

About Canva's Affiliate Marketing Program

Updates to Canva's Affiliate Program

The Canva Affiliate Program is going through a significant shift in direction.

Over the past few years, Canva's Affiliate Program has been a powerhouse for all types of affiliate partners. We've worked with some of the most creative and innovative partners to create content so their communities can discover Canva's power as an invaluable visual communication platform.

FAQs

What is changing with Canva's Affiliate Program?

As Canva continues to evolve, we've made the decision to shift the focus of the affiliate program towards a content-creator driven approach. We hope to focus more on supporting our communities and individual content creators.

I'm an individual content creator. How can I join this program?

Empower, our new content creator program, is now open for applications. You can find more information about it [here](#).

I am currently one of your Affiliate Partners and create Canva content. How can I continue being a part of the Affiliate Program?

Please note that only approved members of the Empower Canvassador Program will be eligible for affiliate benefits. To continue receiving your current benefits, existing affiliates must reapply and be accepted into the new content creator program.

I'm concerned about my commissions. What about the clicks I have already driven?

We will be honoring commissions for all the eligible conversions that occurred before the official program sunseting date (January 31, 2024).

If you have any questions, please reach out to our team by emailing affiliate@canva.com. Due to the high volume of queries, responses may take longer than usual.

What will happen to my affiliate links after January 31, 2024 if I'm not accepted into the program?

Your existing links will continue to work, however, you will no longer receive commissions after the January 31, 2024 date.

What is the Empower Canvassador Program?

The program's primary mission is to empower content creators, enabling them to inspire and uplift people all around the globe, especially within the Canva community.

Empower Canvassadors excel in simplifying complex tasks on Canva, creating tutorials, courses, and workshops around our products & features that make it easy for others to understand and upskill effortlessly.

Program members gain access to valuable resources that will support and enhance their content creation efforts. Together, we will work towards empowering the world to unleash their creativity through design!

Get more information and apply [here](#).

If I'm accepted into the new program, will I need a new Impact ID?

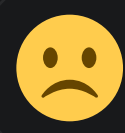
If you are admitted to our new program, your same Impact Radius ID and existing affiliate links will remain valid. To shift to the new program, simply accept the new terms and conditions included in your onboarding deck.

If you have any questions regarding how these changes may affect you, please reach out to our team by email at affiliate@canva.com. Due to an expected high volume of queries, it may take a little longer than usual to receive a response.

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