

# Canva How-To

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## What Canva Is

Canva is a browser-based (read: no program installations required) graphic design software with a free pro option for non-profits. It works much like a simplified version of Microsoft Publisher, but with a lot more options for today's more digital marketing environment. Like LibraryAware, it has stock images and graphics available for you to use in your designs, as well as pre-designed templates you can edit into what you want.

## What's Happening

The Reading Program Committee has been releasing marketing content in two forms wherever possible: a ready-to-print (or queue on social media) version that isn't easily changeable, and an editable version to allow some flexibility for libraries to change dates, logos, etc. to suit their own programming.

The Reading Program Committee has decided to change the software we use to make the editable creations from LibraryAware to Canva. We hope this decision will make editing the marketing material quicker and easier, since Canva is a closer match to the Microsoft programs like Publisher that libraries are already familiar with.

All marketing materials will be provided in ready-to-go formats like PDF or JPEG; we can't guarantee at this time that everything we put out will be editable.

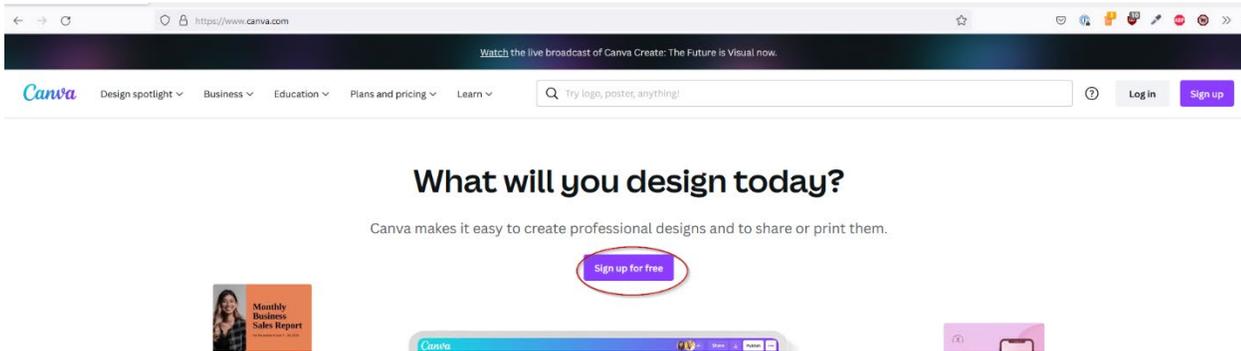
## Signing Up for Canva

There are two steps to signing up for Canva. The first is to sign up for a free account; the second is to turn that free account into a Pro account for non-profits.

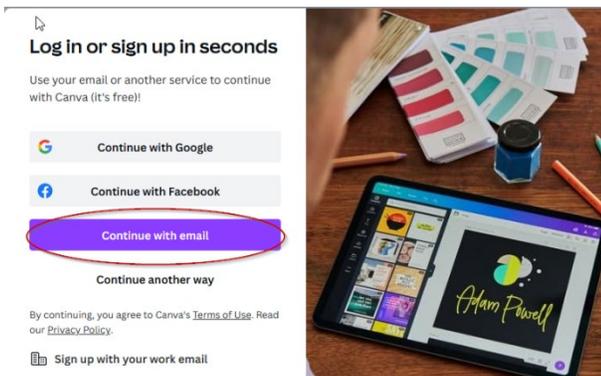
Already got a Canva account? [Skip to Getting Cava for Non-Profits.](#)

## Getting a Free Account

1) Navigate to [canva.com](https://www.canva.com) and click on “Sign up for free”



2) Choose “Continue with email”. Using Google or Facebook to log into Canva is not recommended, because it makes transferring this account more difficult.



3) Add your email. **Important:** You can still sign up with your librarian@... email. It will send your email confirmation request and any ‘forgot password’ emails through to the ‘personal’ email you received after the tenant migration. I recommend using the librarian@ email to sign up for Canva, so the account remains the same no matter who needs to use it.

