

## Canva for Nonprofits: Playgroup Application Guide

Applying for a free Canva Pro (Canva for Nonprofits) account can be a great way to create flyers, social posts and resources for your playgroup. However, approval is not always consistent, even when similar information is provided.

This guide shares what has worked for other playgroups and how to give your application the best chance of success.

### Step 1: Apply Online

Apply here:

<https://www.canva.com/canva-for-nonprofits/>

Check eligibility:

<https://www.canva.com/canva-for-nonprofits/eligibility-guidelines/>

### Step 2: How to Complete the Application

#### 1. Category

Select:

“Nonprofit organisation / charity”

Even if your playgroup is not incorporated, this is still correct as you operate on a not-for-profit basis.

#### 2. Are you registered?

- If ACNC registered → select “Yes”
- If NOT incorporated / not registered → select “No”  
You will usually be given a box to explain your situation.

#### 3. Description of your organisation

Focus on your community impact.

Example:

“We are a volunteer-run community playgroup based in Western Australia that provides low-cost sessions for families with young children. We operate on a not-for-profit basis, with all fees reinvested into resources and activities for the children.”

#### 4. Website or online presence

If you don't have a website, include links to:

- Facebook page
- Instagram

This helps verify your playgroup is active and legitimate.

## 5. Upload supporting documents

This step is very important.

If you are **not incorporated**, upload as many of the following as possible:

- Bank account showing the playgroup name
- Support letter from Playgroup WA
- Playgroup charter

If you are **incorporated**, include:

- Playgroup constitution or rules
- ACNC registration (if applicable)
- ASIC certificate of incorporation
- Any ATO documentation (if available)

## What Canva Looks For

To approve your application, Canva needs to verify:

### 1. Your organisation is a nonprofit

They may check for:

- ACNC registration
- Deductible Gift Recipient (DGR) status
- ATO nonprofit endorsement
- Incorporation documents

### 2. Your connection to the organisation

Applications may be rejected if Canva cannot confirm you are part of the playgroup. To assist:

- Use an email linked to your playgroup if possible
- Upload documents that show your playgroup name
- Include a support letter confirming your role

## Common Reasons Applications Are Not Approved

- Using a generic email (for example Gmail) with no supporting documents
- Not enough documentation provided
- No online presence (website or social media)
- Canva cannot verify your connection to the playgroup

## Important to Know

- Approval is **not guaranteed**, even if you follow all steps
- If you need assistance with your application, please contact your development officer
- Incorporated or ACNC-registered playgroups tend to have higher success
- Some playgroups that have been denied are successful when they contact <https://www.canva.com/help/contact-us/> and provide additional documentation.

## Tips from Other Playgroups

(08) 9228 8088

**Head Office** 1-3 Woodville Lane, North Perth, WA 6006

hotline@playgroupwa.com.au

**Mail** PO Box 61, North Perth WA 6906

[playgroupwa.com.au](https://www.playgroupwa.com.au)

- Upload multiple documents, not just one
- Include a Playgroup WA support letter
- Make sure your playgroup name matches across documents
- Add Facebook or Instagram links if no website
- Try again if unsuccessful, some groups have been approved on a second attempt

### Need Help?

If you would like support with your application or a support letter, contact your Playgroup WA Development Officer.