



# Digital Transformation Initiative (DTI)

The Food Bank is excited to launch the Digital Transformation initiative: a new innovative program that will help improve our partner pantries' digital presence.

We are offering our agencies various digital services to build and/or improve websites, social media and digital fundraising efforts. This will allow partners to better serve their communities by providing their neighbors with increased access to information, food, and other resources.

## Digital Analysis

- Interpret website analytics
- Analyze social media data
- Make strategic recommendations on how to move forward.

## Social Media Strategy

- Create social media strategy (Facebook, Twitter, Instagram and/or LinkedIn)
- Draft initial social media plan
- Create templates for future social media posts

## Website Strategy

- Redesign or update current website\*
- Build a new website if needed
- \*This only applies to food distribution related pages

## Online Giving

- Build or update a donation page (If needed)
- Develop a long-term digital fundraising strategy
- Create an email marketing strategy

## Digital Visibility

- Digital ads campaign on social media platforms, as well as platforms like YouTube and Google.
- Create Google My Business account
- Update Google, Waze and Apple maps listings

## Train & Maintain

- Train you on how to use all tools
- Everything except for ads

Our mission is to feed people in need and mobilize our community to eliminate hunger. (Update)

**Learn more at [pittsburghfoodbank.org](http://pittsburghfoodbank.org)**



Greater Pittsburgh  
**community  
food bank**

## Digital Survey

We will compile a list of all of the places a community member might be able to find you on the internet (known as your “digital footprint”). Once we determine what you are already doing, we will create recommendations on how to reach your community better.

## Social Media Strategy

Having a strong social media presence is just as important as having a website. It is hard sometimes for smaller organizations to stay up-to-date on trending topics, make changes to each platform, and understanding what to post and when. We will work with you to build or improve your social media presence. This includes setting up or performing a one-time update to your social media accounts.

## Website Strategy

Having a website is very important. If you do not have one yet, we can help you to develop one. If you do have a website, we can work with you to redesign or update it to ensure you are offering the best information to your community. This also includes setting up a donation page if needed.

## Online Giving

Being able to raise money online is very important. We will work with our partners to create a donation page (if needed), as well as develop a long-term digital fundraising strategy.

## Digital Visibility

It is important for our partners to have other ways to communicate with our neighbors in need. We will work with you to build or improve your email marketing strategies. Our preferred service is Mailchimp, but we can work with you if you already have something else set up.

## Train 2 Maintain

Once we have implemented the recommendations, we will train you on how to use and maintain all of the tools that we have set up.

Want to learn more?

**Contact the DTI Team**



[digital@pittsburghfoodbank.org](mailto:digital@pittsburghfoodbank.org)

[pittsburghfoodbank.org/digital](http://pittsburghfoodbank.org/digital)

### Our Mission

Feed people in need and mobilize our community to eliminate hunger.

### Our Vision

A hunger-free southwestern Pennsylvania.

### Your Support

Together, we ensure all of our neighbors across the region have enough food to lead happy, healthy lives.