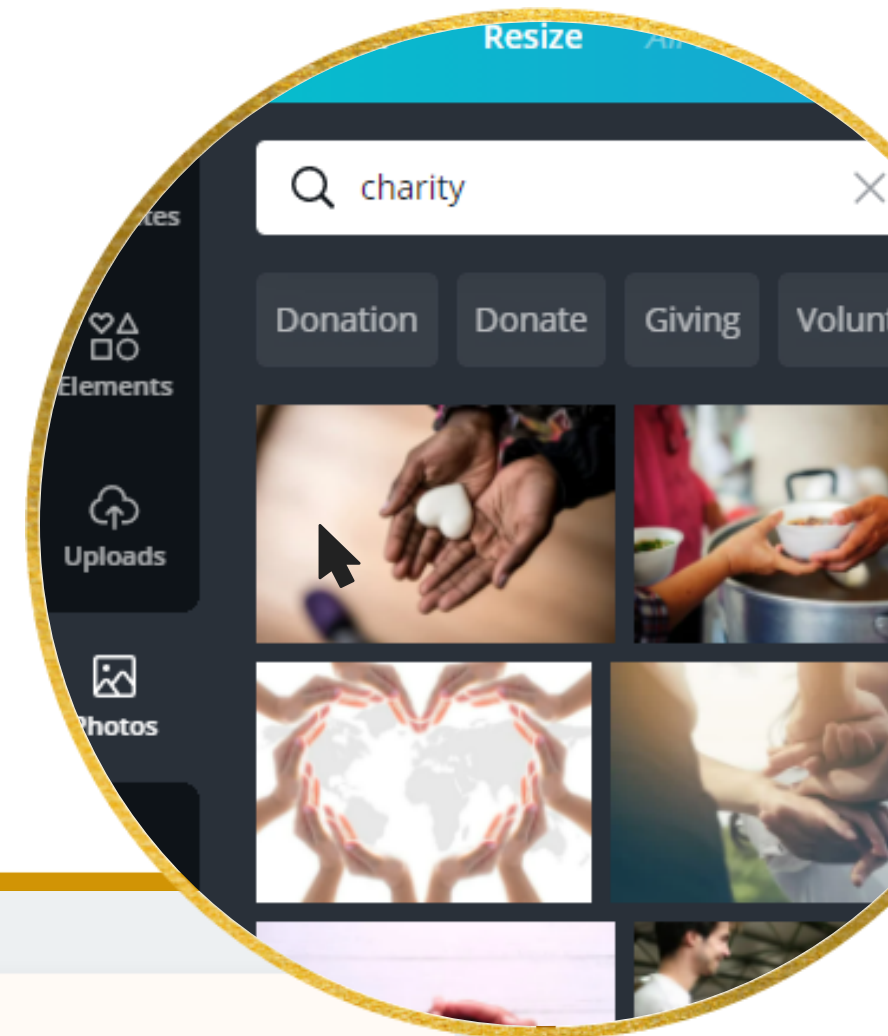
03

USING PHOTOS IN YOUR PROJECT

Photos in Canva include the images that you've added, and the large collection of stock images that are available through Canva. To access your own, go to the Uploads tab, and to access stock images, go to the Photos tab.

Both of these tabs offer search functions. You'll search file names for your own, or content keywords for stock images.

To insert an image into your design, you only need to click on it and it will appear. You can resize and crop in a similar way to other elements.



Together We Can Overcome

A call for donations
for those in need.



