



## **Step-by-Step Guide for Creating a Recruitment Flyer Using Canva Templates**

The following steps provide a comprehensive guide for users to create flyers using Kessler Foundation-branded Canva templates, ensuring efficient customization and sharing. If you need assistance creating your flyer, contact Jackie Leddy ([JLeddy@KesslerFoundation.org](mailto:JLeddy@KesslerFoundation.org)).

### **1. Before you log In to Canva**

- Watch Canva how-to training videos before you start designing: <https://www.canva.com/designschool/tutorials/getting-started/>
- Admins should not give passwords until users finish tutorials

### **2. Center admins will distribute passwords for flyer creation**

- Admin will assist with account setup
- Admin creates a folder with the user's last name in Projects

### **3. Log in to Canva.com with your special Canva email address:**

[XXXXXadmin@kesslerfoundation.org](mailto:XXXXXadmin@kesslerfoundation.org).

- When you log in, you may need to contact your Center admin who will receive a Canva-related email with a one-time password code
- In the event that the admin is unavailable, Jackie Leddy ([JLeddy@KesslerFoundation.org](mailto:JLeddy@KesslerFoundation.org)) or Jody Banks-Smith ([JBanks@KesslerFoundation.org](mailto:JBanks@KesslerFoundation.org)) can also provide the code

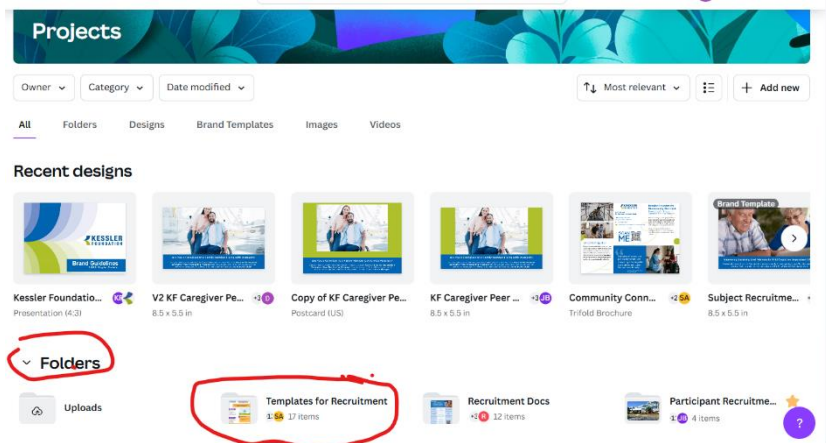
### **4. Navigate to projects (left side menu)**

- Click on "Projects"

## 5. Navigate to “Folders”

## 6. Select “Templates for Recruitment”

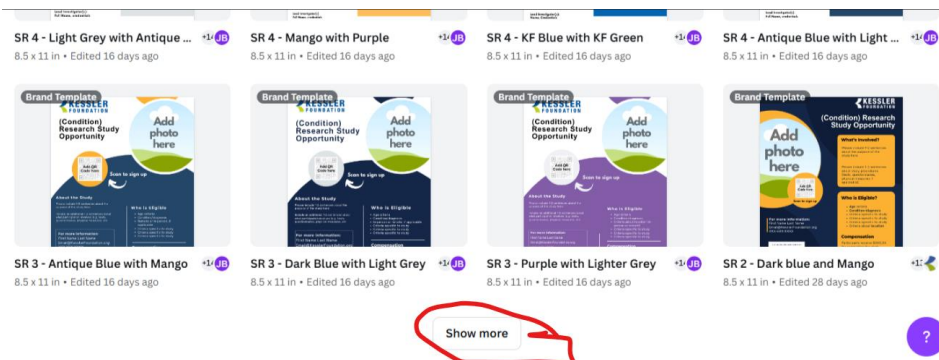
- FYI: Other folders may include\*:
  - Post Card Templates
  - Design Support
  - QR Designs



