



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

Online Giving

- Build or update donation page (if needed)
- Develop 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 2 Maintain

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

Our mission is to leverage the power of community to achieve lasting solutions to hunger and its root causes.

Learn more at pittsburghfoodbank.org



**Greater Pittsburgh
community
food bank**

Digital Survey

By compiling a list of everywhere a community member might be able to find you on the internet (known as your “digital footprint”) we determine what you are already doing. This helps us to 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 for organizations to stay up-to-date on trends and changes on each platform, while also understanding what to post and when. We can 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 critical in today’s world. 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.

*Food related webpages only.

Online Giving

We know that being able to raise money online is vital for your organization. Working with you to create or update your donation page, as well as help you develop a long-term digital marketing strategy, helps you reach more donors and volunteers.

Digital Visibility

Once you have a strong digital presence, it is necessary to make sure your community members can find you. Using digital ads on social media platforms, as well as platforms like YouTube and Google, will help to make your organization more visible. We can create an account on Google My Business and as well as update Google, Waze and Apple Maps listings.

Train 2 Maintain

After implementing our recommendations, it is essential that you can maintain your new digital marketing strategies. Our team can help train you on how to use all of the tools that we have set up.

Want to learn more?

Contact the DTI Team



digital@pittsburghfoodbank.org



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.