

# Digital Alchemy: How Greater Pittsburgh Community Food Bank Grew Online Revenue 867% in 2020

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Presented By:

Megan Myer and Shawn Lyon, One & All

Megan Bailey, Greater Pittsburgh Community Food Bank

Thursday, March 4, 2021 | 2:00 – 3:00 p.m.





We know the value of relationships and are proud to connect you with One & All, a member of our partner network.



Performance Marketing Agency  
for Social Good

# Today's Speakers



**Megan Bailey**  
Director of Individual Giving  
Greater Pittsburgh  
Community Food Bank



**Shawn Lyon**  
Director of Digital Strategy  
One & All



**Megan Myer**  
Account Supervisor  
One & All

# One & All

Our purpose is to better the world through a shared purpose of giving back.





# Greater Pittsburgh Community Food Bank

The mission of Greater Pittsburgh Community Food Bank is to feed people in need and mobilize our community to eliminate hunger.

# 222%

Web Visitor Growth

# 876%

Online Revenue Growth



# 70K

Households Received  
Nutritious Food

A young child with blonde hair, wearing a white t-shirt, is smiling and holding a large basket of fresh vegetables. The basket is overflowing with green onions, several large orange carrots, and several round, brown-skinned potatoes. The child is standing in a garden with lush green foliage in the background. The text "Roundtable Discussion" is overlaid in white, bold, sans-serif font across the center of the image.

# Roundtable Discussion

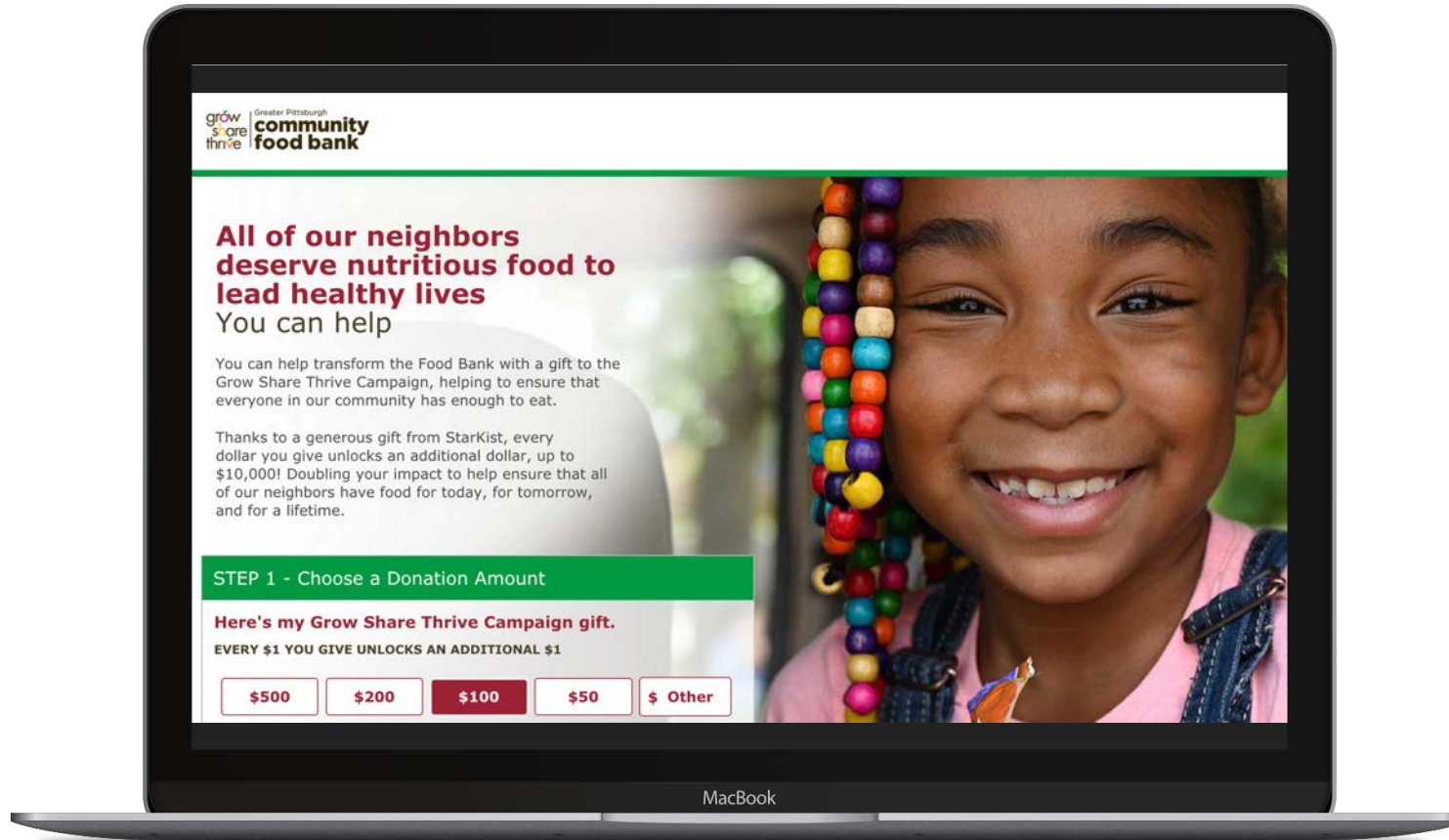
**The Food Bank experienced  
remarkable need  
& growth in 2020.**