### < Continue with email

We'll check if you have an account, and help create one if you don't.

Email (personal or work)



4) Add your name and set a password, then click Create Account.

### < Create your account

You're creating a Canva account using

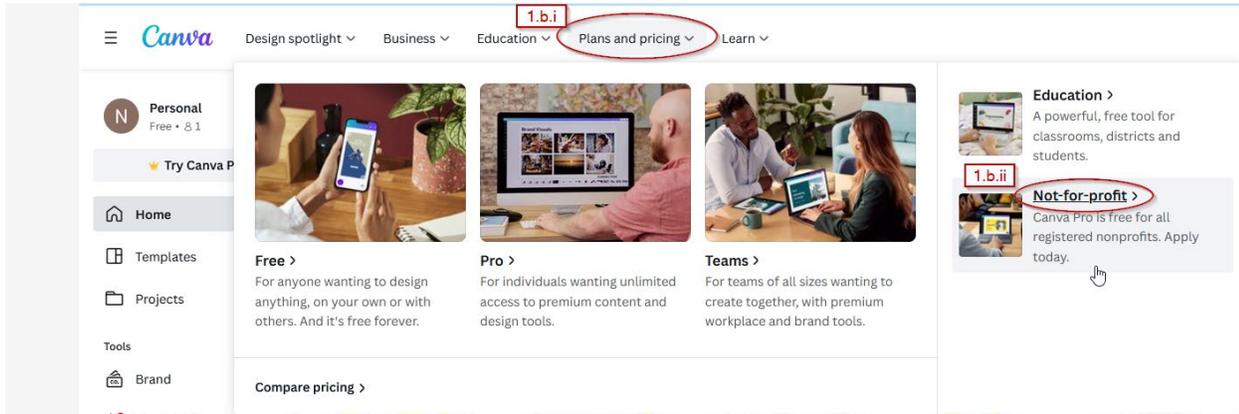
Name

Password

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

## Getting Canva for NonProfits

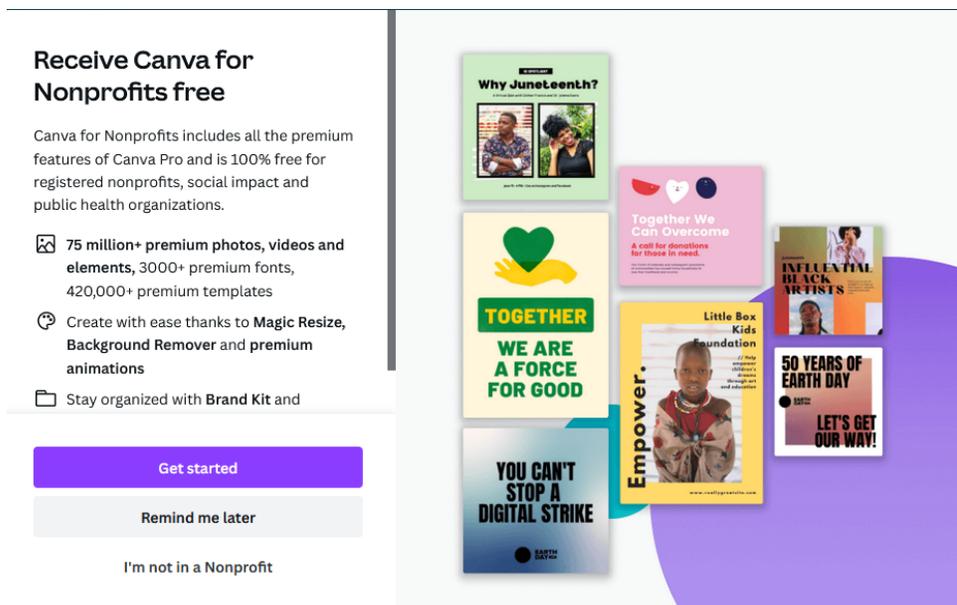
- 1) Get to Canva for Nonprofits.
  - a. If you're lucky, Canva will give you a popup and you can just click "Get started" (skip to d).
  - b. If you don't get the popup, go to the tabs at the top and choose:
    - i. Plans & Pricing
    - ii. Canva for NonProfits



- c. Click on "Apply now – it's free!"



