## An Introduction to Using Canva
Created by: Lianna Lee, Tug Hill Tomorrow Land Trust; 03-20-16

- Objective: Learn how to use Canva to create memes for social media, posters and good news postcards.
- What you need:
  - A Canva account. As a Land Trust you qualify for a free pro account.
  - Create a basic account here: https://www.canva.com/
  - Then set up your pro account here: http://bit.ly/1R6pusj

  TIP: Have your 501c3 papers ready to email Canva, may take up to 24 hours for approval)
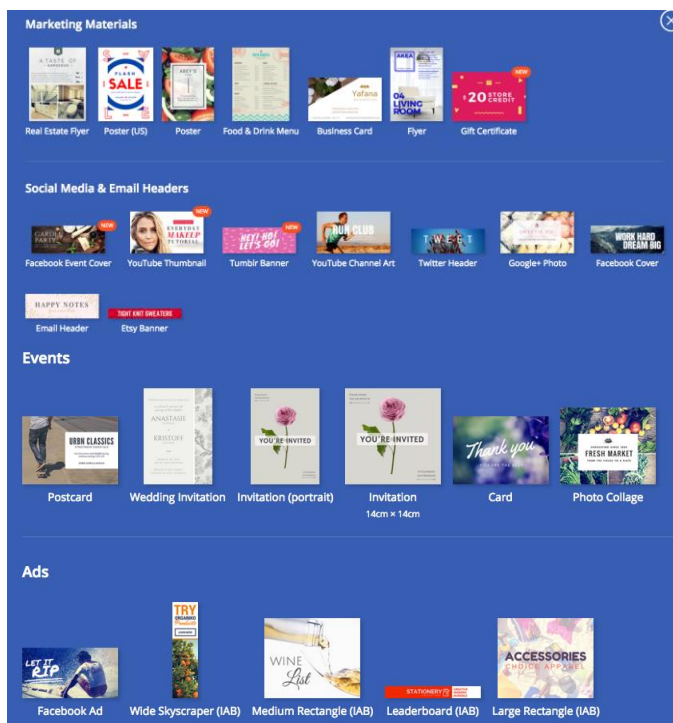
1

# Before You Start

- Gather the photos you would like to use in one folder on your desktop
- Write your text in advance in a word doc, and keep word count in mind
- Use the colors from your logo wherever possible. Green & blue are also good color choices because people associate them with being outdoorsy.
- Simple is usually better

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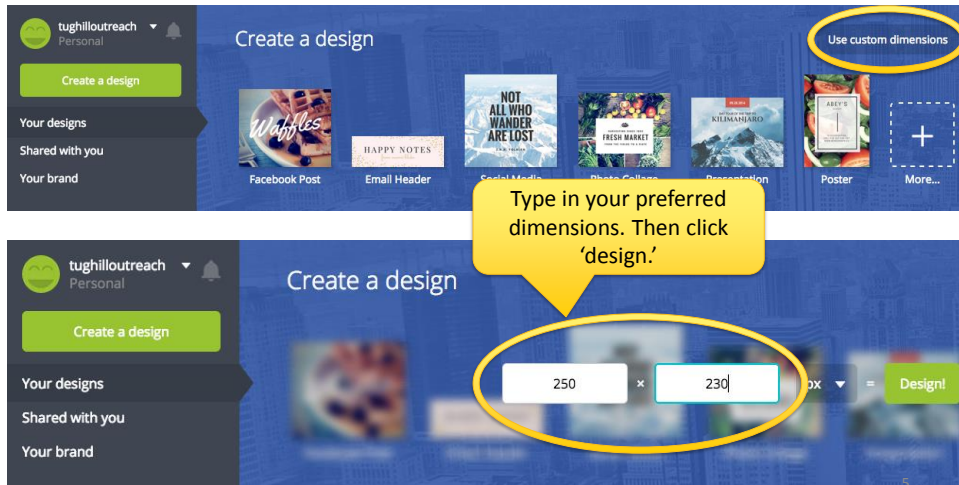
# What can I make with Canva?
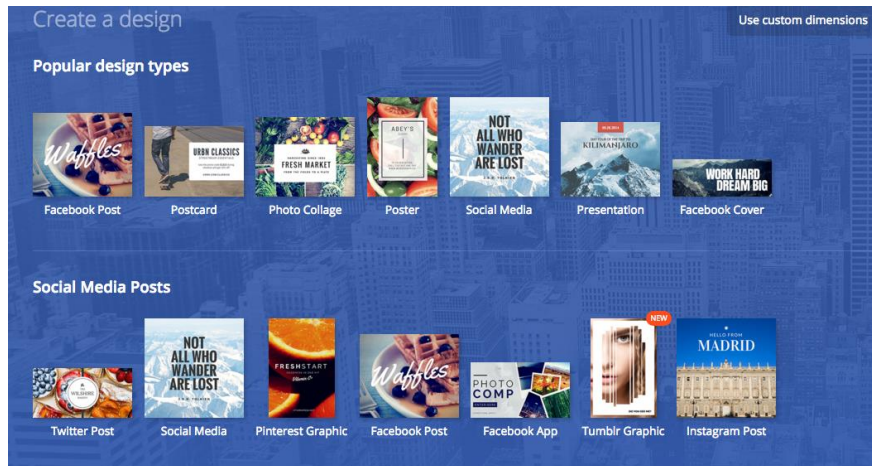


