



# AAUW California

Getting Started with Canva

March 20, 2025



# Welcome



**Sandi Gabe**  
Past President AAUW California

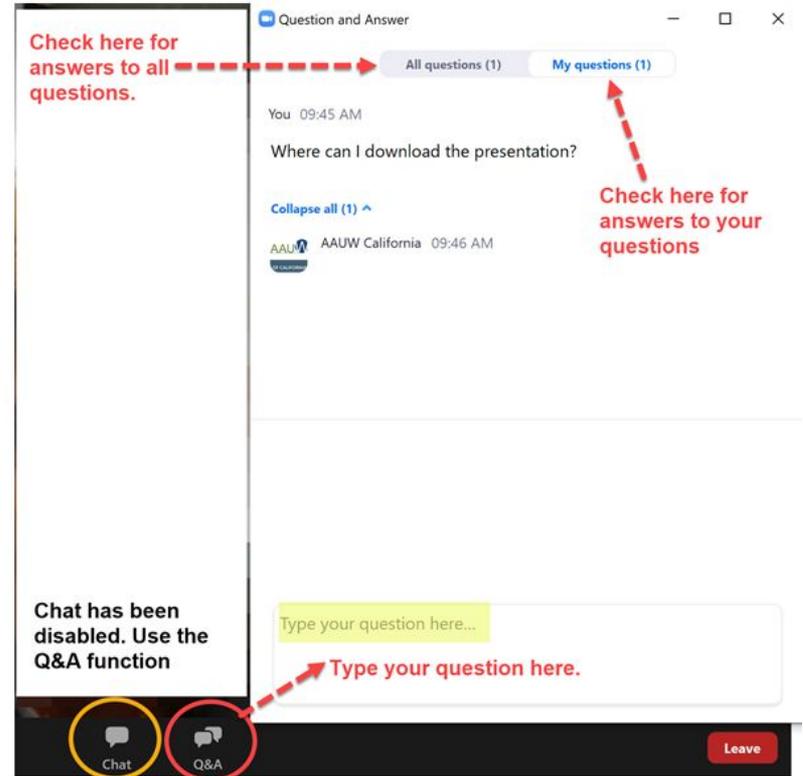
# Welcome

The chat has been disabled.

Enter any questions that you have in the Q&A function.

We'll stop periodically to answer them.

The questions posed during registration will be covered during the presentation.



2

# What We Will Cover

- What is Canva and how you can use it
- Canva pricing
- Navigating the Canva interface
- Setting up your branch brand (logos and colors)
- Designing
  - Templates
  - Adding and editing text, images, and elements
  - Newsletters, Social media, google form headers
- Downloading and sharing your designs

# What can Canva be used for?

To easily design

- Social Media Posts
- Newsletters
- Program materials
  - Presentations
  - Flyers
  - Business cards
- Videos
  - Fellows video presentations
- Graphics for your website
  - Google form headers
  - Website featured images



Standing together for eq



Empowering Women and Girls since 1881

Join a Local AAUW Branch  
and be a Changemaker!

170,000 Supporters Strong! Tenacious and Trailblazing!

## What does AAUW do?

**Our mission:** To advance gender equity for women and girls through research, education, and advocacy.

- Advocates on Capitol Hill for issues that matter to women.
- Awards funds to women scholars to pursue their studies.
- Provides legal advocacy.
- Offers training in leadership and career advancement.
- Gives you opportunities to act!

Visit [www.aauw-ca.org](http://www.aauw-ca.org)

## What happens in AAUW?

**Local branch volunteers may organize such things as:**

- Public presentations and forums.
- State programs: Tech Trek STEM camp, Speech Trek contest, or Gov Trek political career series.
- Homegrown programs to meet their community's unique needs.
- Scholarship programs.
- Fundraisers.
- Social groups to share camaraderie, interests, and fun.

## Who is in AAUW?

**We are changemakers in our community and country.**

- Graduates with a college or AA degree or higher.
- Interesting, diverse, and passionate women and men.
- People who are working, not working, about to retire, retired, or still in college.