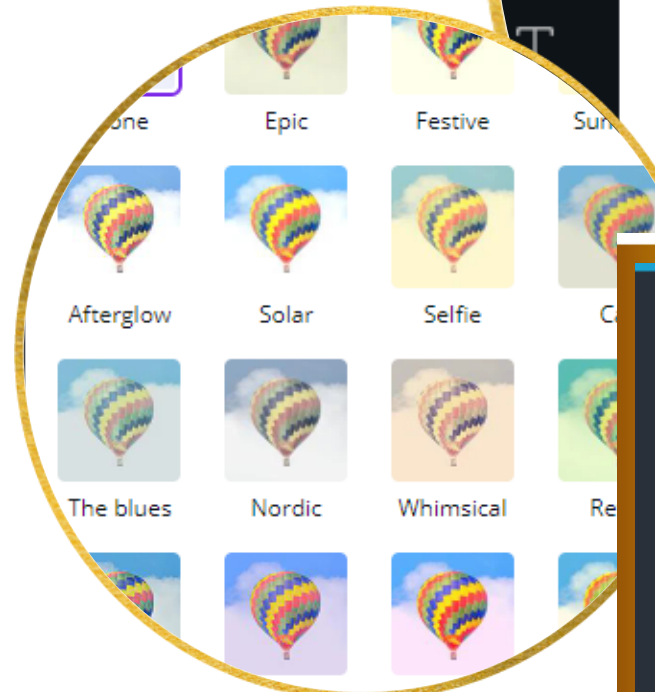
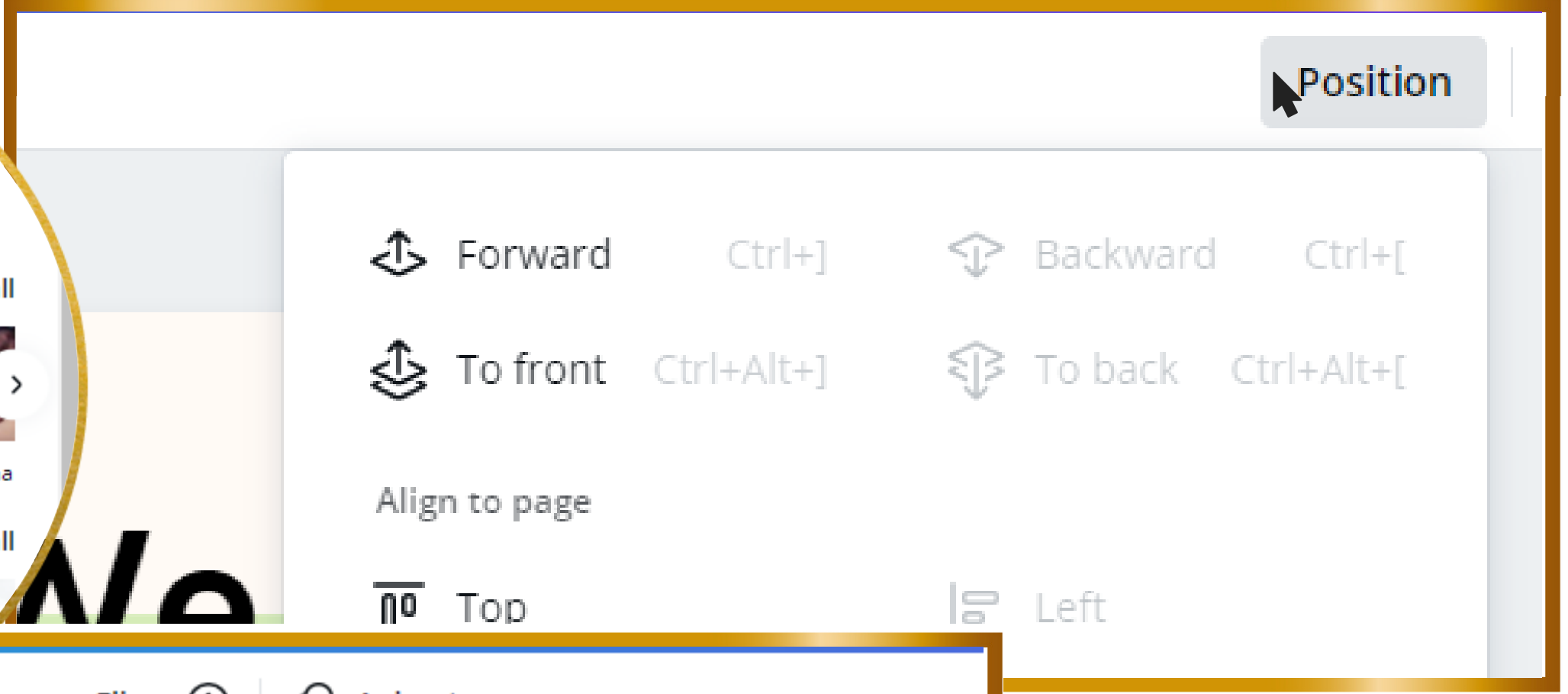
