Coffee, Conversation, & Community Campaign

A Multilingual Approach to Solving Isolation and Building Connections

Traditional needs assessments often rely on surveys, resulting in limited engagement and failing to build meaningful relationships.

Newcomers face barriers like distrust, isolation, and inaccessible systems when sharing their needs.

Our Solution: Coffee, Conversation, and Community Campaign

- A bilingual campaign connecting newcomers with local RIF and LIP partners over coffee.

- This transforms needs assessments into moments of connection, gathering rich, qualitative data while fostering belonging and meaningful relationships.

Key Features

- ==Bilingual support== ensures accessibility for Francophone and Anglophone newcomers.

- ==Partnerships== with RIF, LIP, and community organizations amplify engagement.

- ==Coffee sponsorship== keeps the approach resource-light and accessible.

- Guided conversation framework ==gathers actionable insights== and ==forms connections==.

- Solves isolation through ==personal, human-centered engagement==.

Implementation Strategy

1

Pilot Testing:

Launch in 2–3 newcomer-dense communities to refine the approach.

2

Partner Activation:

Train community hosts and distribute campaign toolkits.

3

Rollout:

Expand across key communities with coffee sponsorship and guided questions.

4

Feedback Loop:

Share findings and celebrate successes to build long-term trust.

Expected Outcomes

- Builds trust and connection within newcomer communities.

- Provides actionable, qualitative data for better services and resource planning.

- Fosters belonging and reduces isolation.

- Creates a replicable model for long-term community engagement.