FUNDRAISING TOOLKIT

Turning Your Passion Into a Force for Malaysian Education

A step-by-step guide to starting your own fundraiser for Teach For Malaysia on GiveAsia

For students, young professionals, volunteers and anyone who believes every child deserves a great education

Considering Fundraising for us?

Thank you for wanting to fundraise for Teach For Malaysia (TFM). Whether you're turning your birthday into a cause, running your first half marathon or rallying your university club, you have something powerful: a network of people who care about you, and who will care about what you care about.

This toolkit is designed to be simple. Pick one idea (or combine a few), follow our step-by-step GiveAsia guide, and share your page. No experience needed, and no target is too small. Think of this as a menu, not a checklist.

Who is Teach For Malaysia?

TFM is a non-profit organisation working towards a future where all children in Malaysia will have the opportunity to realise their potential through quality education. We recruit, train and develop young professionals to teach in high-need schools for 2 years.

Founded in 2010, Teach For Malaysia (TFM) is a proud member of the Global Education Network Teach For All, a collective of education organisations in 63 countries worldwide.

Why Your Fundraiser Matters

Fundraising as an individual isn't just good for TFM. It's meaningful for you and the people around you too:

- **Your network is your superpower:** friends and family are far more likely to give when the ask comes from someone they know. A personal fundraiser reaches people TFM could never reach on its own.
- **Every ringgit goes to the right place:** when you set up a charity fundraiser through TFM's GiveAsia page, donations go directly to TFM's official account. You never have to collect or handle any money yourself.
- **Safe and transparent for your donors:** GiveAsia is an established giving platform, so donors can give securely by card or online payment and see your progress in real time.
- **Tax benefits:** donors are eligible for tax deductions on their contribution. They are required to email Teach For Malaysia with the proof of payment at donation.support@teachformalaysia.org.
- **Real skills, real impact:** planning a campaign, telling a story and rallying people behind a goal are skills that stand out in any CV, scholarship or job application.

Three Ways You Can Get Involved

Choose one pathway, mix and match, or try all three across the year: whatever fits your life, your calendar and your community.

1 Celebrate a Birthday or Milestone

Ask for donations instead of gifts. This works well for birthdays, graduations, work anniversaries, weddings or any moment when people already want to celebrate you.

Ideas you can run

- **Birthday fundraiser:** set a target linked to your age (e.g. RM25 × 25 friends for your 25th) and share it a week or two before the big day.
- **Graduation or convocation:** mark the end of your own education journey by helping a child begin theirs.
- **New job or first paycheque:** pledge a portion of your first salary and invite colleagues and friends to match you.
- **Festive giving:** invite family to donate in place of gifts or duit raya during Hari Raya, Chinese New Year, Deepavali or Christmas.

Why it works

- People already want to do something for you on these occasions. A fundraiser gives them a meaningful way to celebrate, and gives you a story that is easy to share.

2 Take On a Personal Challenge

Push yourself and ask your network to sponsor your effort. This works well for anyone training for an event or looking for a new goal.

Ideas you can run

- **Run, ride or swim:** sign up for a marathon, fun run, cycling event or swim, and ask supporters to sponsor you per kilometre or for crossing the finish line.
- **Hike or climb:** take on Bukit Broga, Gunung Datuk or even Kinabalu, and share your training journey along the way.
- **30-day challenge:** read a book a week, give up bubble tea, learn a new skill or post a daily reflection, and donate what you save.
- **Creative challenges:** a sketch a day, a busking session or a gaming livestream where viewers donate to unlock goals.

Why it works

- Challenges create natural updates and milestones to share, which keeps your fundraiser visible and gives people a reason to cheer you on (and give) along the way.

3 Run a Campus or Community Fundraiser

Bring people together around a shared activity. This works well for university clubs, residential colleges, alumni groups, friend circles and volunteer teams.

Ideas your group can run

- **Bake sale or food booth:** set up at a campus event, pasar, bazaar or office pantry and direct buyers to your GiveAsia page via QR code.
- **Games or trivia night:** ticketed entry to a board game night, futsal tournament or quiz, with proceeds going to TFM.
- **Open mic, gig or talent show:** invite performers from your club or community and ask the audience to give.
- **Pre-loved sale:** sell second-hand clothes, books or gadgets and donate the proceeds through your page.

Why it works

- A group spreads the effort and multiplies the reach. One shared GiveAsia page lets everyone track progress towards a common target and celebrate together.

Step-by-Step: Setting Up Your GiveAsia Fundraiser

Setting up takes about 15–20 minutes. Have your title, target, story and a photo ready before you start (see "Writing Your Campaign Page" below).

Step	What to do	Tip
1	Go to Teach For Malaysia's GiveAsia page: give.asia/charity/teachformalaysia	Starting from our page is the easiest way to make sure your fundraiser is linked to TFM.
2	Click **Fundraise for this Charity**.	You'll find this button on TFM's profile page.
3	Log in, or create a free GiveAsia account and verify your email address.	Check your spam folder if the verification email doesn't arrive.
4	Choose the type of campaign you want to run, e.g. celebrate your birthday, participate in an event, or a DIY fundraiser.	Pick the option closest to your idea from the three pathways above or come up with something of your own!
5	Fill in your campaign details: • **Title** that makes clear you're raising for TFM • **Fundraising target** • **Your story**: why you chose TFM and what it means to you • **Cover photo** of you, your event or your challenge	Finalise your story before submitting: once published, only minor edits (like typos or your target) can be made.
6	Confirm your short URL, then click **Submit**.	Choose a short, memorable URL (e.g. .../aisyah-turns-25-for-tfm). GiveAsia will review your campaign before it goes live.
7	Once live, check that TFM's details appear on your campaign page, then share your link!	Screenshot your page and send it to us so we can cheer you on.