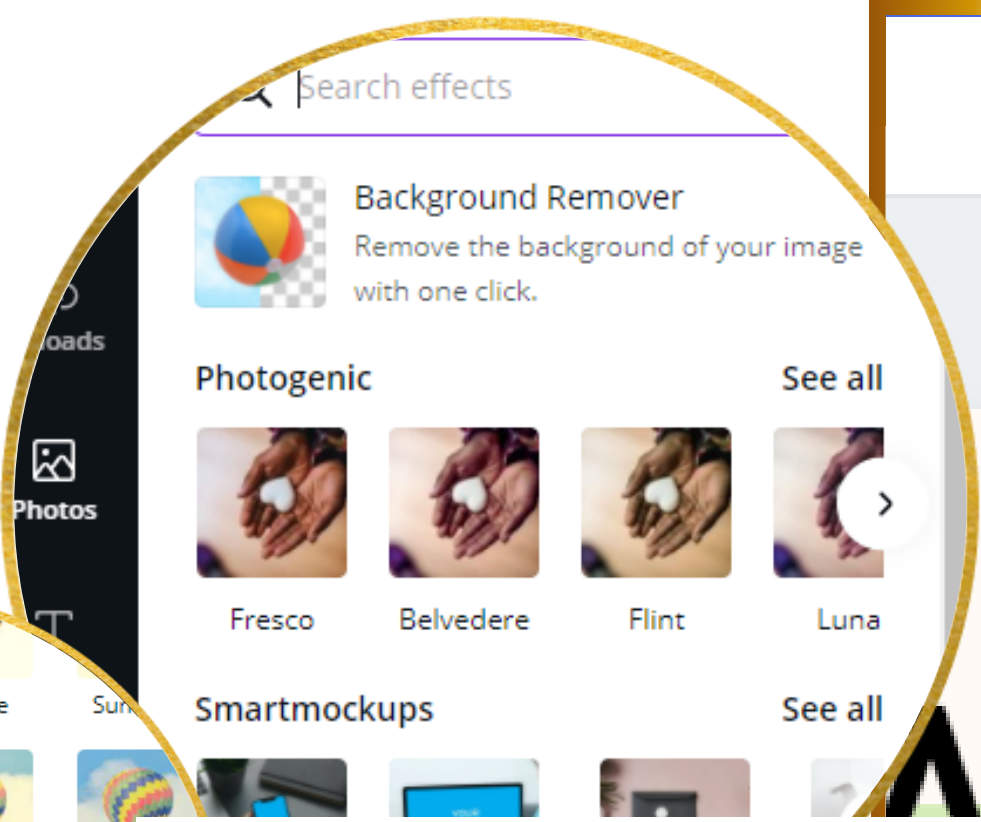
03

