

Cloverleaf Food Pantry

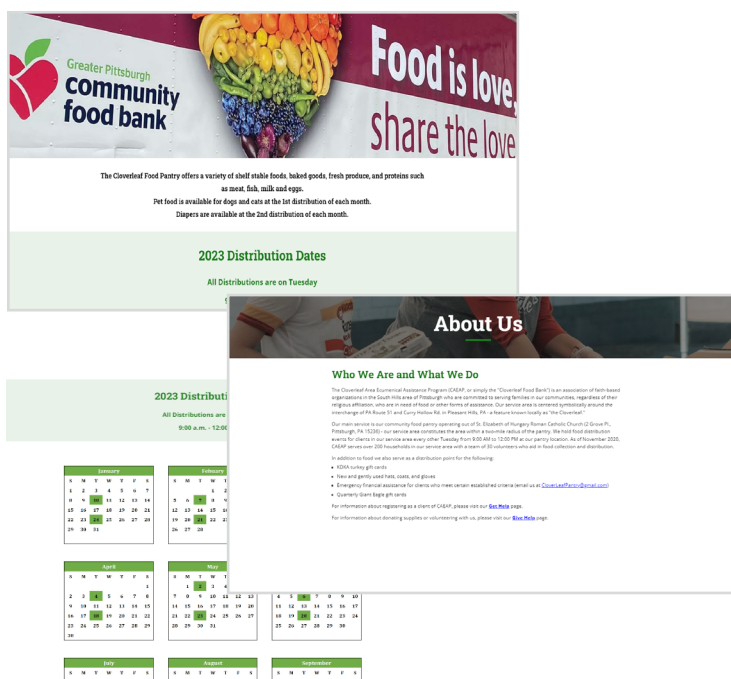


Background

Cloverleaf Food Pantry has been serving the community for 40 years. The pantry serves a diverse community, including many non-English speaking neighbors—many Napali & Ukrainian refugees. It operates on a church campus, with two distributions per month. In addition to offering basic food supplies sourced from the Food Bank and local bakeries, the pantry works with Western PA Diaper Bank and Animal Friends which provide diapers and pet food, respectively.

Identified needs

- ✗ Out-of-date website that lacked user accessibility
- ✗ One paid staff member who faces limited available time & expertise
- ✗ Had limited online communication and community outreach



Services provided

- ✓ Full audit of digital presence
- ✓ Created new website: cloverleafpantry.org
- ✓ Connected with QGiv to create an online giving process
- ✓ Professional photos and website promotional materials were created
- ✓ Google Business profile updated including adding photos and FAQs
- ✓ Training on maintaining WordPress website

Results

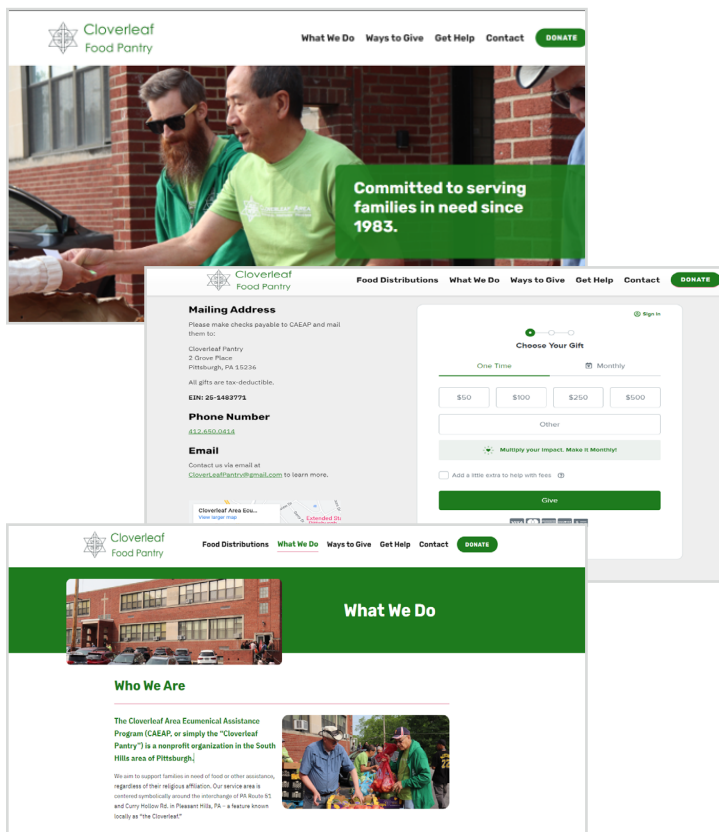
After the DTI process, we launch a revamped website with a food distribution calendar, volunteer registration and donation page. Within the first six months, they received 65+ contact submissions for food and financial assistance, along with positive feedback on the website's user-friendly interface and engaging photos of neighbors and volunteers.

In six months their website has enabled:

- 2,800** Unique individuals view their website
- 747** Engaged sessions with the website
- 65** Contact form entries asking for help or offering help

In five months their Google Business profile has enabled:

- 6,095** People to view their information
- 300** People to find their website
- 74** People to call to ask for help, donate food or volunteer



“The new website, including photos, links, and online giving is the best communication we can offer people. We wouldn’t be where we are today if it weren’t for the super support of the DTI team!”

Ana Fertal
Director, Cloverleaf Food Pantry