*Sound like you?*

## Why join AAUW?

**Your membership makes our powerful voice even louder on critical issues affecting women and girls.**

- Help break down barriers for women.
- Interact with like-minded people.
- Impact your community with programs that make a difference.
- Network and learn from people with varied backgrounds and skills.
- Share common interests in social groups.
- Make career connections.
- Exercise your mind.

# Why use Canva?

- **Templates:** Canva provides a vast library of pre-designed templates for various purposes.
- **Design elements:** It offers a range of graphics, images, and text elements that can be easily added, modified, and moved.
- **Ease of use:** The platform is known for its intuitive drag-and-drop interface, making it accessible to users of all skill levels.



# Canva Pricing



For one person

## Canva Free

Design anything and bring your ideas to life. No cost, just creativity.

### US\$0

/year for one person

Get started

#### Features you'll love:

- ✓ Easy drag-and-drop editor
- ✓ 1M+ professionally-designed templates
- ✓ 1000+ design types (social posts and more)
- ✓ 3M+ stock photos and graphics
- ✓ AI-generated writing and designs<sup>^</sup>
- ✓ Design printing and delivery
- ✓ 5GB of cloud storage

For one person



## Canva Pro

Unlock premium content, more powerful design tools, and AI features.

### US\$120

/year for one person

Start a free trial

#### Everything in Free, plus:

- ✓ Unlimited premium templates
- ✓ 100M+ photos, videos, graphics, audio
- ✓ 1000 Brand Kits to manage your brand
- ✓ Quickly resize and translate designs
- ✓ Remove backgrounds in a click
- ✓ Boost creativity with 20+ AI tools<sup>^</sup>
- ✓ Plan and schedule social content
- ✓ 1TB of cloud storage
- ✓ Online customer support

For your team



## Canva Teams

Transform teamwork, grow your brand, and simplify workflows.

### US\$100

/year per person

Minimum 3 people (US\$300/year)

Start a free trial

Contact Sales

#### Everything in Pro, plus:

- ✓ Scale your brand and centralize assets
- ✓ Ensure brand consistency with approvals
- ✓ Edit, comment, and collaborate in real time
- ✓ Generate on-brand copy with AI<sup>^</sup>
- ✓ Team reports and insights
- ✓ Pay as you grow
- ✓ 1TB of cloud storage
- ✓ Online customer support
- ✓ AI Admin Controls
- ✓ ISO 27001 certification and SOC 2 Type II compliance

For your organization



## Canva Enterprise

Empower your organization with an all-in-one workplace solution.

### Let's talk

Get in touch to learn more

Contact Sales

#### Everything in Teams, plus:

- ✓ Centrally manage multiple teams and brands
- ✓ Set individual or group design approvals
- ✓ Manage access to the Canva content and template library
- ✓ IP indemnity content control<sup>\*</sup>
- ✓ SSO
- ✓ Automate license provisioning with SCIM
- ✓ Custom apps and integrations
- ✓ Priority customer support
- ✓ Design support from Enterprise Studio creative team<sup>\*</sup>
- ✓ Dedicated customer success manager<sup>\*</sup>

# Setting up a Canva account for your branch

## Canva Free

- Includes thousands of templates, photos, fonts, and more
- Includes a drag-and-drop editor
- Allows users to collaborate on designs
- Allows users to share designs easily

## Canva Pro

- Includes premium content, design tools, and AI features
- Includes unlimited premium templates
- Includes access to 100M+ photos, videos, graphics, and audio
- Includes 1000 Brand Kits



**501(c)(3) Nonprofits  
can access all the  
premium features of  
Canva Pro for free  
for up to 50 people.**

# Qualifying organizations for Canva's Nonprofit Program

To be verified as a nonprofit, your organization needs to be:

- Recognized as a charitable or a nonprofit organizations by the local regulator in the country where you are registered
- Operating on a not-for-profit basis
- Operating for the public benefit

## < What's your nonprofit organization?

Type of nonprofit

Choose nonprofit type

Registered nonprofit organization

Social impact organization

Public health organizations, and government entities assisting with public health