EDITING PHOTOS IN YOUR PROJECT

There are many edits to photos you can do in Canva and you begin by selecting the image, and noting the options at the top of the page.

You can set the position of an image (or element, or text) by selecting 'Position' and moving it in front of or behind other objects. You can also align it to the center of the page.

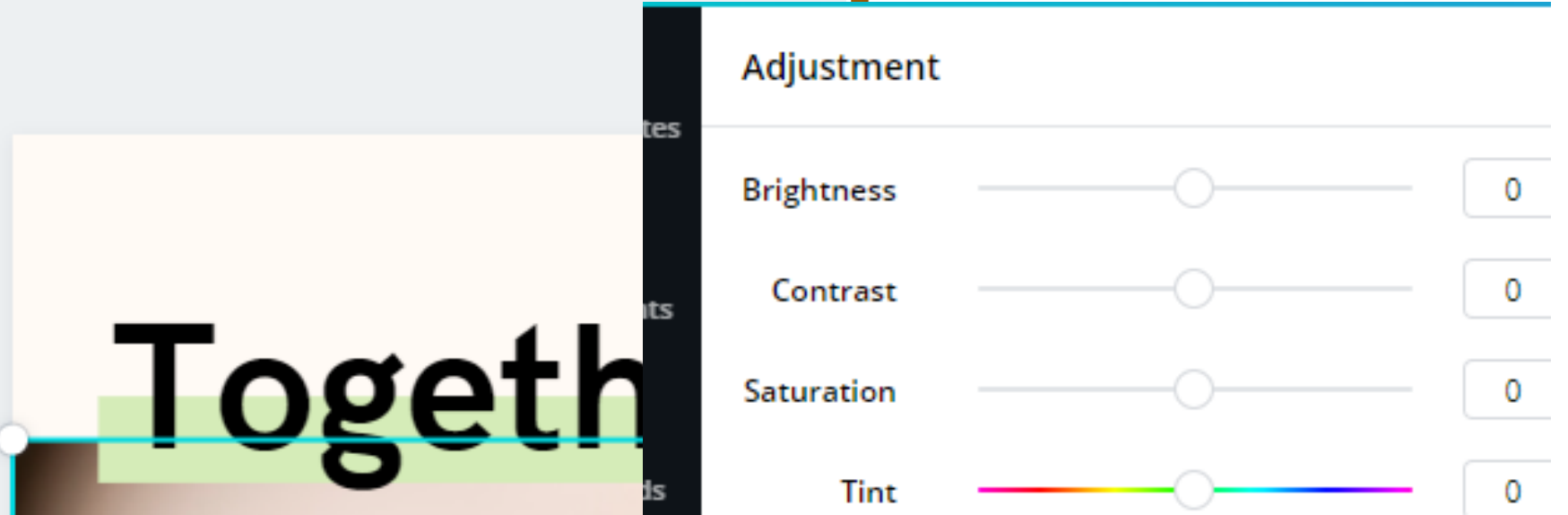
The Background Remover that is available to Canva Pro users is incredibly useful and under 'Effects'.



There are multiple filters that you can apply for graphic effect under 'Filter'.



You can make adjustments to the image in a much more detailed way under 'Adjust'. This includes brightness, contrast, saturation, and clarity.



Together

03

USING TEXT IN YOUR PROJECT

Using text in Canva will be an essential aspect of creating designs for any business. They offer a wide array of pre-designed typographic templates that you can look through and select from. You can also use the text editing menu along the top of the screen to customize your text via font, size, color, alignment and others.

The screenshot shows the Canva interface. At the top, there is a blue navigation bar with a back arrow, 'Home', 'File', 'Resize', and a circular arrow icon with the text 'All changes'. Below this is a dark sidebar with icons for 'Templates', 'Elements', 'Uploads', 'Photos', 'Text', and 'Background'. The 'Text' icon is highlighted with a mouse cursor. In the center, there is a search bar labeled 'Search text' and a list of text elements: 'Add a heading', 'Add a subheading', and 'Add a little bit of body text'. Below these is a 'Recently used' section showing two text templates: 'Online Sale Today!' and a card for 'MARTIN AND LAURA'.

This close-up shows the text editing menu. At the top, it says 'by "Calligraphy" or "Open Sans"'. Below that are two buttons: 'Handwriting' (with a mouse cursor over it) and 'Corporate'. Underneath is a 'Recent Searches' section with a list of search terms: 'miller', 'Corporate', 'arial', and 'times'.