**How has that influenced  
your mission and work?**





# Grow Share Thrive Comprehensive Campaign



- Maintained strategic course
- Integrated, timely campaign strategy
- Optimized donation page experience

**Results like this don't just happen – why do you think the Food Bank was able to meet this moment so well?**

# A Foundation for Success

**DATA,  
CREATIVITY &  
INTUITION**

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Best results come from the combination of right and left brain strategies.

**LEAN INTO PARTNERSHIP**

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You can do more together - build with trusted partner.

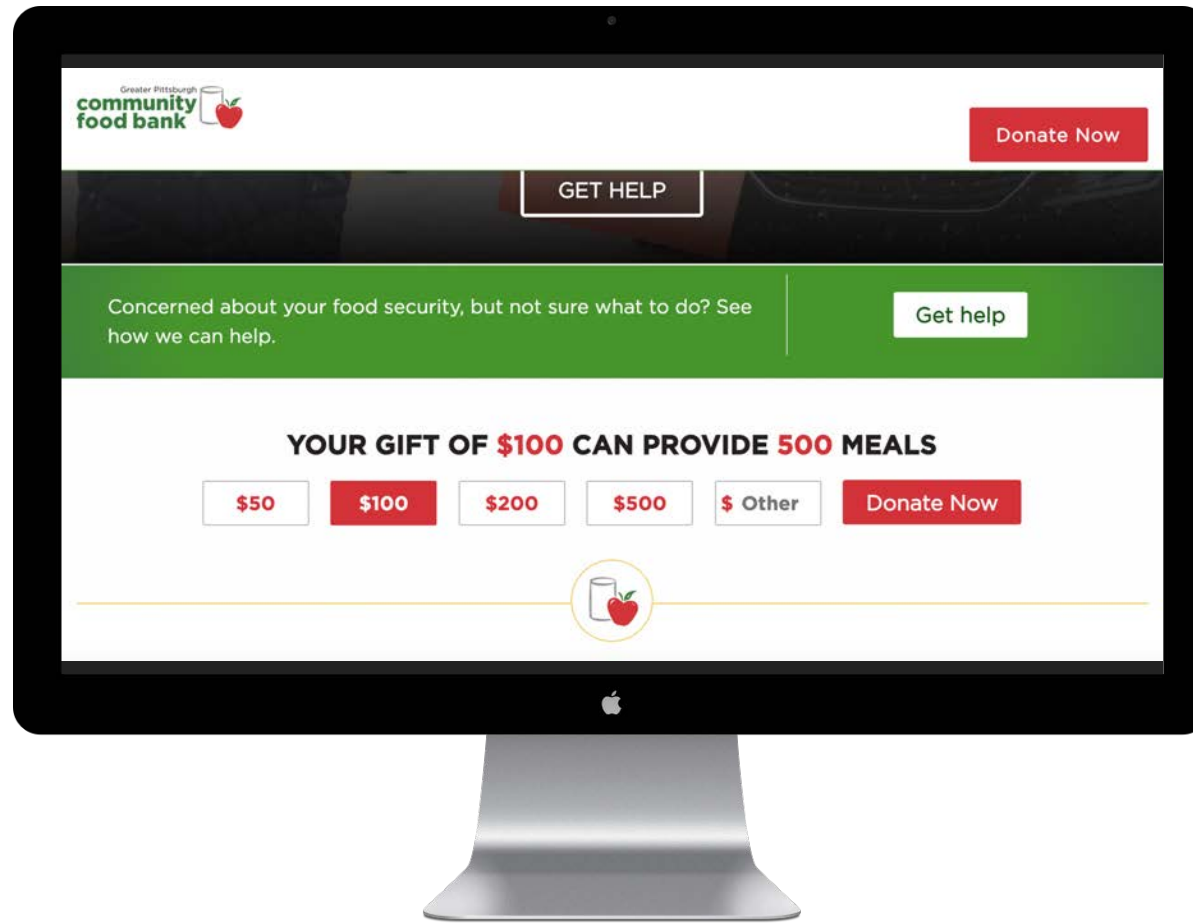
**BUILD A FOUNDATION**

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Start investing before the need is urgent.

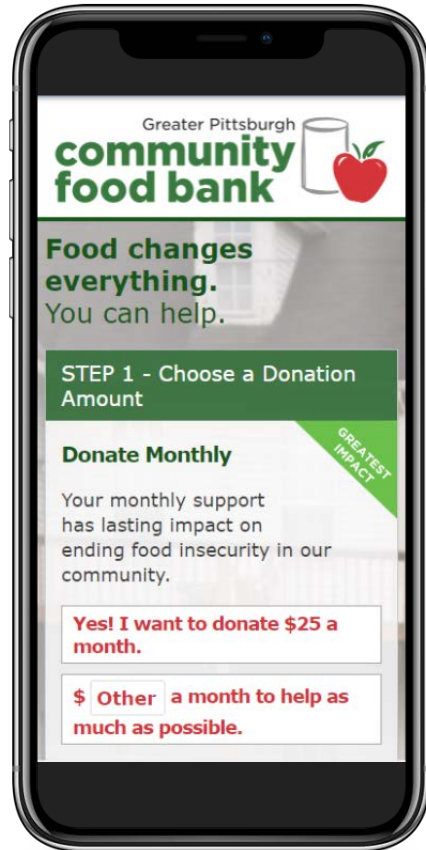
# Desktop Experience Testing & Optimization

