

Method Fundraising in Upgrade Funds Zakat Through The Partnership Program at Dompot Dhuafa Center

Muhammad Rifaldi Syahputra Sembiring^{1*}, Muhamad Zen², Alvina Amalia³

^{1, 2}Universitas Islam Negeri Syarif Hidayatullah Jakarta, Indonesia

³Universitas Diponegoro, Indonesia

¹rifaldisyahputra01@gmail.com, ²Zen@uinjkt.ac.id, ³alvinamalia@gmail.com

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Abstract

Effective and professional zakat management is one of the keys to the success of zakat institutions in improving the welfare of the community. Amidst competition between Islamic philanthropic institutions and the increasing needs of the community, the right fundraising strategy is very important to ensure the sustainability of empowerment programs. This study aims to determine the fundraising method applied by Dompot Dhuafa Pusat, and to determine the results of the application of this method in increasing zakat funds. This study uses a qualitative approach with a case study method. Data were collected through in-depth interviews, observations, and document analysis related to partnership programs run by Dompot Dhuafa Pusat. The results of this study indicate that the Dompot Dhuafa Pusat fundraising method has succeeded in increasing zakat funds significantly through several strategic approaches. In addition, the results of the application of this fundraising method have been proven to provide real benefits for mustahik and the wider community.

Keywords: Zakat Fundraising Method; Partnership Program; Upgrade Funds Zakat

Abstrak

Pengelolaan zakat yang efektif dan profesional menjadi salah satu kunci keberhasilan lembaga zakat dalam meningkatkan kesejahteraan umat. Di tengah persaingan antar-lembaga filantropi Islam dan meningkatnya kebutuhan masyarakat, strategi fundraising yang tepat menjadi sangat penting untuk menjamin keberlanjutan program-program pemberdayaan. Penelitian ini bertujuan untuk mengetahui bagaimana metode fundraising yang diterapkan oleh Dompot Dhuafa Pusat, serta mengetahui bagaimana hasil penerapan metode tersebut dalam peningkatan dana zakat. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Data dikumpulkan melalui wawancara mendalam, observasi, dan analisis dokumen terkait program kemitraan yang dijalankan oleh Dompot Dhuafa Pusat. Hasil penelitian ini menunjukkan bahwa metode fundraising Dompot Dhuafa Pusat berhasil meningkatkan dana zakat secara signifikan melalui beberapa pendekatan strategis. Selain itu, hasil penerapan metode fundraising tersebut terbukti memberikan manfaat yang nyata bagi mustahik maupun masyarakat luas.

Kata Kunci: Metode Pengumpulan Zakat; Program Kemitraan; Peningkatan Dana Zakat

Introduction

The fundraising methods employed by Dompot Dhuafa in Indonesia encompass various strategies tailored to the specific conditions of the community.

Dompot Dhuafa employs partnership strategies and strategic management to maximize the collection of ZISWAF (Zakat, Infaq, Sedekah, and Wakaf) funds (Manaf, Sari, & Maskudi, 2021). Adapting to community habits is essential for optimizing fundraising efforts. However, the greatest challenge remains in enhancing public knowledge and awareness about the significance of ZISWAF, which has a significant impact on the receipt of funds (Maulidiyah & Darno, 2020).

Dompot Dhuafa, one of the largest zakat institutions in Indonesia, has seen a consistent annual increase in the collection of ZISWAF (Zakat, Infaq, Sedekah, Wakaf) funds. In 2022, the organization successfully collected ZISWAF funds totaling IDR 400 billion, marking an increase from IDR 350 billion in the previous year. Notably, zakat alone accounted for approximately 60% of this total, which amounts to IDR 240 billion (Syukron & Fahmi, 2018).

Dompot Dhuafa recorded a significant increase in the number of donors. In 2022, the number of active donors reached more than 500,000 people, up from 450,000 people in 2021. This increase was driven by the partnership program strategic initiative initiated by Dompot Dhuafa (Beik, 2009).

Distribution of zakat, infak and alms can be done by through the institution that manages it (Mustarin, 2017) Based on the words of Allah subhanahu wata'ala in surah Al-A'la Verses 14 and 15 which read:

“Meaning: (14) Indeed, he is successful who purifies himself (by paying zakat fitrah), (15) and remembers the name of his Lord (by saying takbir), then he performs the (Eid al-Fitr) prayer.” (Al-Qur'an, 2019).

Based on the background above, the aim of this study is to examine the fundraising method in increasing zakat funds through partnership programs. at the central dhuafa wallet.