## < What's your nonprofit organization?

Q aauw

56-6050109

LONGMONT AAUW INC

82-3677636

HEALDSBURG AAUW FUND

47-2687963

AAUW KONA EDUCATIONAL FUND

47-5154495

Search organization name or ID

Continue

Registered with (i) IRS as exempt from federal income tax under Section 501(c)(3) of the US Internal Revenue Code. Currently not eligible organisations:

- (i) Fiscally sponsored organizations that do not have their own 501(c)(3) status.
- (ii) Subordinate organisations under group exemption must still obtain own recognition of 501(c)(3) tax exemption from the IRS to be eligible.

Click [HERE](https://www.canva.com/nfp-signup) to sign up

<https://www.canva.com/nfp-signup>

# The Canva interface

If you get lost go HOME

The screenshot displays the Canva web interface. On the left is a vertical navigation sidebar with a 'Home' button highlighted by a red box and a red arrow pointing to the main content area. The main area features a search bar at the top, a large banner with the text 'What will you design today?', a row of design category icons (Instagram, Doc, Whiteboard, Presentation, Social media, Video, Print, Website, Custom size, Upload, More), and a row of utility buttons (Apply my brand, Remove backgrounds, Resize any design, Create an animation, Erase objects). Below these is a 'Recent designs' section showing a grid of design thumbnails with their titles and edit times.

Canva

Search your content and Canva's

Home

+ Create a design

Invite people

Your starred

Convention

Recent designs

Inspiration

White and Blue Minimalis...

Invitation (A6) - Untitle...

Untitled Design

Tech Trek Newsletter

Lunch with Leaders!

See all

What will you design today?

Instagram Post (Square)

Doc

Whiteboard

Presentation

Social media

Video

Print

Website

Custom size

Upload

More See all

Apply my brand

Remove backgrounds

Resize any design

Create an animation

Erase objects

Recent designs

Inspiration

Instagram Post • Edited 30 minute

White and Blue Minimalis...

US Letter • Edited 10 hours ago

Invitation (A6) - Untitled ...

Invitation (A6) • Edited 3 years ago

Untitled Design

Instagram Post • Edited 1 year ago

Tech Trek Newsletter

US Letter • Edited 1 year ago

Lunch with Leaders!