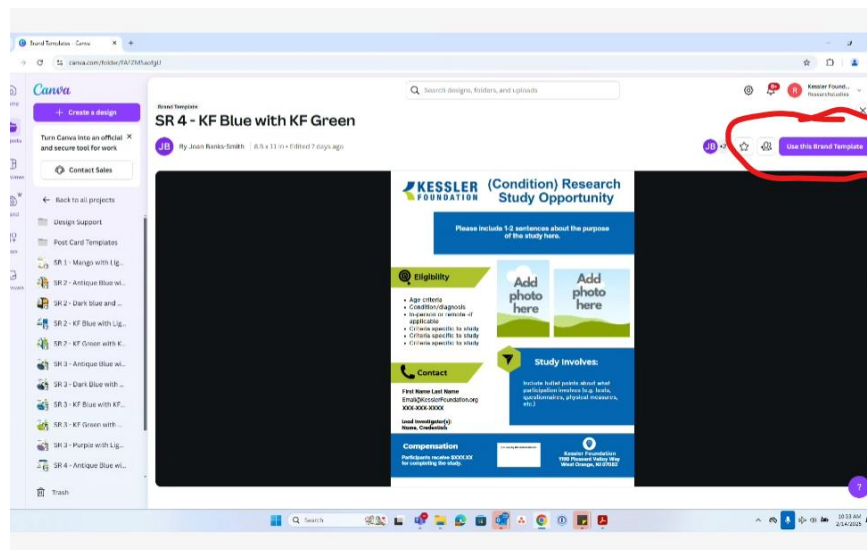
*\*Your folders may look different than this screenshot. If you don't see the folder “Templates for Recruitment” reach out to Jackie and she will share with you*

## 7. Choose a template



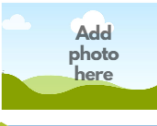


- Click on a design
  - (Click on “Show more” at the bottom of page if you don't see all template designs)



- Click on “Use this Brand Template” in purple (In upper right-hand corner)

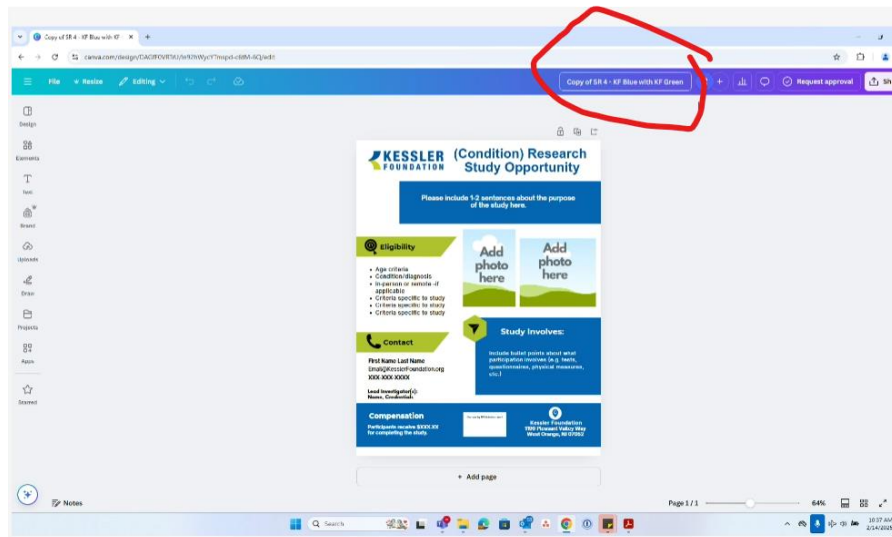


- Start customizing your template

 <b>KESSLER FOUNDATION</b>		<h1>(Condition) Research Study Opportunity</h1>	
<p>Please include 1-2 sentences about the purpose of the study here.</p>			
 <p><b>Eligibility</b></p> <ul style="list-style-type: none"> <li>• Age criteria</li> <li>• Condition/diagnosis</li> <li>• In-person or remote -if applicable</li> <li>• Criteria specific to study</li> <li>• Criteria specific to study</li> <li>• Criteria specific to study</li> </ul>	 <p>Add photo here</p>		
 <p><b>Contact</b></p> <p>First Name Last Name _____  Email(Include Fullname@org) _____  XXX-XXX-XXXX _____</p> <p>Lead Investigator(s): _____  Name, Credentials _____</p>	 <p><b>Study Involves:</b></p> <p>Include bullet points about what participation involves (e.g. tests, questionnaires, physical measures, etc.)</p>		
<p><b>Compensation</b></p> <p>Participants receive \$XXXXX for completing this study.</p>		<p>The way my PI determined _____</p> <p style="text-align: right;">  <b>Kessler Foundation</b>  1800 Henshaw Valley Way  West Orange, NJ 07062 </p>	