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Multiple templates are offered for each design layout.

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# Create a Custom Design

Click on this button!

- Useful for eNews headers, eNews photo formatting, and anything else you need

Type in your preferred dimensions. Then click 'design.'
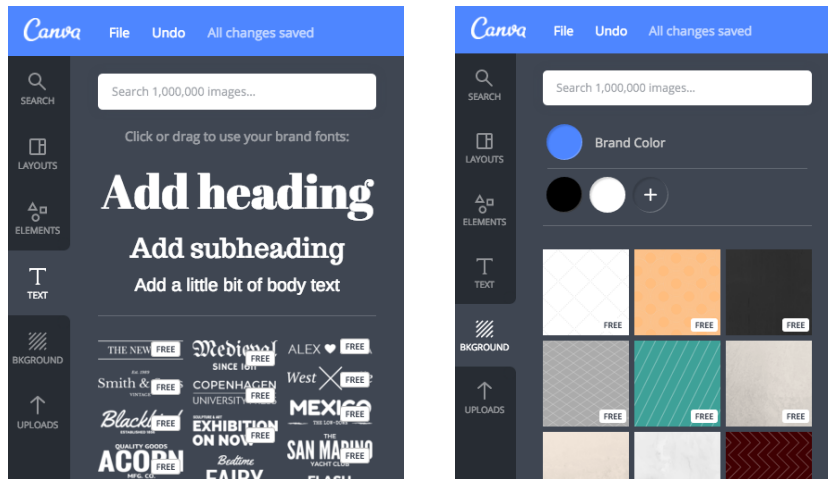
# Canva Toolbar

Pre-designed layouts. Some free.