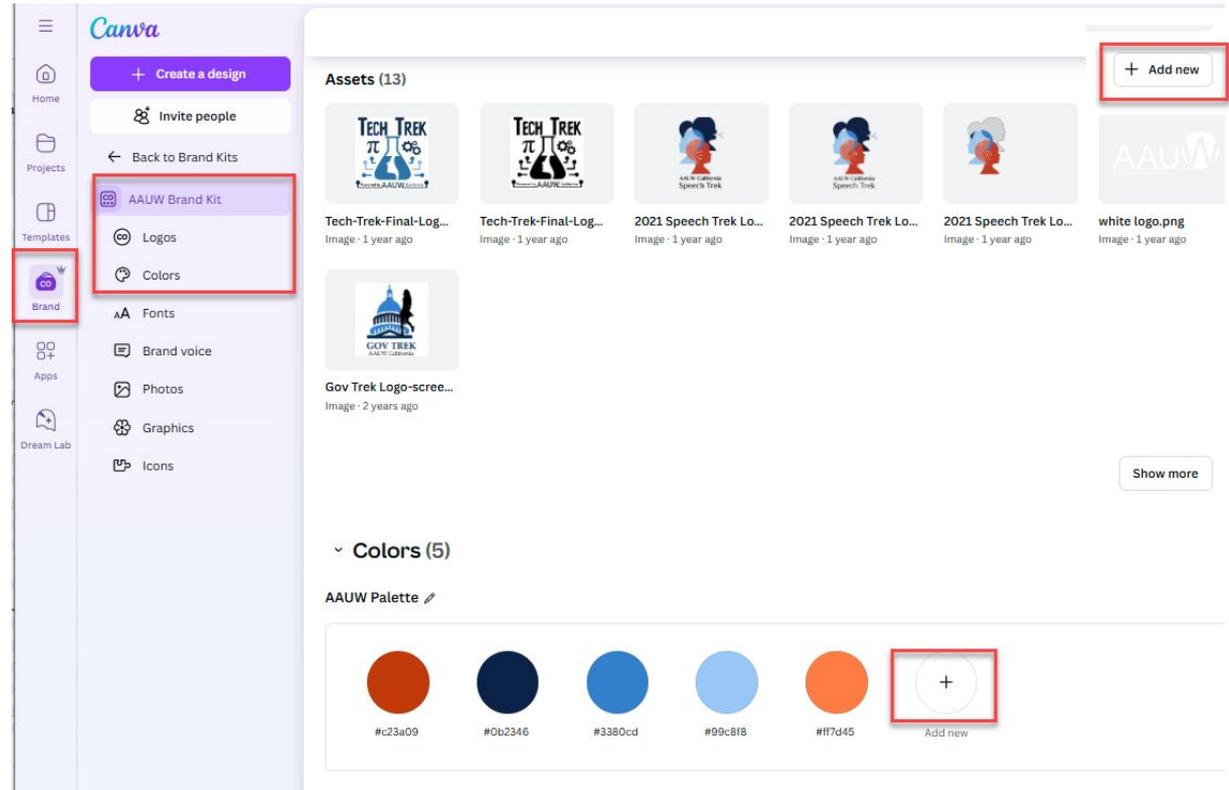
1080 x 1350 px • Edited 19 days ago

# Setting up your branch brand

Set up branch and state logos.

Set up the AAUW color palette.

Choose “Add new” to add logos and colors.



# Finding state and branch logos

Logos and the color palette can be found on the National website under:

- Membership
- State and Branch Tools
- Download AAUW Logos and Branding Materials

The screenshot shows the AAUW website interface. At the top, the AAUW logo is on the left, and navigation links for 'About AAUW', 'News', 'Fellowships & Grants', 'Membership', and 'Log In' are on the right. Below the navigation, there are buttons for 'Explore the Issues', 'Get Empowered', 'Take Action', and a search bar. A 'DONATE' button is also visible. The main content area is titled 'LEADER RESOURCES & TOOLS' and features a 'State & Branch Tools' section. Below this, there is an image of a roll of tape, a pencil, and red scissors. To the right, a file directory is shown with columns for 'Name', 'Modified', 'Modified By', 'File Size', and 'Location'. The file 'State and Branch Logos' is highlighted with a red box. Below the file directory, there is a section titled 'WHAT DO YOU WANT TO DO?' with several links, including 'Download AAUW Logos and Branding Materials', which is also highlighted with a red box.

AAUW

Membership Log In

Explore the Issues Get Empowered Take Action Q DONATE

LEADER RESOURCES & TOOLS

AB AAUW\_Box

Upload Edit in grid view Download Export to Excel Integrate ...

Documents > ExternalShare > Vendors > Branding Materials

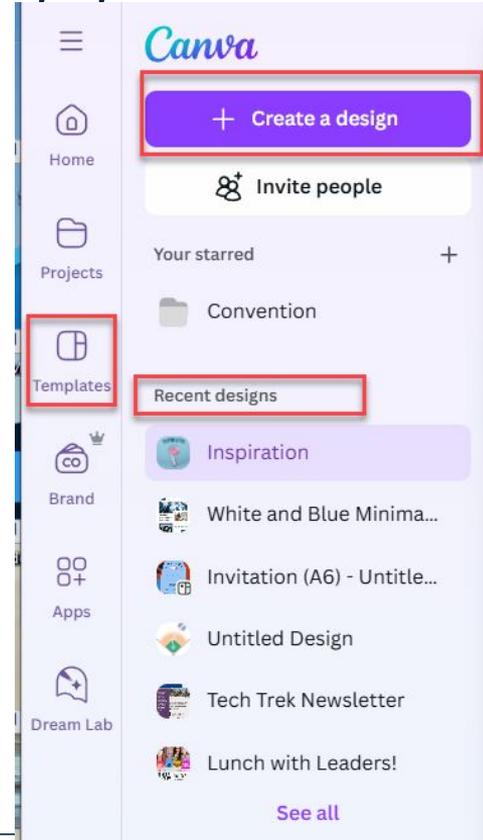
Name	Modified	Modified By	File Size	Location
AAUW logo_black	January 19, 2021	Duncan, Liliane	3 items	
AAUW logo_color	August 17, 2020	Collins, Shannon	4 items	
AAUW logo_navy	August 17, 2020	Collins, Shannon	4 items	
AAUW logo_white	August 17, 2020	Collins, Shannon	3 items	
State and Branch Logos	February 10, 2023	AAUW Admin	1 item	
AAUW Color Palette_Web.pdf	March 3, 2022	Collins, Shannon	22.4 KB	
AAUW letterhead.dots	January 30, 2023	Hatley, Leshell	57.4 KB	
AAUW powerpoint template.pptx	January 3, 2024	Wolfe, Shannon	250 KB	