### 8. Change the name of the design template (Canva automatically saves the document)

- Naming convention: IRB#\_Lay Title\_Last Name of Designer\_V#
- Sample name: IRB1111-Stroke Reading Study-Leddy-V1



## 9. How to customize text in a template

1. Spell out the condition in “Headline” if there is room (e.g., Traumatic Brain Injury vs. TBI)
2. Fill in “About the Study” with pertinent information
3. Fill in “Eligibility” – keep bullet points short, with no periods
4. Fill in “Compensation”
5. “For more information” include contact person’s first and last name/ email/ phone
6. Keep the words “Lead Investigator” or “Lead Investigators” - include full name(s) and credentials
7. Double check Center location – Kessler Foundation address: 120 or 1199

**Note: Try not to change font size and/or in the template. Choose templates according to title length and spacing needs.**

IRB1111- Stroke Reading Study- Leddy

**KESSLER FOUNDATION**

**Stroke Reading Prism Glasses Research Study Opportunity**

Add photo here

Add photo here

Add QR Code here

Scan to sign up

**About the Study**

Please include 1-2 sentences about the purpose of the study here.

Include an additional 1-2 sentences about what participation involves (e.g. tests, questionnaires, physical measures, etc).

**Who is Eligible**

- Age criteria
- Condition/diagnosis
- Criteria about location (insurance or remote)
- Criteria specific to study
- Criteria specific to study
- Criteria specific to study

**Compensation**

Participants receive up to \$XXX for completing the study

**For more information:**

First Name Last Name  
Email@kesslerfoundation.org  
XXX-XXX-XXXX

Lead Investigator(s):  
Full Name, credentials

Kessler Foundation  
120 Eagle Rock Ave, Suite 100  
East Hanover, NJ 07936

+ Add page

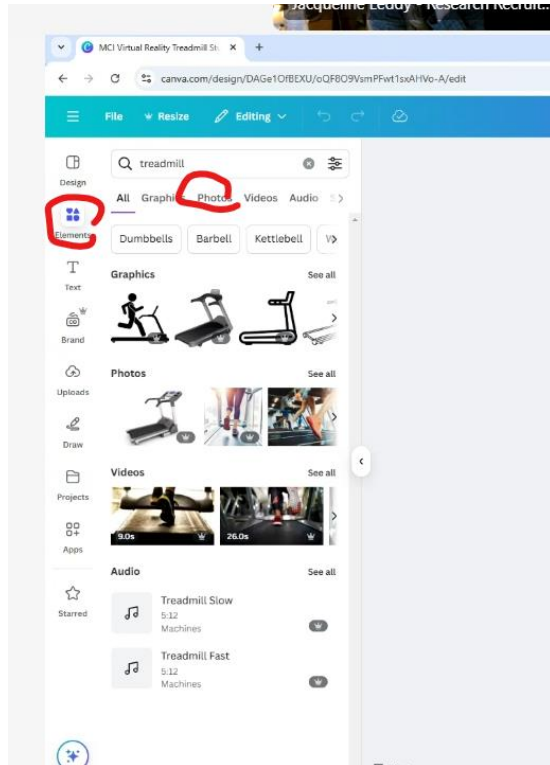
style

## 10. Choices to access images:

- Click “Uploads” on the left-side menu in Canva to use your own image – Drag and drop or upload file from your computer

