

# Vital Conversation

## What's a Vital Conversation?

Vital Conversation is a facilitated conversation with members of your community. This conversation can be used as a starting point of your engagement in Vital Signs to explore an emerging issue in your community, or to move your community to action after other Vital Signs activities.

Vital Conversation can take place at any time during the year:

- As a lead-up to the release of a Vital Signs report
- To catalyze conversations following the release of a Vital Signs report
- Between the publication of Vital Signs reports

## How does it fit into my Community Foundation's Vital Signs strategy?

- Vital Conversation are a great entry point into the Vital Signs program and is best paired with another part of the Vital Signs program.
- Vital Conversation can be used to position your foundation as a community knowledge leader.
- Vital Conversation can keep the findings of Vital Signs relevant in your community in between reports.

### Examples:

West Vancouver Community Foundation, Bowen Island Community Foundation, Calgary Foundation

## Who should consider hosting a Vital Conversation?

**A Vital Conversation can be an ideal way to bolster your engagement strategy with stakeholders and to create buy-in within the community.** A Vital Conversation can serve as a springboard to build new relationships and partnerships and is great way to start your engagement in Vital Signs.

**A Community Foundation in a smaller centre with limited access to community-level data.** Vital Conversation can help you generate qualitative data and help paint the picture of issues and trends in your community.

**A Community Foundation looking to amplify its existing Vital Signs program.** It's a way to continue the conversation and engage your community in action sparked from other Vital Signs program activity.

## Available tools and resources

**Toolkit** - Vital Conversation

**Guide** - Collaboration: The Power of Partnerships

**Case Study** - Community Impact: Integrating Vital Signs into Foundation Activities