Grids is a useful design tool
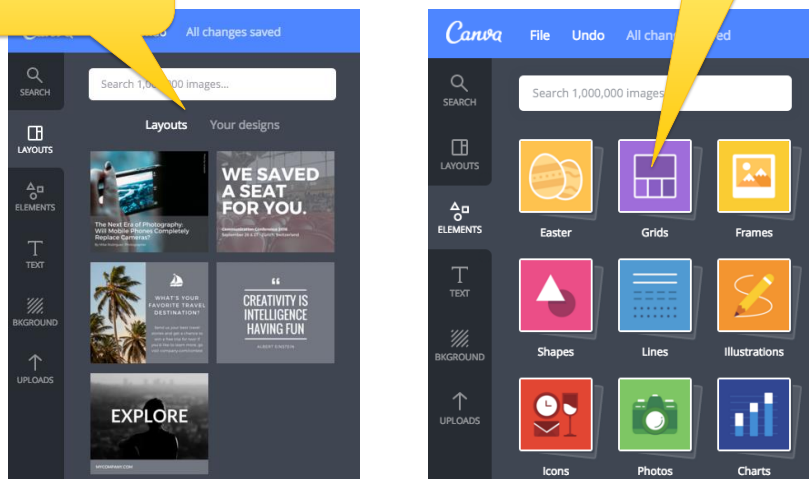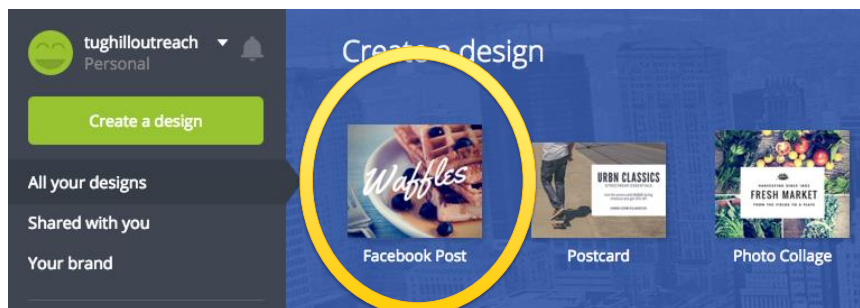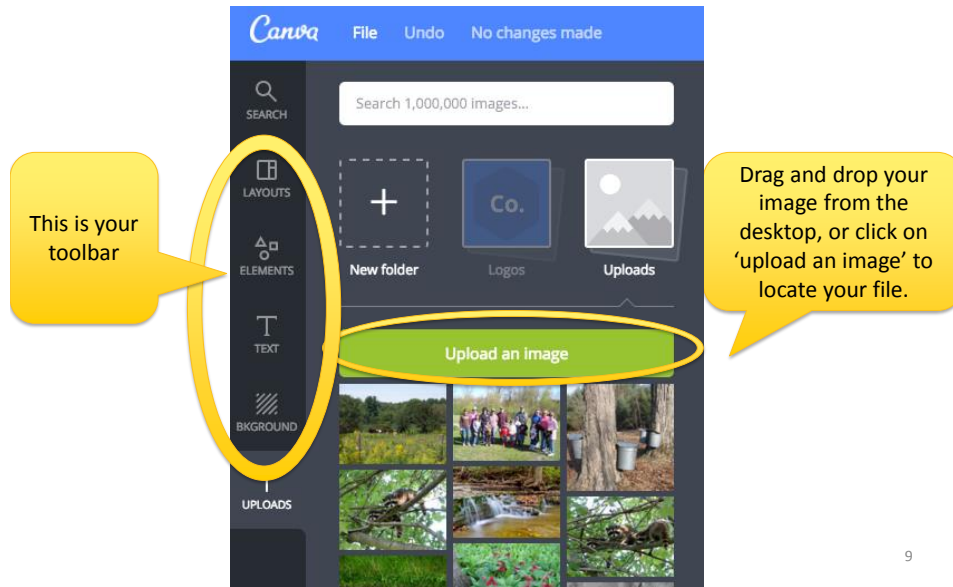
# Canva Tools



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# Creating a Meme

Memes are photos with words on them
- Design dimensions are pre-set
- Select 'FB Post' to create your meme



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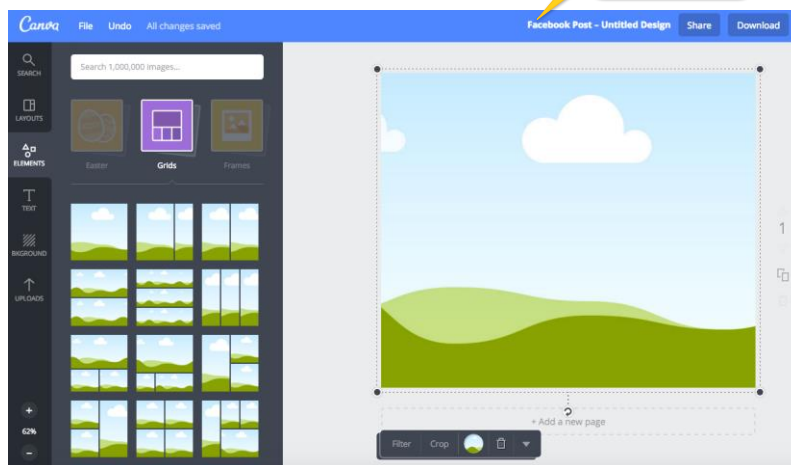# Creating a Meme: Upload Images



This is your toolbar

Drag and drop your image from the desktop, or click on 'upload an image' to locate your file.