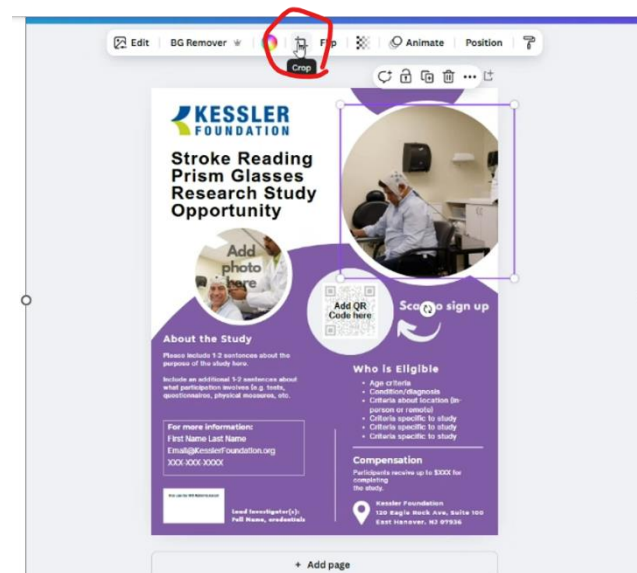
OR

- Use a photo from Canva – Click “Elements” on the left-side menu, choose photo, or use the search bar to find options
- If specific company photos are needed, reach out to Jackie Leddy ([JLeddy@KesslerFoundation.org](mailto:JLeddy@KesslerFoundation.org)) or Jody Banks-Smith ([JBanks@KesslerFoundation.org](mailto:JBanks@KesslerFoundation.org))



## 11. Add an image to the design:

- Graphics must be used within the frames already set in the template
- Drag photo and hover over the photo “frame” you want to use in the template: the frame will automatically pull in the photo
- To ensure images proportionally fit in the prescribed frames or to modify a graphic
  - Click the photo, find crop button on top tool bar to reposition the graphic
- To remove words behind a photo that say, “add photo here,” click on the word box and press delete on your keyboard

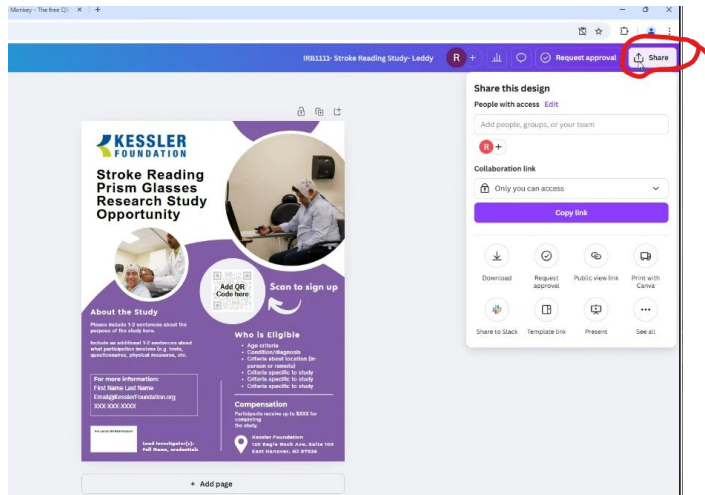


## 12. Insert QR code

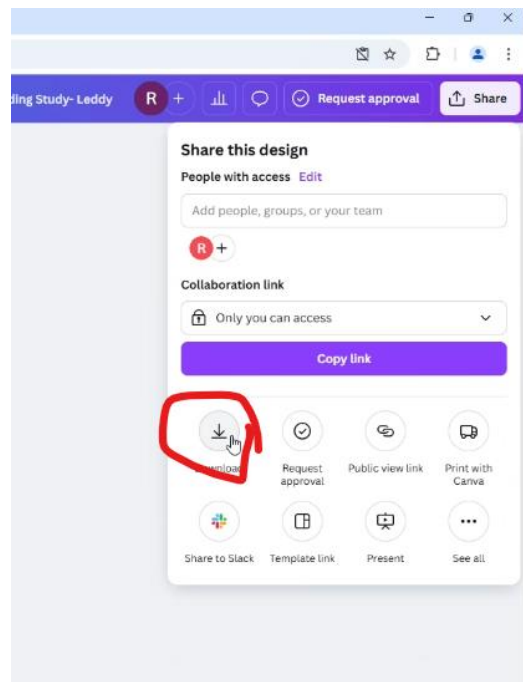
- Insert QR code in designated area
  - Free QR code generator in Canva: <https://www.canva.com/your-apps/qr-code>
  - Example of another free QR code generator often used: <https://www.qrcode-monkey.com/>
- Refer to design support folder for more info
- If you need assistance, reach out to Jackie Leddy ([JLeddy@kesslerfoundation.org](mailto:JLeddy@kesslerfoundation.org)) or Jody Banks-Smith ([JBanks@KesslerFoundation.org](mailto:JBanks@KesslerFoundation.org))

