

Canva for Nonprofits: The Complete Guide for Charities

A digitally kind guide to getting Canva Pro for free and using it to increase your charity's impact.

Canva for Nonprofits: The Complete Guide for Charities	1
What is Canva for Nonprofits?	1
What's Included?	1
Why We Love Canva?	2
Who Can Apply?	2
Step-by-Step Application Guide	3
Step 1: Create a Canva Account	3
Step 2: Visit Canva for Nonprofits	3
Step 3: Complete the Application	3
Step 4: Verify Your Charity	4
Step 5 : Wait for Approval	4
Step 6 : Activate Canva Pro	4
Setting Up Your Canva Team	5
Build Your Brand Kit	5
Best Designs to Create First	5
Social Media	5
Fundraising	6
Marketing	6
Internal	6
AI Features Worth Looking Into	6
Digitally Kind Tips for Volunteers	7
Bringing It All Together	7
Quick Checklist	8
Ready to Get Started? ★	8

What is Canva for Nonprofits?

Every charity has a story worth sharing. Canva gives even the smallest organizations the tools to tell that story professionally, without stretching already limited budgets or relying on specialist design skills.

Instead of paying for Canva Pro, approved charities receive access to professional design tools that help them create high-quality marketing materials, fundraising campaigns, presentations, annual reports, social media graphics and much more.

Whether you're a small community charity run by volunteers or a large national organisation, *Canva can help you produce professional content without needing a graphic designer.*

What's Included?

Approved organisations receive access to many Canva Pro features, including:

Premium templates, Videos and audio ,Premium illustrations and graphics, Brand Kit, AI-powered design tools, Background remover, Team collaboration features.

Why We Love Canva?

Canva helps charities save both **time and money**.

Instead of hiring designers or buying expensive software, volunteers and staff can create beautiful designs in minutes.

Few Examples are:

- Fundraising posters
- Event flyers
- Volunteer recruitment adverts
- Facebook graphics
- Instagram posts

- LinkedIn graphics
- Newsletters
- Leaflets
- Presentation slides
- Thank-you cards
- Email banners
- Infographics

Who Can Apply?

Generally, Canva accepts:

- ✓ Registered charities
- ✓ Nonprofit organisations
- ✓ NGOs
- ✓ Community organisations with recognised nonprofit status
- ✓ Charitable trusts
- ✓ Foundations

Eligibility depends on Canva's current policies and verification requirements.

[Check your Eligibility Criteria Here](#)

Step-by-Step Application Guide

Step 1: Create a Canva Account

Visit Canva and create a free account [here](#), if you don't already have one.

Tip: Use an official organisation email address whenever possible.

Step 2: Visit Canva for Nonprofits

[Navigate to the Canva for Nonprofits application page.](#)

Select **Apply for Canva Nonprofits**.

Ready to Apply?

Meeting the nonprofit requirement *doesn't guarantee eligibility*. We review every request to make sure it aligns with our mission and guidelines. Acceptance into, and ongoing participation in, our Canva Nonprofits program is decided at our sole discretion.

[Apply for Canva Nonprofits](#)[Contact us](#)

Step 3: Complete the Application

You'll normally be asked for:

- Organisation name
- Website
- Charity registration information
- Country
- Contact details

Tip: Ensure all information matches your official records.

< What's your nonprofit organisation?

We'll search to see if it's on a list of organisations already verified.

Type of nonprofit

Registered nonprofit organisation ▼

[See eligible organisations](#)

Country

United Kingdom ▼

Organisation name or ID

 Digital Kindness ▼

Step 4: Verify Your Charity

Depending on your case, Canva may request:

- Charity registration number
- Official documentation
- Verification through a partner service

Note that applications are reviewed before approval.

Step 5 : Wait for Approval

Approval times can vary depending on your organisation and the verification process. While some charities are approved within a few days, others may take a little longer if additional information is needed. Don't worry if you don't hear back straight away—this is a normal part of the process, and it's worth the wait for access to Canva's premium features.

Step 6: Activate Canva Pro

Once approved, your account upgrades to Canva Pro under the Nonprofits programme!

Setting Up Your Canva Team

After approval:

1. Create your Brand Kit.
2. Invite staff & volunteers.
3. Create shared folders.
4. Build reusable templates.

This ensures everyone produces consistent, professional-looking materials.

Build Your Brand Kit

A Brand Kit helps keep everything consistent.

You could include:

- Logo
- Colour palette
- Fonts
- Email signature graphics
- Presentation templates
- Social media templates
- Letterhead
- Flyer templates

This saves hours every month.

Best Designs to Create First

At Digital Kindness, we truly believe that as charities you don't need to create everything at once. Starting with **a few key designs** that you use regularly can make a big difference to how confidently and consistently you communicate with your community. As your confidence grows, you can build on these foundations and expand your library of resources over time.

Most charities benefit from creating:

Social Media

- Facebook posts
- Instagram graphics
- LinkedIn posts
- Stories
- Reels covers

Fundraising

- Donation appeals
- Sponsored events
- Charity walks
- Bake sales
- Raffles

Marketing

- Posters
- Leaflets
- Brochures
- Roll-up banners
- Business cards

Internal

- Volunteer guides

- Staff presentations
- Training manuals
- Policies
- Certificates

AI Features Worth Looking Into

Canva includes AI tools that can help charities work faster:

- **Magic Write:** Generate and refine text content.
- **Magic Design:** Create designs from a prompt or image.
- **Magic Resize:** Resize designs for different platforms instantly.
- **Background Remover:** Remove image backgrounds with one click.
- **Text to Image:** Generate images from text prompts.
- **AI Presentation Builder:** Turn ideas into presentation slides.
- **AI Image Editing:** Edit, expand or enhance images with AI.

Digitally Kind Tips for Volunteers

If multiple people use Canva:

- ✓ Use shared folders.
- ✓ Create templates instead of starting from scratch.
- ✓ Lock logos and brand colours.
- ✓ Name files consistently.
- ✓ Archive old campaigns.
- ✓ Store photos in organised folders.

Bringing It All Together

One of the biggest advantages of Canva is that it helps you keep your communications consistent across every stage of a project or campaign. Rather than creating each item from scratch, you can use the same branding, colours and templates throughout, helping your charity look professional while saving valuable time.

For example, if you're organising a fundraising event, you could create:

- Event poster
- Facebook banner
- Instagram countdown
- Sponsor thank-you graphic
- Volunteer badges
- Event programme
- Direction signs
- Donation QR code poster
- Certificates for participants
- A post-event impact report

By creating everything in one place, your charity can build a recognisable identity that supporters trust, while making it easier for staff and volunteers to work together.

Quick Checklist

- ☐ Create a Canva account
- ☐ Apply for Canva for Nonprofits
- ☐ Verify your charity
- ☐ Wait for approval
- ☐ Set up your Brand Kit
- ☐ Invite your team
- ☐ Create shared templates
- ☐ Start designing

Ready to Get Started? ★

Canva for Nonprofits is one of the most valuable free digital resources available to charities. By giving eligible organisations access to Canva Pro, it enables teams of any size to produce professional, engaging content without the cost of specialist design software.

With a little preparation and a strong Brand Kit, your charity can create consistent, high-quality materials for fundraising, communications, volunteer recruitment and community engagement, all while saving time and money.

If you're eligible, it's well worth applying and making Canva part of your charity's everyday toolkit.