# Meme: Select your 'layout' or 'grid'
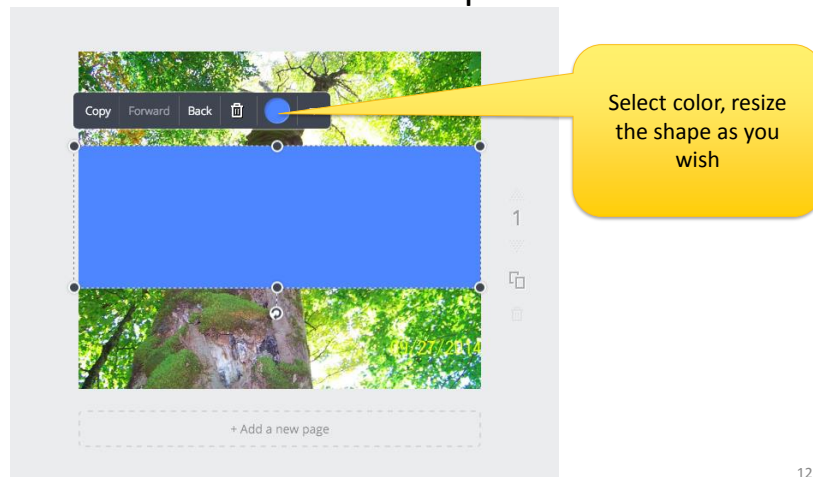
- Toolbar -> Elements-> Grids

Give your design a title

# Meme: Drag and drop your uploaded image into the square



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# Meme: Transparent Shapes
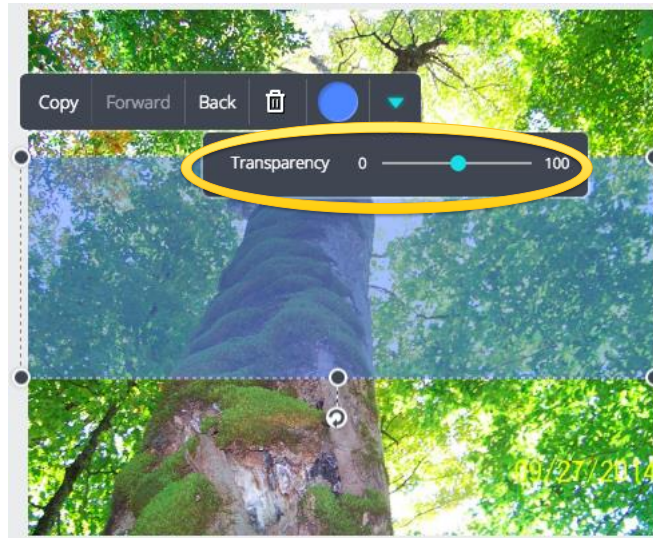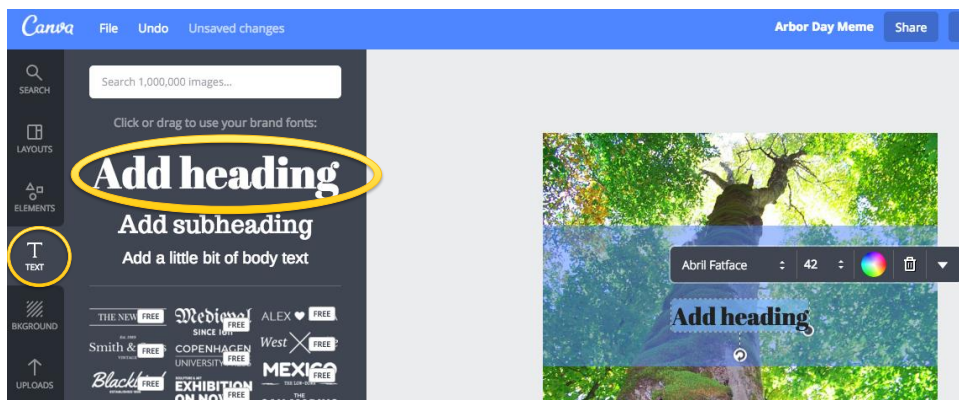
- Toolbar -> Elements -> Shapes



