



# 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 a donation page (If needed)
- Help develop a long-term digital fundraising strategy

## Digital Visibility

- Create or gain access to your Google Business Profile
- Update Google, Waze and Apple maps listings

## Train 2 Maintain

- Train you on how to use and maintain all new and/or improved digital assets

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

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 (what we call 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, while also 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.

\*Food related webpages only.

## Online Giving

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

## Digital Visibility

It is important for our partners to be searchable on the internet so they can be found by our neighbors in need as well as volunteers and donors. We will work with you to build or improve the places community members can search for you including Google, Waze, and Apple Maps.

## 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

To leverage the power of community to achieve lasting solutions to hunger and its root causes.

### Our Vision

Communities where everyone has access to the food and resources they need to thrive.

### Your Support

Together, we bridge communities and resources to help neighbors overcome food insecurity and lead happy, healthy lives.