WHAT DO YOU WANT TO DO?

- Find a Branch Near You
- AAUW Community Hub Resources
- Report Branch Contributions
- Support AAUW Through Fundraising
- Learn About Volunteer Leader Position Descriptions
- Learn More About AAUW's Five Star Recognition Program
- AAUW Mailing List Order Form for State and Branch Leaders
- Record Archival Guidelines for States and Branches
- Learn more about AAUW's Shape the Future Campaign
- Understand Important Fundraising Policies for Affiliates
- Access Membership Matters: A News Hub for State & Branch Leaders
- Request a Speaker for Your Upcoming Event
- Learn About the AAUW New York City Metropolitan Area Fund
- Download AAUW Logos and Branding Materials
- Download Membership Forms & Reports
- Member Responsibilities and Civility

# Starting a design - Easy as 1, 2, 3!

1. Create a design, choose a template or look at recent designs.
2. Customize the design.
3. Download the design.



# Create a design

## Choose the type of design

### Create a design

What would you like to create?

For you

- Docs
- Whiteboards
- Presentations
- Social media
- Videos
- Print products
- Websites
- Custom size
- Upload
- More



Instagram  
Post (4:5)



Your Story



Facebook  
Post...



Newsletter



Flyer  
(Portrait)



Doc



Coupon



Social Media



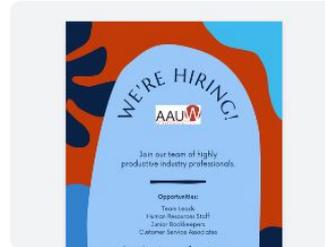
Video  
(Landscape)

### Brand Templates

See all



Standing together for equity  
2048 x 510 px



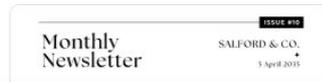
Invitation (A6) - Untitled Brand Kit  
Invitation (A6)