Select color, resize the shape as you wish

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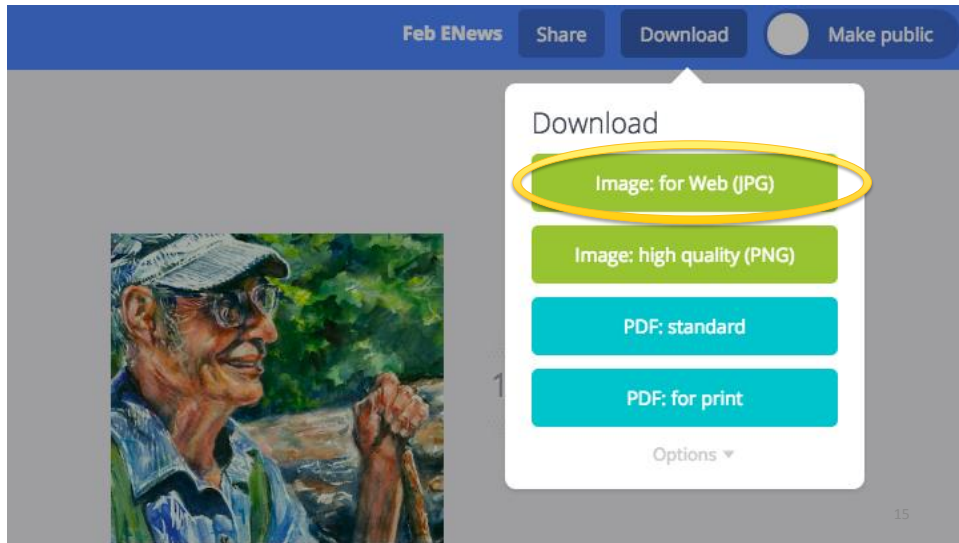# Meme: Transparent Shapes



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# Meme: Add Text

- Toolbar -> Text -> Add Heading



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# Downloading: Select 'Image: for Web (jpg)'



# Downloading....
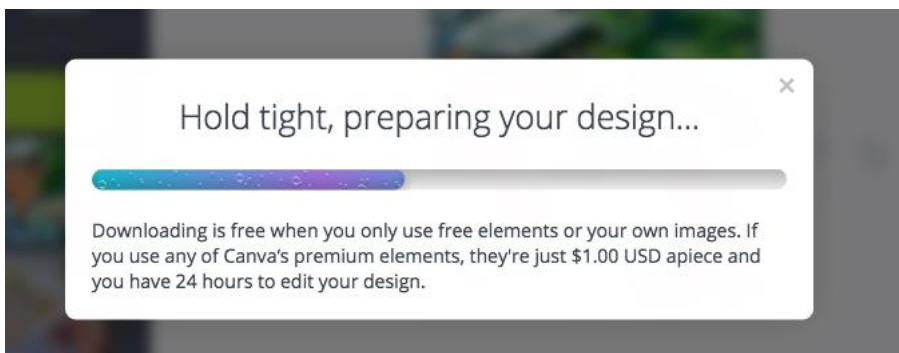
# Meme: Final Product
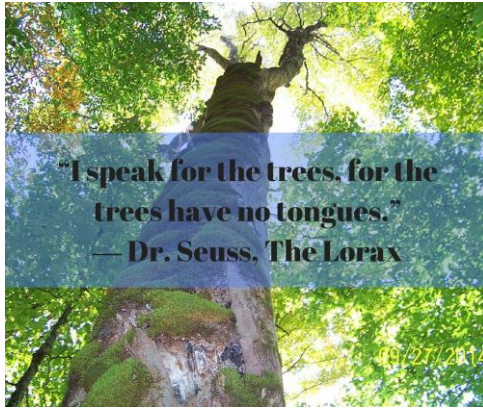


**Tips—Make sure:**

- The text is high contrast (this example would be too dark)
- You avoid impacting the emotional impact of the photo (might be better to have the text on the bottom).
- The text is large enough to read on a phone.