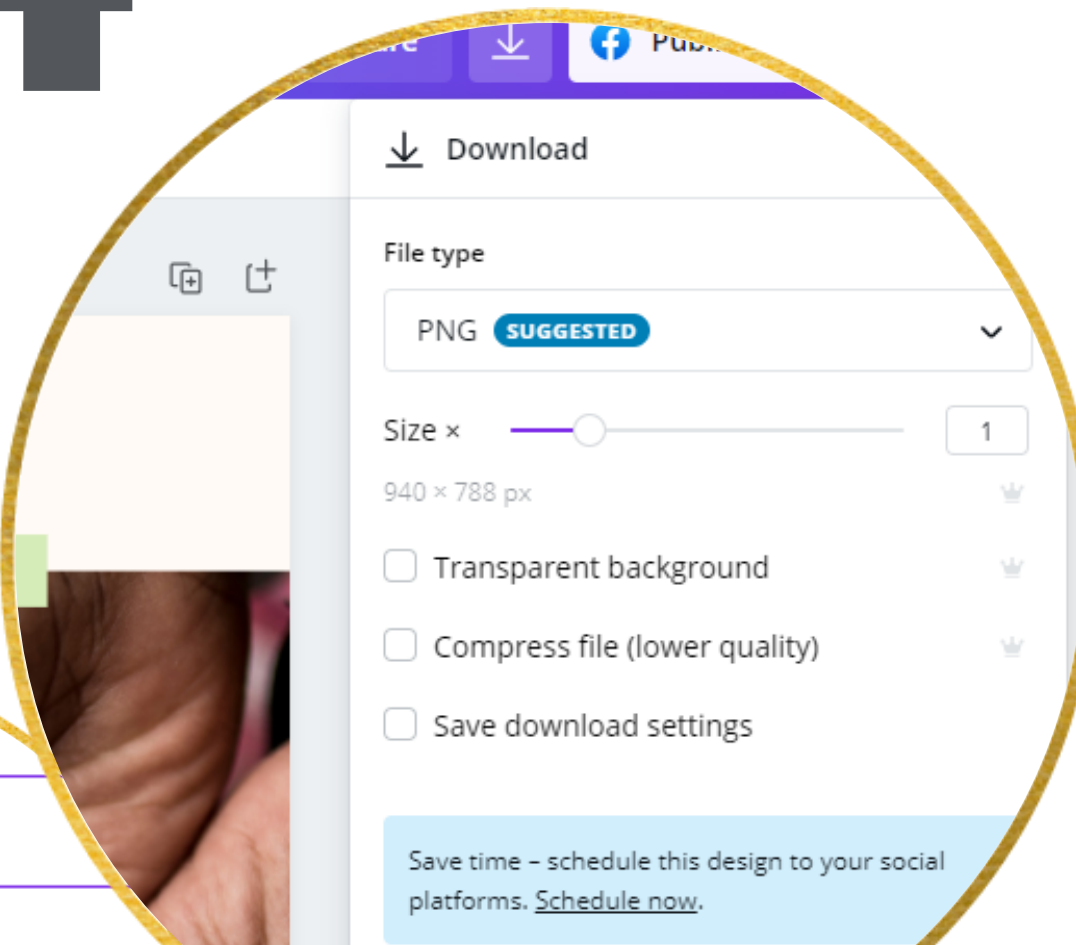
This section shows the text editing toolbar and a design preview. The toolbar includes a font dropdown menu set to 'HK Grotesk Bold', a size input field set to '68.4', and icons for text color, bold, italic, underline, and case. Below the toolbar is a design preview showing the word 'Together' in a large, bold, black font on a light green background, with the word 'Overcom' visible below it.