Important: Make Sure Your Fundraiser Is Linked to TFM

Always create a **Charity fundraiser**, not a Personal fundraiser. This ensures every donation goes straight to TFM's official account and that your campaign is approved faster.

If you start from **give.asia/fundraise** instead of our page, click **Start a Fundraiser**, select **Charity fundraiser** as your campaign type, then search for **"Teach For Malaysia"**. Setting up a charity campaign as a personal one can lead to delays or rejection.

Writing Your Campaign Page

Your page doesn't need to be perfect. It needs to be personal. Donors give to people as much as to causes, so let your voice come through.

Pick a clear title

- Include what you're doing and who it's for, e.g. "Aisyah's 25th Birthday for Teach For Malaysia", "Running KL Marathon #UntukAnakMalaysia" or "Debate Club's Bake Sale for TFM".

Set a realistic target

- Start with something achievable (e.g. RM1,000–RM3,000). Reaching and raising your target feels far better than falling short, and GiveAsia lets you update your goal later.

Tell your story in three parts

- **Why you:** what connects you to education? A teacher who changed your life, your own school experience, or simply a belief that where you're born shouldn't decide where you go.
- **Why TFM:** a line or two on what TFM does. You can adapt the "Who is Teach For Malaysia?" box on page 1.
- **The ask:** what you're doing, your target, your deadline, and a clear invitation, e.g. "Any amount helps, and sharing this page helps too."

Add a great photo

- A clear, bright photo of you (or your team) works better than a logo. For challenges, a training photo; for birthdays, a favourite recent picture.

Sample Story (feel free to adapt)

This year, I'm turning 25, and instead of gifts, I'm asking for something that matters more to me: helping more children in Malaysia get the quality education they deserve.

I'm fundraising for Teach For Malaysia, a non-profit that recruits, trains and develops young professionals to teach in high-need schools for 2 years. I was lucky to have teachers who believed in me, and I want every child to have that too.

My goal is to raise RM2,500 by my birthday on [date]. Every donation, big or small, goes directly to Teach For Malaysia. Thank you for celebrating with me!

Spreading the Word

- **Start with your inner circle:** message 10–15 close friends and family personally first. Early donations build momentum and make new visitors more likely to give.
- **Go where your people are:** share on WhatsApp groups, Instagram Stories, TikTok and LinkedIn. Pin your link in your bio for the duration of your campaign.
- **Post regular updates:** share progress, training photos or milestones. GiveAsia recommends updating your campaign at least every 2 weeks.
- **Make the ask specific:** "RM25 is the price of a nice lunch" or "Help me hit 50% by Friday" is easier to act on than "please donate".
- **Thank every donor:** a quick personal thank-you (and a public shout-out, if they're comfortable) goes a long way and encourages others to join.

What Teach For Malaysia Provides

- Key facts and a short description of TFM you can use on your campaign page.
- Help with your campaign story or title, if you'd like a second pair of eyes.
- Ideas and encouragement from our team throughout your fundraiser.

Suggested Timeline

A sample 4-week runway, which is flexible based on your occasion or event date:

Week	Activity
Week 1	Pick your pathway, set your target and deadline, and draft your title and story
Week 1	Set up your fundraiser on TFM's GiveAsia page and submit for review
Week 2	Campaign goes live: personal messages to your inner circle, then share on social media
Week 2–3	Post updates and milestones; hold your event or challenge if applicable
Final days	Last push: "only X days / RMX left to reach my goal!"
After close	Thank your donors and share your final total; donations go directly to TFM

Frequently Asked Questions

Where does the money go?

When you create a charity fundraiser for TFM, all donations go straight into TFM's registered account. You never handle the money yourself.

Are donations tax-deductible?

Donors are eligible for tax deductions on their contribution. They are required to email Teach For Malaysia with the proof of payment at donation.support@teachformalaysia.org.

How long does approval take? Can I edit my page later?

GiveAsia reviews each campaign before it goes live. After publishing, only minor edits (such as typos or your target amount) can be made, so finalise your story before you submit.

Does my fundraiser need an end date?

It's not required, but a clear deadline (like your birthday or race day) creates urgency and helps you raise more.

Someone wants to give me cash. What do I do?

Encourage them to donate directly through your GiveAsia page so their gift is counted and receipted. For other questions, GiveAsia's help centre is at help.give.asia.

Next Steps

Ready to start? Head to our GiveAsia page and click Fundraise for this Charity. Or if you have your own fundraising idea and want to talk it through, we'd love to hear from you.

Start your fundraiser

https://give.asia/charity/teachformalaysia

Get in touch

Partnership Development, Teach For Malaysia
donation.support@teachformalaysia.org

Thank you for standing with every child in Malaysia.