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# Creating a Poster with Canva

- Upload images
- Create a new design and select 'poster' on the first page
- Toolbar -> Elements -> Grids, or Template
- Add photos
- Add text
- Download

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# Poster Steps

**Grids**

**Add photos**

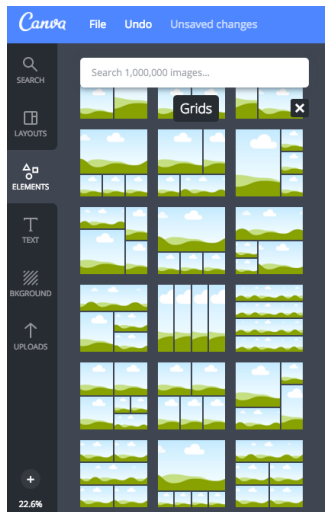

Select box to change your background color

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# Poster Steps

**Add text**

**Add extra design element**



Earth Day Celebration!
**Where:** Thompson Park Zoo, Watertown
**When:** April 23, 10am-4pm

Join the Tug Hill Tomorrow Land Trust for a day of wildlife programs and crafts for kids of all ages at the zoo! Stop by our table in the main building to make your very own build-a-bee project, and learn more about your backyard pollinators!
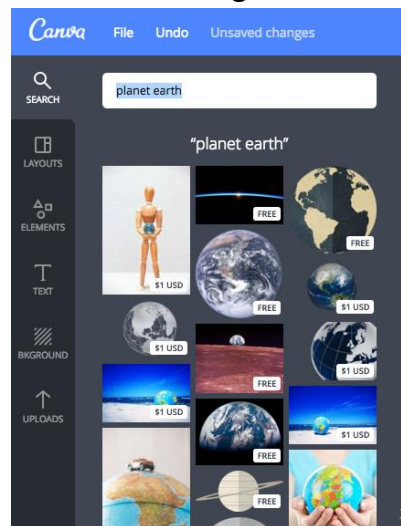
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## Poster: Final Product

Tips—Make sure you:

- Use strong images, that evoke an emotional connection (not to small).
- Use text that is easy to read (think about how you will use it); Make sure it's not too small.
- Include your organization name, address, phone number on the bottom for credibility.

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**Earth Day Celebration!**
**Where**: Thompson Park Zoo, Watertown
**When**: April 23, 2016 10am-4pm

Join the Tug Hill Tomorrow Land Trust for a day of wildlife programs and crafts for kids of all ages at the zoo! Stop by our table in the main building to make your very own **build-a-bee project**, and learn more about your backyard pollinators!

# Creating a (Good News) Postcard

- Upload images
- Create a new design and select 'postcard' on the first page
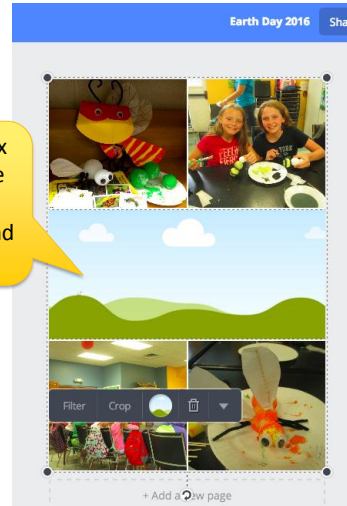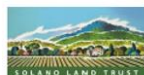- Toolbar -> Elements -> Grids, or Template
- Add photos
- Create text on back of postcard
- Download

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Because of you...

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Solano Land Trust
1001 Texas Street, Suite C
Fairfield, CA 94533

*Because of you and your support, we are able to offer help to families by housing horses while they recover and rebuild from these devastating natural disasters. The recent fires may have occurred in Lake and Calaveras Counties, but the recovery effort touches all of us.*

◊ Over the years, your support has ensured that Rush Ranch—owned and managed by the land trust—remains a working ranch and natural area, continuing our ranching heritage and protecting important habitat.

◊ Now your support is allowing us to provide a place where families who have lost their barns can temporarily house their horses.