04

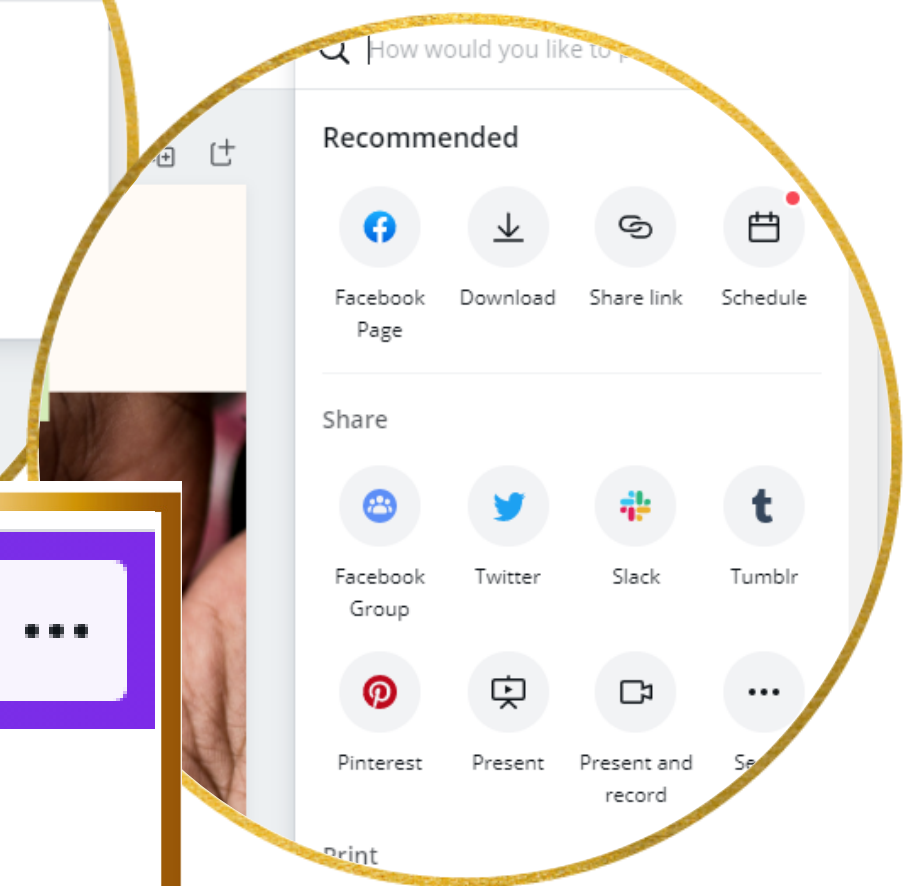
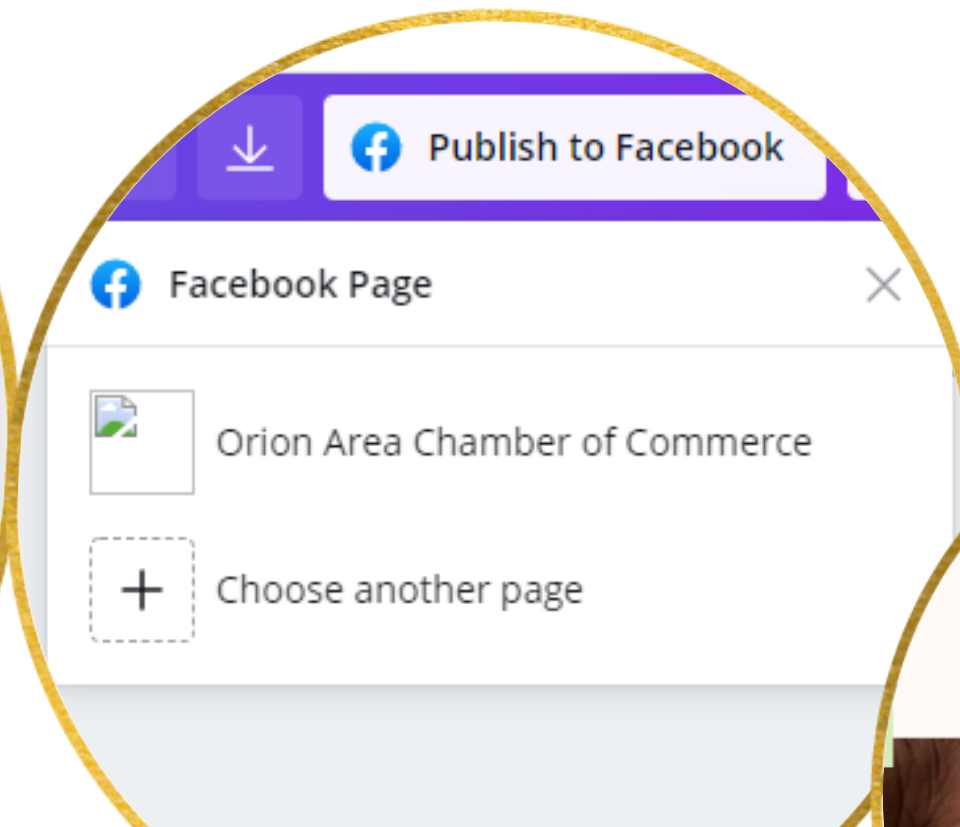
HOW TO SAVE A PROJECT

Your working, editable project is automatically saved in Canva when you create it, however, you have the options of sharing it, downloading it as different file types or various other options depending on the project.