A4 - Untitled Brand Kit  
A4

### Templates for you

See all





Canva for Beginners:  
Using Templates

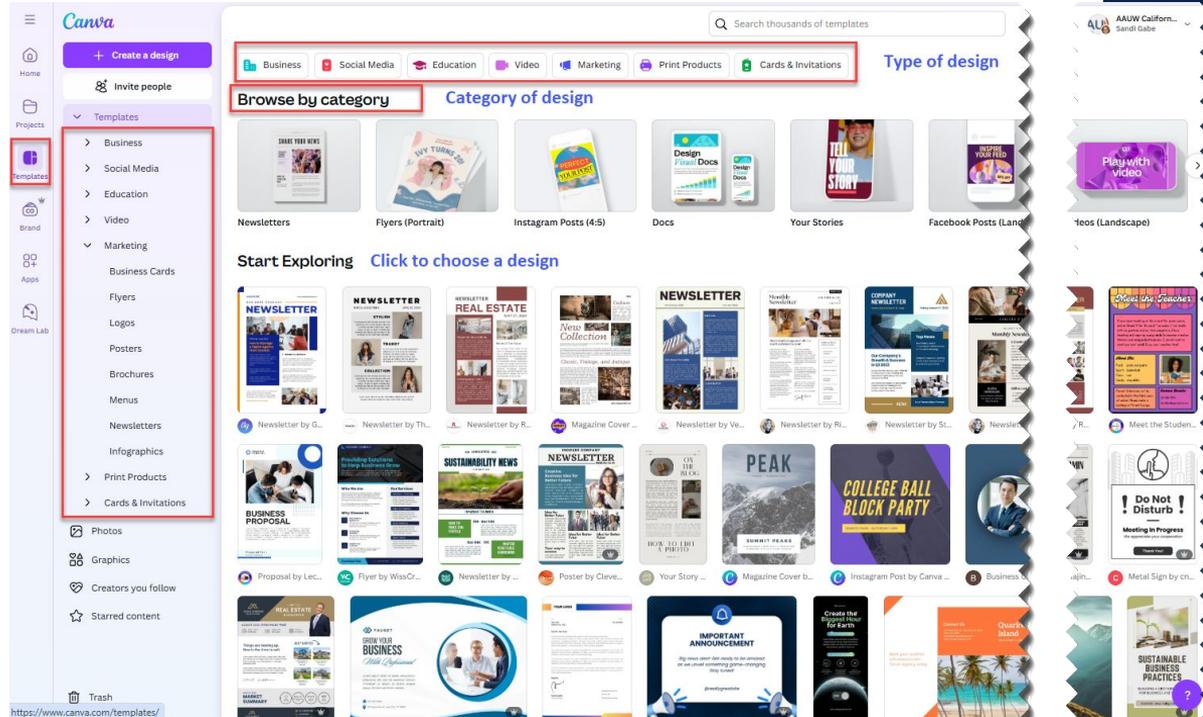
# Choose a template

Filter by:

- Type of design
- Category of design

Click on your choice

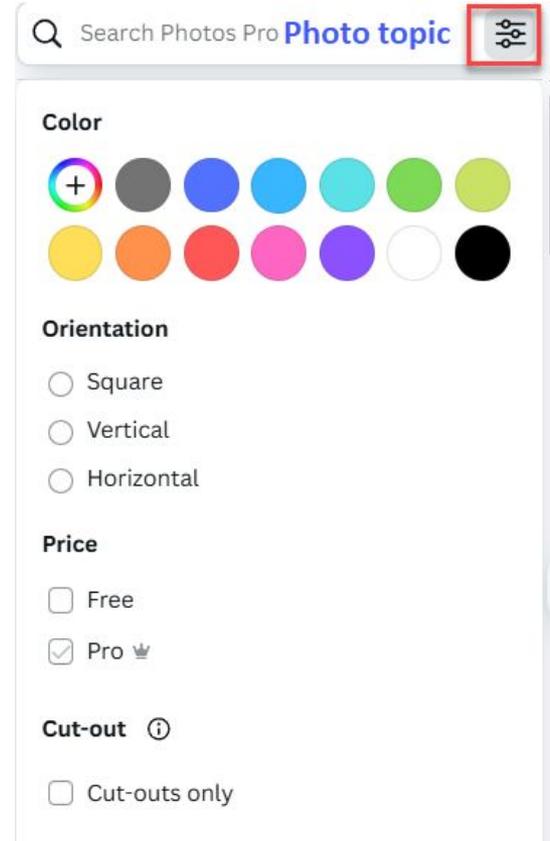
Begin customizing



# Images

## Getting started

1. Upload your own image.
  - They will appear under uploads
2. Use an image that is in Canva.
  - Filter by color, orientation, price
3. Add image to your design.
  - Resize or set as background.
  - Drop into a photo box in your template.
4. Add text to image.
5. Download your creation for use in another program.



# Google form image header

Recommended size is 1600 pixels wide by 400 pixels tall

The screenshot shows the Google Forms design interface. On the left, a sidebar lists design options: For you, Docs, Whiteboards, Presentations, Social media, Videos, Print products, Websites, Custom size (highlighted with a red box), Upload, and More. On the right, the 'Custom size' section is active, showing input fields for Width (1600) and Height (400), both highlighted with red boxes. The Units dropdown is set to 'px'. Below the input fields is a purple 'Create new design' button, also highlighted with a red box. Underneath, a 'Recent' section displays a grid of design templates with their dimensions: 1600 x 400 px, 1894 x 1294 px, 11 x 8.5 in, 2000 x 370 px, 1200 x 628 px, and 4 x 2 in.