◊ Volunteers from Access Adventure have offered to help care for the horses while they are at Rush Ranch and area farmers have offered to provide hay.

◊ Businesses, organizations, and people like you are doing what they can to provide money, supplies, food, shelter, and hope.

*If you know someone who needs a place to temporarily house their horses or needs hay for feed, please put them in touch with us. Thank you for caring!*

Together we can help families, wildlife, and farms affected by these fires. Contact Nicole Byrd, Executive Director at 707-432-0150; or Nicole@solanolandtrust.org.

Mailer side of postcard not copied in this example (it's about 2/3 text and 1/3 mailer)

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Good
news.....

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**T**hanks to you, and growing
community support, some very
special places were recently
conserved.

MONTEZUMA LAND CONSERVANCY

PO Box 1522
Cortez, CO 81321

PRESORTED
STANDARD MAIL
US POSTAGE PAID
CORTEZ, CO
81321
PERMIT NO. 3

- Three ranching families asked for our assistance and
  voluntarily conserved their lands.  This helps keep the
  land in production and in the family.  It also helps our
  local economy.

- Thousands of acres of important habitat for elk, mule
  deer, and the Gunninson sage-grouse are forever
  conserved; from sagebrush flats along the San Juan
  Skyway, to ranches along Weber Creek and vast open
  spaces in western Dolores County.

- Additionally, we hosted free educational programs in
  partnership with three local landowners to help inspire
  young people and connect real-life experiences with
  work at school.

All told, 6 properties and
3,400 acres were protected last year.

Together, we are making southwest Colorado a
better place to live, work, and play!
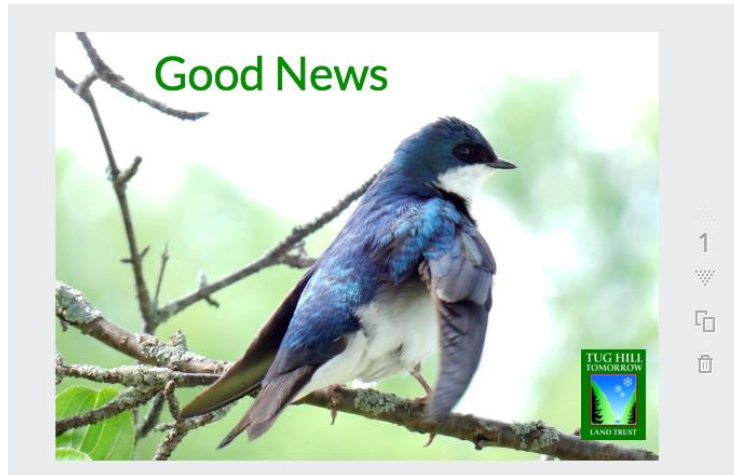
Learn more at montezumaland.org

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# Postcard: Final Product
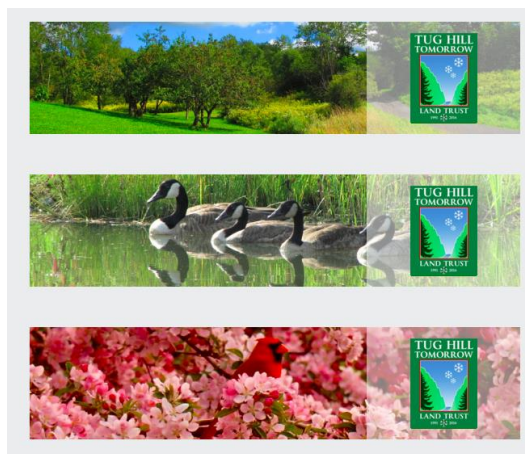


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# Postcard Back



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## Tips for Postcards

- You want to stand out, what it the "job" of the postcard?
- How are you friendly and inviting?
- Is it easy to skim?
- What do you want people to feel, do or remember?

- Use 5" x 7" color postcards to make a visual impact. Avoid too much text.
- Use very short paragraphs (three lines max); bulleted text for skimming.
- Reference your website for additional information.

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## Creating eNews Headers

- Upload images
- Custom px (pixel) dimensions
- Add photos
- In this case, add box, transparency
- Add logo
- Download



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