

Milestone	Task	ID	Task	Owner	Duration (days)	Notes
1. Establish Fundraising Framework and Approvals		1.1	Develop the detailed fundraising strategy and sponsorship proposal, outlining campaign objectives, target sponsors, engagement methods, and fundraising channels.	Project Manager	3	Sets the foundation for all subsequent project activities; must align with Rs. 100,000 goal and 4-week timeline.
		1.2	Obtain approvals from the Department of Commerce and University Administration for on-campus stalls, event venues, and public communication.	Admin Liaison	2	Ensures institutional compliance and resource access.
		1.3	Recruit and brief volunteers from student societies and community groups; assign them to specific functions (marketing, stall operations, logistics).	HR Coordinator	3	Key to manpower planning and workload distribution.
		1.4	Conduct project kickoff meeting with all core team members to define responsibilities, deliverables, and weekly review process.	Project Manager	1	Establishes coordination and accountability framework.
2. Sponsorship Acquisition and Marketing Campaign		2.1	Identify and categorize potential sponsors (alumni, local SMEs, community organizations); create outreach database and contact schedule.	Sponsorship Lead	3	Foundation for meeting sponsorship target of Rs. 70,000.
		2.2	Design and produce promotional materials – posters, digital flyers, social media posts, and email templates – with BIC branding.	Marketing Lead	4	Enhances campaign visibility and credibility across platforms.
		2.3	Conduct sponsorship outreach through meetings, emails, and phone calls; follow up with interested partners to confirm contribution tiers.	Sponsorship Team	5	Aim to secure at least 5 confirmed sponsors by end of Week 2.
		2.4	Launch campus-wide and online marketing campaign to raise awareness and encourage community participation.	Marketing Team	5	Targeting 30% engagement rate through social and physical outreach.
		2.5	Maintain sponsorship logbook with details of sponsor commitments, correspondence, and acknowledgment plans.	Documentation Officer	2	Ensures transparency and proper reporting.
3. Fundraising Events Execution		3.1	Plan logistics for fundraising stalls including materials, décor, pricing, and	Event Coordinator	3	Preparation for smooth stall operation.

	3.2	Execute three thematic fundraising stalls (e.g., Food Fiesta, Handicraft Corner, and Games Booth) in coordination with volunteers.	Event Team	7	Major contributor to stall revenue target of Rs. 20,000.
	3.3	Organize and host Networking Mixer event for sponsors, alumni, entrepreneurs, and students to foster collaboration.	Project Manager	1	Builds goodwill and showcases project impact.
	3.4	Capture media and photographs during all events for social media and reporting.	Communications Team	2	Supports marketing continuity and sponsor recognition.
4. Financial Management and Reporting	4.1	Record all incomes and expenses in the fundraising financial tracker; maintain receipts and sponsorship records.	Finance Officer	3	Ensures financial accountability and accurate reporting.
	4.2	Reconcile financial data with sponsorship commitments and stall revenues to verify Rs. 100,000 target.	Finance Officer	2	Confirms achievement of project KPIs.
	4.3	Prepare and submit detailed financial and progress report to BIC Committee for verification.	Documentation Team	3	Mandatory for project closure and transparency.
5. Project Closure, Recognition, and Evaluation	5.1	Conduct final review meeting with all stakeholders to evaluate project outcomes, challenges, and lessons learned.	Project Manager	2	Ensures continuous improvement for future fundraising initiatives.
	5.2	Develop and publish appreciation posts on official social media accounts acknowledging sponsors, volunteers, and partners.	Communications Officer	1	Strengthens community and sponsor relations post-project.
	5.3	Archive project files, reports, and sponsor communication for future reference.	Documentation Officer	1	Ensures proper documentation and project audit readiness.