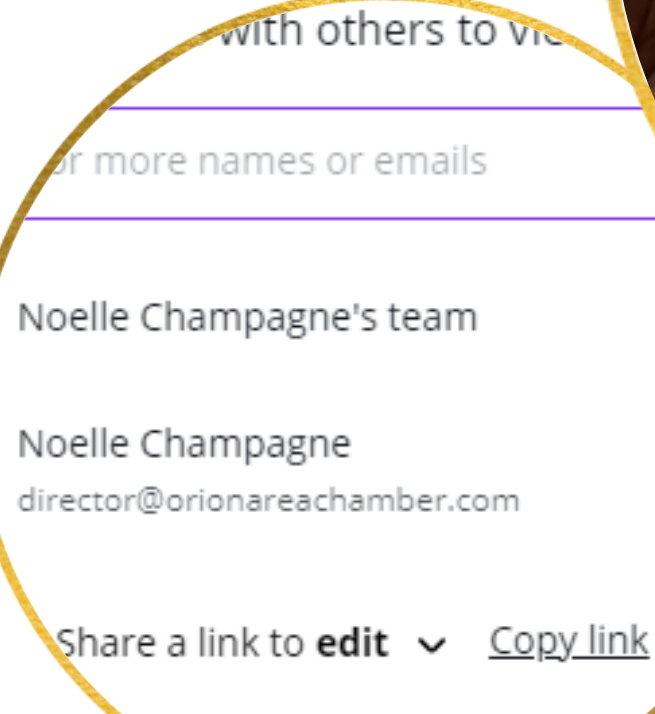
Under the download drop-down, there are options for many different file types, and additional options depending on your needs.



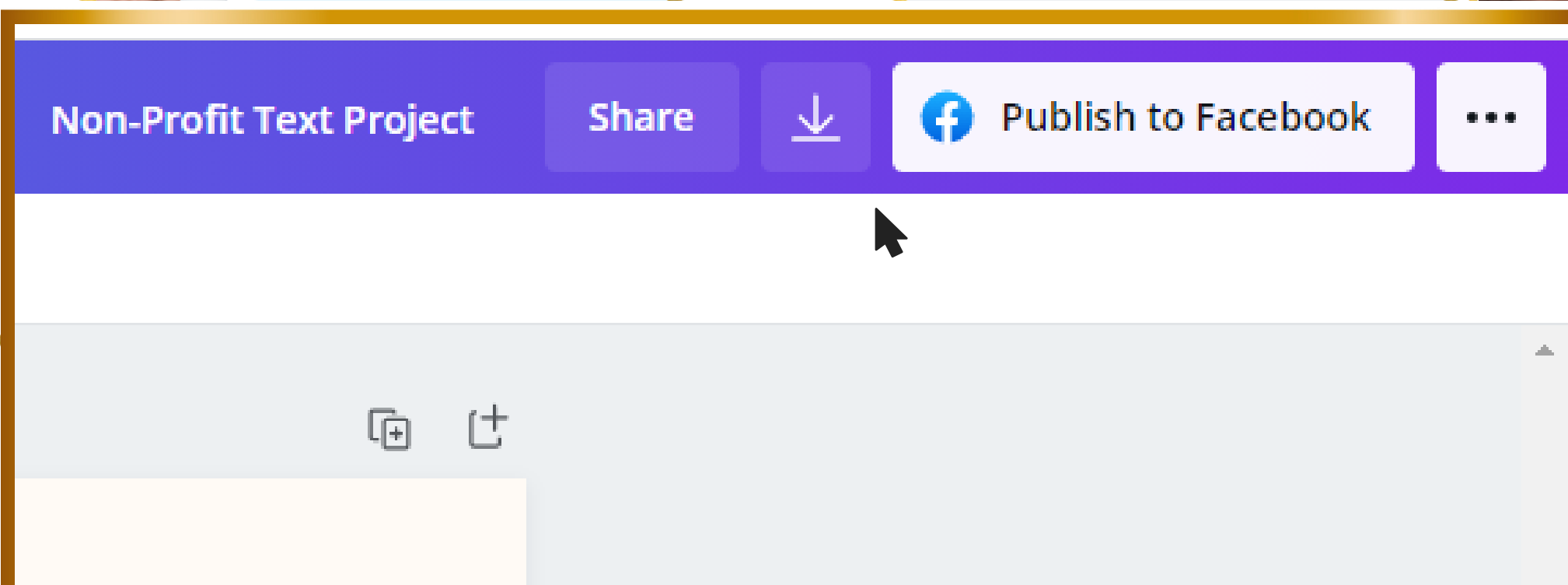
You can link your Facebook page to post your images directly to Facebook from Canva.