- d. The "Get started" popup will appear.



- 2) Fill out the form for your library. When you get to “type of organization”, choose “social impact organization – DOES NOT make a profit”.

Full name  
NLLS Consultant

Your organization's name  
Northern Lights Library System

Your organization's website (optional)  
nlls.ab.ca

Size of organization  
Please select an option

Country  
Canada

Type of organization  
Please select an option

Continue

Maybe later

Registered nonprofit

Social impact organization - DOES NOT make a profit

Social impact organization - DOES make a profit

Public health organization

- 3) Upload a copy of your library’s current Plan of Service OR a tax document containing your library’s business number and click Submit. **Note:** Canva will only accept PDF versions, so you can either scan a physical copy of your Plan of Service or, if you only have a Microsoft Word version, you can [follow these instructions to convert to PDF](#) before you upload. You should get an email soon letting you know your application has been accepted. Your free account is now a Pro account!

< Additional document required

Attach governing documentation that states your mission and how all your activities are focused on achieving this mission, rather than creating a profit.

See accepted documents

Upload a JPG, PNG or PDF

Choose files  
or drop files here

Submit

Cancel verification

Why Juneteenth?

Together We Can Overcome

TOGETHER WE ARE A FORCE FOR GOOD

Little Box Kids Foundation

INFLUENTIAL BLACK ARTISTS

YOU CAN'T STOP A DIGITAL STRIKE

Empower.

50 YEARS OF EARTH DAY

LET'S GET OUR WAY!

- 4) If you think you’ve been rejected by Canva for your application, send us a help ticket at [ask@nlls.ab.ca](mailto:ask@nlls.ab.ca).

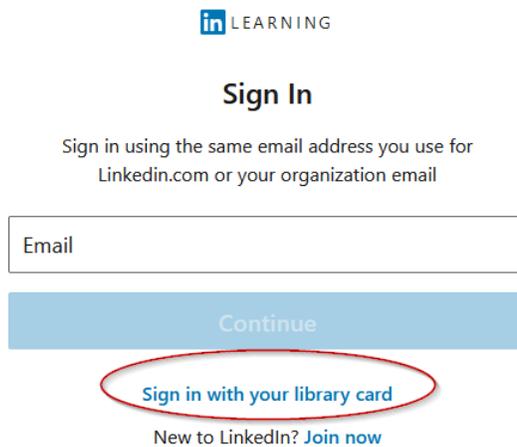
## Learn to Use Canva

To learn to use Canva, we recommend their [Getting Started with Canva playlist](#) on YouTube. You can also [browse all their playlists](#) for more specific tips and tricks.

We have also created a [curated playlist on LinkedIn Learning](#), for a more start-to-finish course including some marketing tips.

If you're having trouble following the links to the LinkedIn playlist, it's likely you are not logged into LinkedIn learning on your browser.

If you are not logged in, following the link will take you to a Sign In page. Click on Sign in with your library card:



**in** LEARNING

### Sign In

Sign in using the same email address you use for  
LinkedIn.com or your organization email

Continue

[Sign in with your library card](#)

New to LinkedIn? [Join now](#)

You will be taken to a page asking for your library's ID. Ours is simply NLLS:

## Your library invites you to LinkedIn Learning

Find your library by entering your Library ID ⓘ

Enter your Library ID

Continue



Once you've added the ID and clicked Continue, it'll ask for your barcode and PIN like every library resource.

