

Memorandum of Understanding: Digital Transformation Initiative

I. Memorandum of Understanding

This Memorandum of Understanding sets out the principles which will guide the activities of the Digital Transformation Initiative (DTI). The mission of DTI is for the Greater Pittsburgh Community Food Bank to provide its partners with digital marketing support to improve their digital presence. This support will result in increased access to food, information, and other resources. Neighbors in need will easily be able to locate their local pantry, find quick facts, and start the process of getting help. At the same time, potential donors will be easier to reach and identify resulting in increased donations—both food and monetary.

II. Project Parties

The following organizations/entities are participating in DTI as partners. They are committed to the mission of DTI and will work together to achieve its strategic objectives:

- a. Greater Pittsburgh Community food bank (food bank)
- b. _____ (Partner Agency)

To participate in this program, the partner agency must return a completed application via the food bank website pittsburghfoodbank.org/digital. The food bank will select participants on a rolling basis, using criteria decided by the food bank's DTI team.

III. Scope of Work

This work will take approximately three (3) but no more than four (4) months from initiation to completion. Any extension needed must be agreed upon by all parties. The DTI project will be completed in four (4) stages:

- a. **Audit:** The food bank will audit all digital marketing resources currently managed by the partner agency.
- b. **Build:** The food bank will build or update the agreed upon items for the partner agency.
- c. **Training:** The food bank will train at least two (2) key members of the partner agency on their updated assets.
- d. **Reporting:** The food bank will review all work done and report the successes and metrics.

IV. Meetings

To successfully perform the scope of work within the time allotted, all parties must agree to meet—either virtually or in person—as part of each stage. There will be four (4) meetings throughout the length of the project:

- a. An initial meeting at the beginning of the Audit stage will mark the initiation of the work. All parties must agree to share necessary assets at this meeting—outlined below—to complete the scope of the work.
- b. Once the Audit is complete, the parties will meet to discuss findings and recommendations for work which should be done in the Build stage. At this meeting they will also agree upon a timeline and deadlines for the build stage and a selection of training courses.
- c. When the Build stage has concluded, the parties will meet to commence training, agreed upon at the previous meeting.

- d. Approximately two (2) months after the conclusion of the Build stage, the partners will meet to discuss the successes and metrics of the DTI project. Partners agree to give honest feedback to increase productivity and success in the future.

IV. Sharing of Resources

Before the work commences, the Partner Agency will compile and share access and/or login credentials—to the best of their ability—to all digital marketing accounts. This includes, but is not limited to: Website, CRM, Digital Marketing Services and Software, and Social Media Accounts. For any service which allows multiple administrators, the Food bank will be provided with a separate administrator (Admin) account or access (e.g., on Facebook business, any user can be given Admin level access without sharing of passwords).

For services which only allow one Admin or user, usernames and passwords will be shared with the Food bank. This will be done through a secure method, and not in the body of a standard email.

SECURITY NOTE: To ensure safety and security, it is recommended that passwords be temporarily changed for the duration of this project, especially if they are identical to any passwords used for employees' personal accounts.

Any other resources needed to perform the scope of work, not outlined in this document, will be shared at the parties' discretion.

V. Amendments to this Memorandum of Understanding

The parties may agree to amend this Memorandum of Understanding, provided that they support the incorporation of the amendment into this document. This Memorandum of Understanding will remain in effect throughout the term of the Project.

Organization: _____ Date: _____

Printed Name: _____ Printed Name: _____

Signature: _____ Signature: _____

Organization: Greater Pittsburgh Community Food bank _____ Date: _____

Printed Name: _____ Printed Name: _____