## HOMEPAGE DONATION WIDGET



# Mobile Experience Testing & Optimization

CONTROL

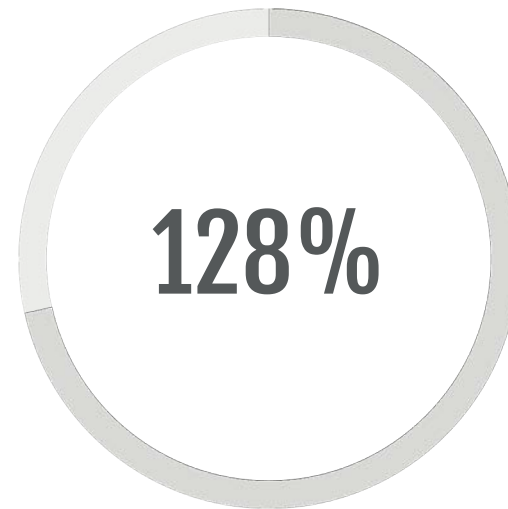


TEST

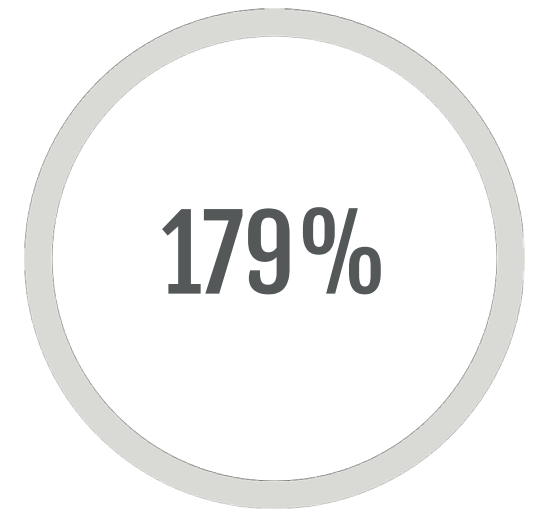




# Testing Impact



**MOBILE  
CONVERSION RATE  
INCREASE**

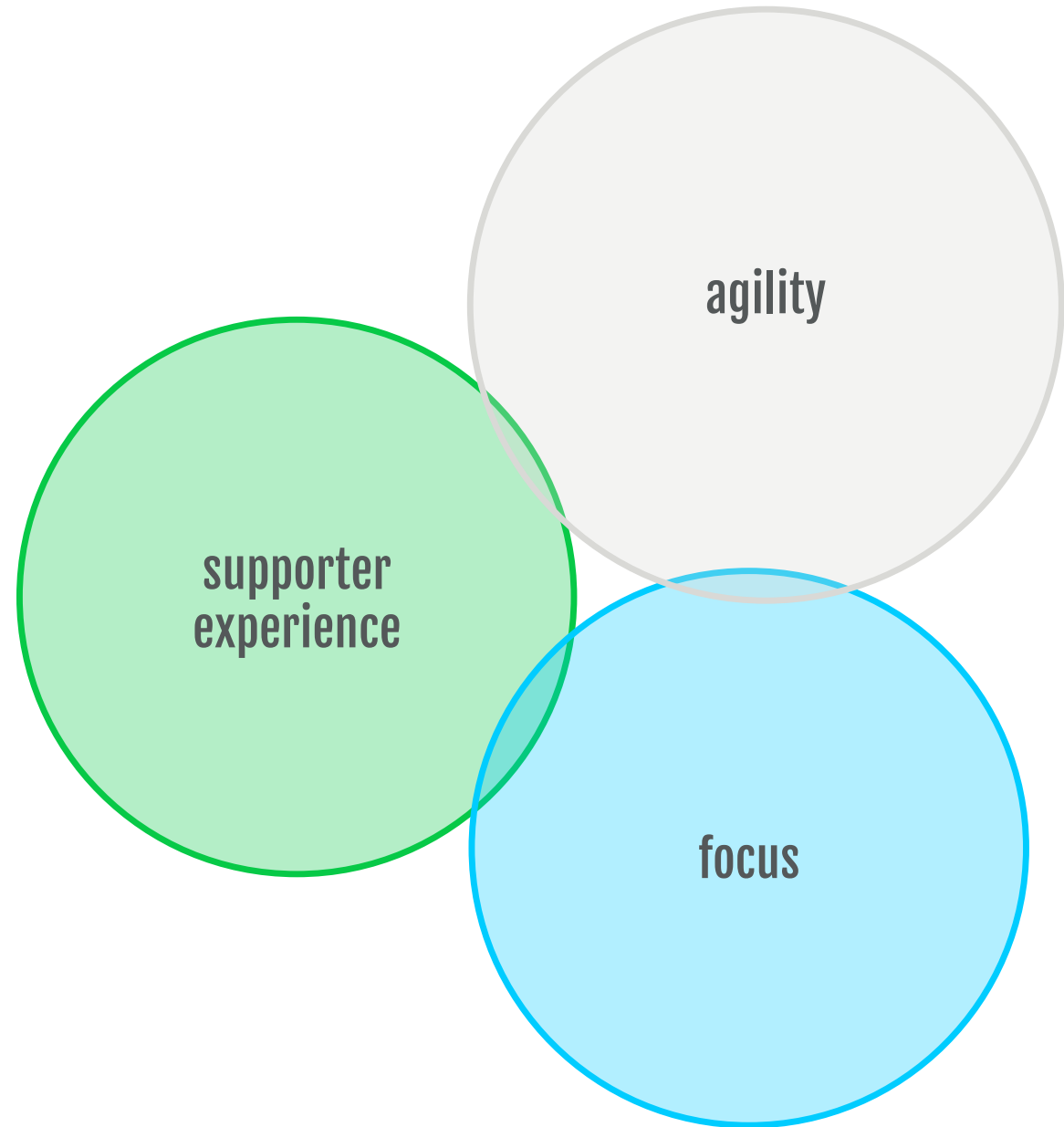


**REVENUE GROWTH**

**How did this foundational  
work impact results and your  
community in 2020?**

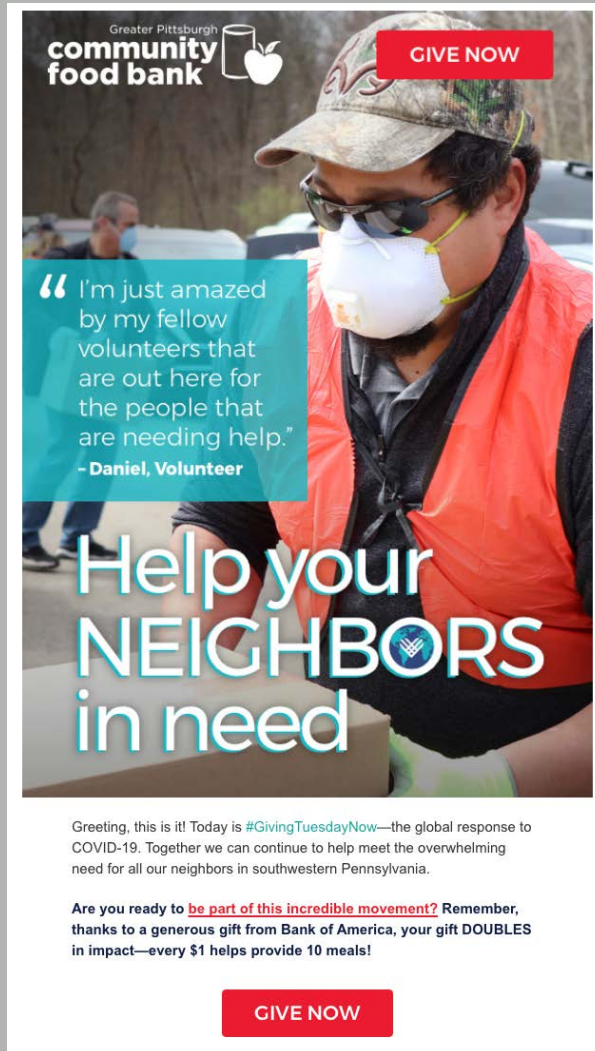


**Ready to meet  
the moment**





# Giving Tuesday Now



Greater Pittsburgh  
**community food bank**

**GIVE NOW**

“ I’m just amazed by my fellow volunteers that are out here for the people that are needing help.”  
— Daniel, Volunteer

Help your  
**NEIGHBORS**  
in need

Greeting, this is it! Today is #GivingTuesdayNow—the global response to COVID-19. Together we can continue to help meet the overwhelming need for all our neighbors in southwestern Pennsylvania.