## 13. Save and download

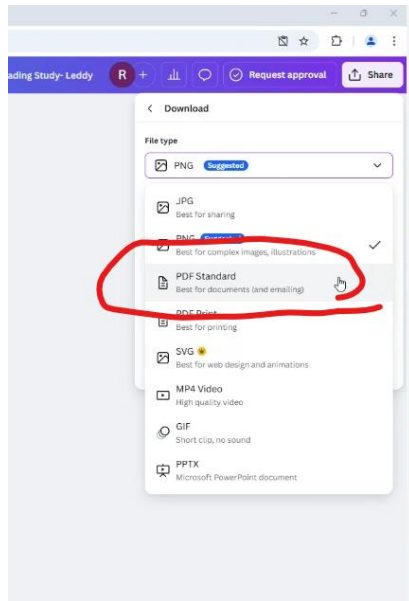
- Once layout is complete, click on “Share” (upper-right corner of screen)



- Click “Download”



- Click drop-down menu and select “PDF Standard”

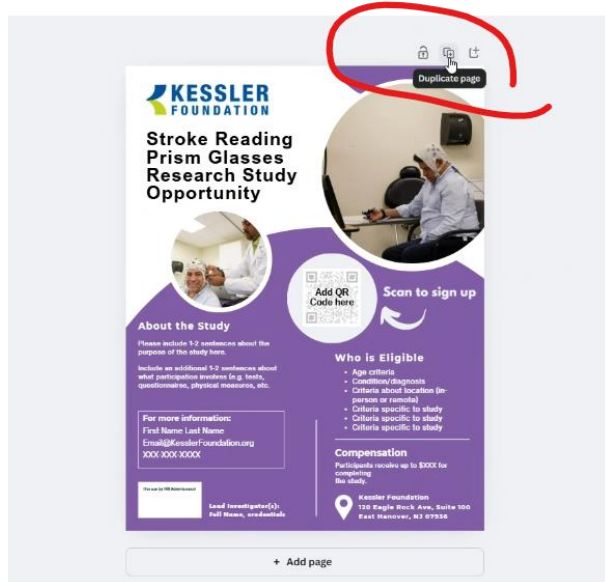


- Download the PDF, which opens in your computer's download folder
- If the file doesn't download with your chosen title, rename it on your computer using the original title you assigned
- **If complete and correct, send to IRB**

**See next page to address IRB modifications**

#### 14. To address changes requested by IRB (make modifications to your original version)

1. Go back into Canva
2. Access your project under “Recent Designs”
3. Click on your design
4. Duplicate the design within the file by clicking middle icon on top right

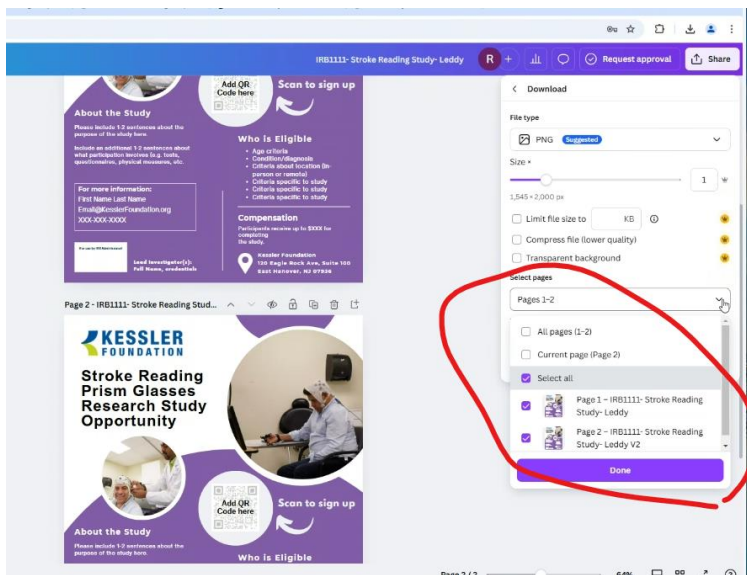


5. The new copy of the design shows up underneath V1

**Note: Unless you make a different version of your design – Canva is going to autosave and write over your original version**

6. Change the title to **Version 2-IRB Approved**
7. Make the changes on the duplicated Version 2
8. Click share
9. Click download
10. Choose version you want to use under “Select Pages”
11. Download, “PDF Standard,” V2
12. The design appears in your download folder (You may have to modify the title after this download)
13. **Return V2 to IRB with their marked up version**





## 15. Optional: for social media posting

- Share your IRB-approved design via Canva with Diana Jordan [DJordan@KesslerFoundation.org]
- Diana will modify the design specifically for social media