There are many additional options under the '...' button. These include more sharing options, and printing options.



Under the 'Share' button, you have the option to share a link.



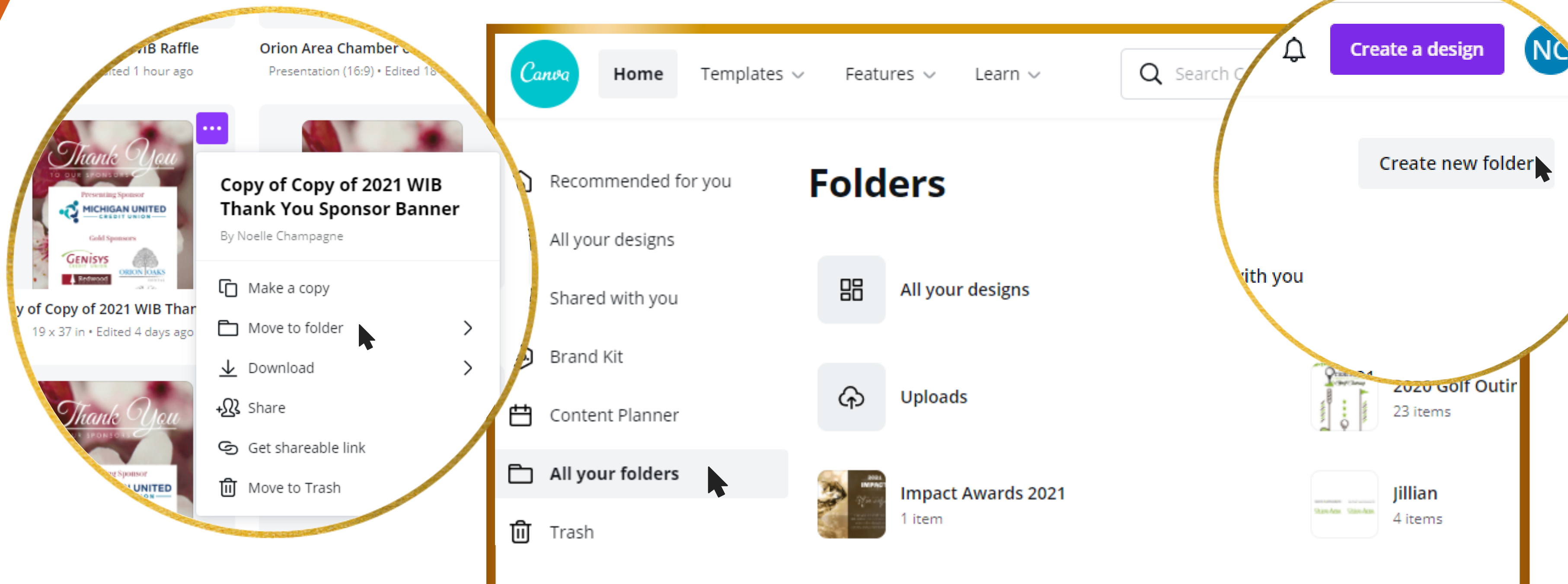
05

HOW TO ORGANIZE IN CANVA

We highly recommend taking the time to organize your files into folders in Canva from the beginning. It will make everything so much easier down the line.

On your Canva home screen, click on the 'All your folders' tab to access them. You can create new folders by clicking the 'Create new folder' button at the top right hand corner of the screen.

Files can be moved to different folder by clicking on the '...' button by them and selecting 'Move to folder' and selecting the folder you'd like to move it to.



Canva is Essential

FOR EVERY NON-PROFIT

The incredible functionality that Canva offers at no cost makes it an essential service for every non profit organization.





Any Questions?

REACH OUT WITH ANY MORE QUESTIONS
YourChamber@VancouverUSA.com