Are you ready to **be part of this incredible movement?** Remember, thanks to a generous gift from Bank of America, your gift **DOUBLES** in impact—every \$1 helps provide 10 meals!

**GIVE NOW**

EMAIL

## Sustainer Conversion Campaign



**Greater Pittsburgh Community Food Bank**

Sponsored · Paid for by GREATER PITTSBURGH COMMUNITY FOOD BANK ·

You can help 2X as many families facing hunger. Thanks to the generosity of the Merle and Olive Lee Gilliland Foundation, when you become a monthly donor by 5/25 your gifts will be matched for an entire year, up to the first \$25,000 received!

“This food means my family gets to eat.”  
—Amy, food recipient

SECURE.QGIV.COM  
**Give monthly—your gift DOUBLES!**  
Not affiliated with Facebook

**Donate Now**

402 16 Comments 50 Shares

**SOCIAL ADS**


**Looking back on the culmination  
of 2020, what did you learn?**





# Key Takeaways

- ① **PARTNER WISELY**
- ② **INVEST PROACTIVELY**
- ③ **STAY CURIOUS**

A group of four people (two women and two men) are standing on a grassy hillside, looking out over a vast valley at sunset. The sun is low on the horizon, creating a warm, golden glow and a lens flare effect. The people are silhouetted against the bright light. The woman on the far left has her arm around the shoulder of the man next to her. The man next to her has his arm around the shoulder of the woman next to him. The woman on the far right has her arm around the shoulder of the man next to her. The text "Q&A" is overlaid in the center of the image in a white, sans-serif font.

Q&A



# Thank you for joining!

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For more information on Qgiv's fundraising platform, contact:

[contactus@qgiv.com](mailto:contactus@qgiv.com) | 888-855-9595

For more information on One & All, contact:

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