**BCA Marketing plan update - summary**

<table>
<thead>
<tr>
<th>WHO</th>
<th>WHY</th>
<th>WHAT</th>
<th>HOW</th>
<th>TIME</th>
<th>BY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify all relevant stakeholder</td>
<td>Align stakeholders with BCA goals &amp; prioritize</td>
<td>Define &amp; tailor messaging</td>
<td>Determine best comm’s vehicles for stakeholder</td>
<td>Implementation timeline</td>
<td>Responsibility</td>
</tr>
</tbody>
</table>

**Progress**

- **Major stakeholders identified -**
  - Funders
  - Receivers
  - Others

- Understanding of why they are important to BCA and prioritized accordingly

- Outline of specific and core strategic messages completed

- Communication vehicles identified. Further work to develop specific plans

- Implementation timeline TBD

- Resource discussion required

**Next Steps**

- Crafting of detailed messaging req’d

- Plans req’d:
  - Social media
  - Trad media engagement
  - Corp sponsorship
  - Govnt outreach
  - Newsletter

- Re-prioritize actions

- Identify resources