# Social Media

Choose from popular types or filter for Instagram, Facebook or LinkedIn templates

## Create a design

For you

Docs

Whiteboards

Presentations

Social media

Videos

Print products

Websites

Custom size

Upload

More

What would you like to create?

- Popular
- Instagram
- Facebook
- LinkedIn

Facebook Post... Instagram Post (4:5) Social Media 1080 × 1080 px Instagram Story WhatsApp Status Facebook Cover... Instagram Reel TikTok Video YouTube Thumbnail

Instagram Reel TikTok Video YouTube Thumbnail YouTube Intro (Landscape) Animated Social Media YouTube Banner Twitter Post Pinterest Pin (2:3) LinkedIn Background..

1584 × 1080 px

ON THE BLOG

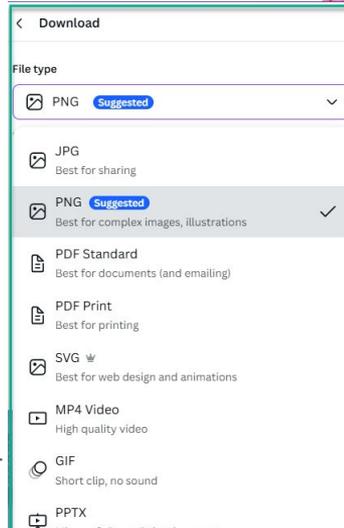
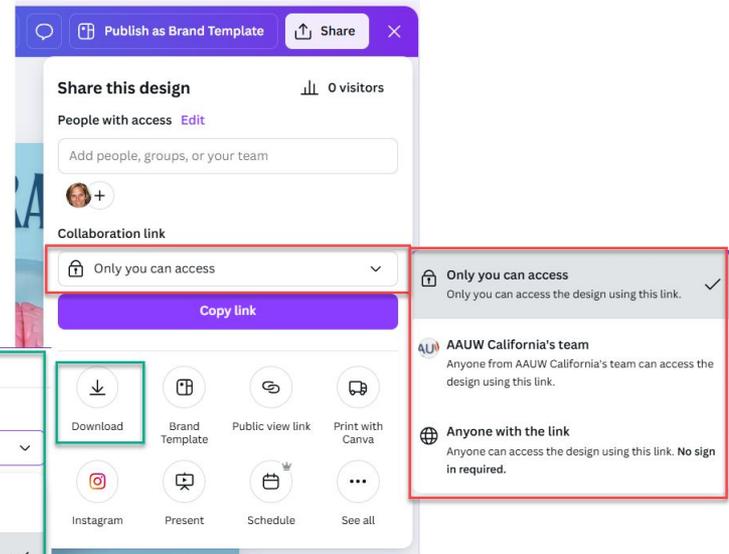
LIFESTYLE | FASHION | STREETWEAR

# Share your design

Allow others to give feedback by sending a link

Download the design

- Jpeg is usually best
- Pngs have no background
- Use PDF for documents



# Resources

Canva videos - <https://www.canva.com/designschool/>

YouTube videos - search for Canva

Canva Design spotlight Business Education Plans and pricing Learn

## Design School

Learn how to design with Canva. Thousands of tutorials on how to design like a pro, explore typography, design trends, color and more!

AI in the Classroom  
★★★★★ 20,193 students  
COURSE PROGRESS  
Start Course

Ms. Ray

TECHN

canva

- canva tutorial
- canva for beginners
- canvas church kalispell
- canva
- canva tutorial for beginners
- canvas painting
- canvas painting for beginners
- canva pro free
- canvas church
- canvas and clay
- canva pro free lifetime 2024
- canvas painting ideas
- canva video editor
- canva website design

Report search predictions

# Questions?