## Verify your library card to start learning

Enter your library card and PIN. If you are a library admin, please sign in [here](#)

Library card number

PIN

 [Show](#)

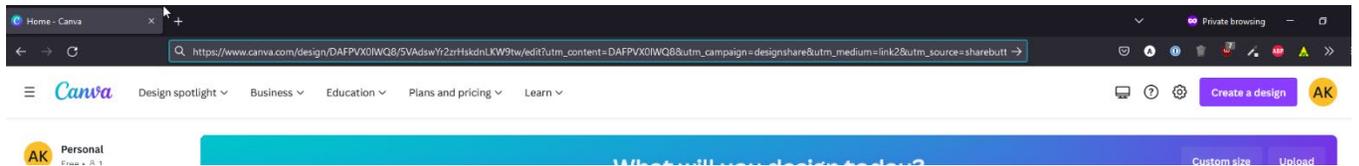
By Clicking 'Continue', you agree to the [LinkedIn User Agreement](#), [Privacy Policy](#), and [Cookie Policy](#). If you were a LyndaLibrary user, your Lynda.com data will be moved to LinkedIn Learning. Without identifying you, LinkedIn will make aggregated learning data available to your Library. [Learn More](#).



Once you're logged in, [try the playlist link again](#).

## Editing Shared Canva Designs

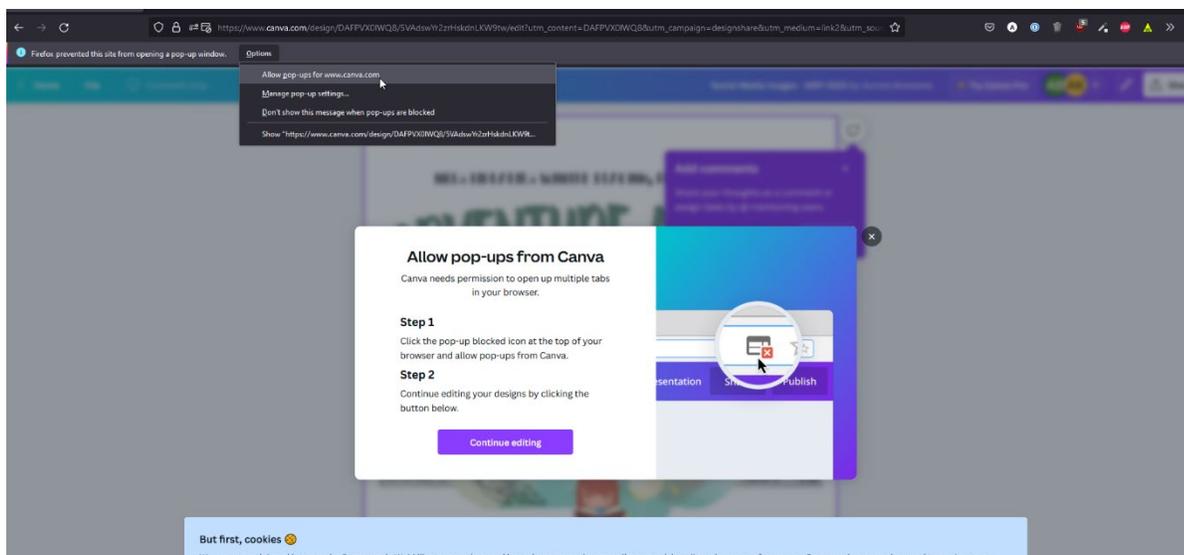
1. Log into your Canva account
2. Paste the link into your URL and press enter



3. In the page that pops up, go to File > Make a Copy



4. You will likely need to allow pop-ups from Canva. Click the Options button at the top, then click 'allow pop-ups for Canva.com'. Note that if you are using Chrome, the process will have a slightly different look, but the same steps.



5. An editable version of the image now exists on your Canva account for you to resize, edit, and change as needed.

## Sharing Editable Canva Designs

You may want to share your own designs with other libraries in the same way as NLLS. Here is how to do that:

Go to the Share menu at the top right. Click on the dropdown that says “Only you can access”, then select “Anyone with the link”. Then change the “can edit” to “can comment”. It should look like the screenshot below when you’re finished.