Literature Review

Method Fundraising

When it comes to implementing fundraising, there are numerous methods and techniques that can be employed. In this context, a method refers to the distinctive activities an organization or institution undertakes to gather funds from the community. These methods can be broadly categorized into two main types:

1. Method Fundraising Direct (Direct Fundraising)

The Direct Fundraising Method can be understood as a strategy that enables fundraising organizations to engage directly with donors. This approach leverages various platforms and technologies to enhance the efficiency and effectiveness of fundraising efforts. In today's context, it often

includes the use of social media, fundraising applications, and other technologies to simplify the donation process and foster greater interaction with donors (Handriana, 2016). Examples of this method include the use of fundraising applications such as GoFundMe, Kickstarter, and social media platforms such as Facebook and Instagram to promote fundraising campaigns. Thus, fundraisers can reach more people and increase potential donations through more direct and interactive interactions (Paradilla, 2019). Following is a number of example method fundraising direct along with the explanation:

a. Donation in Place (In-Person Donations)

This method involves donors making contributions directly at specific locations, such as charity events, fairs, or exhibitions. Typically, the event committee supplies a donation box or forms for cash donations or bank transfers. Personal interactions with donors often foster stronger emotional connections (Makhrus, 2019). Example: A charity event is held by a humanitarian organization, where participants are present can directly donate at the event location.

b. Fundraising Funds from Door to Door (Door to Door Fundraising)

This method involves fundraisers going door to door to meet potential donors. They will explain the purpose of the fundraising campaign and ask for direct support in the form of money or goods. Fundraisers often carry brochures or written information to convince potential donors (Maulidiyah & Darno, 2020). Example: Volunteers from a social foundation visit houses in a neighborhood to explain their aid programs and encourage residents to donate.

c. Fundraising Funds in Program or Activity (Event Fundraising)

Fundraising conducted during a specific event, such as a gala dinner, charity concert, auction, or sporting event. The event is designed to attract public attention while raising funds. Direct interaction with attendees makes the donation feel more personal (Awaliah, Kuswana, & Rahman, 2020). Example: A charity concert is held to raise funds for victims of a natural disaster, where the audience is invited to make direct donations during the event.

d. Street Fundraising

This is a method where volunteers or fundraisers invite people in public places, such as on the street or in a shopping mall, to participate in a fundraising campaign. They usually greet pedestrians or visitors and

explain the program and ask for financial support (Masruroh & Munir, 2024). Example: Volunteers from an NGO are in a shopping mall, inviting visitors to participate in an education campaign for underprivileged children.

- e. Fundraising Funds through Meeting Look at me Advance (Face to Face Meetings)

This method involves a face-to-face meeting between the fundraiser and a potential donor, such as a corporation or wealthy individual. In this meeting, the fundraiser will present their program or project and directly ask for donations. Example: A fundraiser meets with a company leader to present an education project in a remote area and invites the company to donate.

2. Method Fundraising No Direct (Indirect Fundraising)

An indirect fundraising method refers to a fundraising approach that employs techniques which do not require direct participation from donors. This form of fundraising is characterized by a lack of immediate solicitation for donations. Instead, it often involves promotional strategies that aim to build a strong institutional image, without specifically targeting donations at that moment. Below are several examples of indirect fundraising methods, along with their explanations:

- a. Fundraising On line (Online Crowdfunding)

This approach entails raising funds through an online platform that can be accessed by a global audience. Fundraisers can set up a campaign page on crowdfunding sites like GoFundMe, Kitabisa, or Kickstarter. These platforms facilitate direct online donations from contributors. For example, a non-profit organization might create a campaign on Kitabisa to gather support for victims of a natural disaster, allowing the public to make contributions via online transfers (Roziq, Yulinartati, & Yuliarti, 2022) .

- b. Donation through SMS (Text-to- Give)

This method enables donors to contribute by sending a short message (SMS) to a designated number. It is typically integrated with a telecommunications service provider, allowing each message sent to automatically donate a specified amount of money. For example, in a health campaign, individuals can use SMS to make donations by sending the message "DONATE" to a particular number, which will result in a contribution of IDR 10,000 (Martunis, Nafi'an, Ilmi, & Kusuma, 2024).

c. Direct Mail Fundraising

This fundraising method entails sending mass letters or brochures to potential donors via mail. These letters typically provide information about the program or campaign and include instructions for making a donation, such as through bank transfer or check. For example, a foundation might send a brochure to households, detailing an orphan empowerment program and providing an account number for donations.

d. Donation through Site Web (Website Donations)

Nonprofit organizations frequently feature websites that include a donation option. Prospective donors can visit these sites to make electronic contributions using credit cards or various digital payment methods. For instance, environmental organizations often provide a donation feature on their websites, enabling donors to contribute to initiatives such as forest conservation projects.

e. Fundraising through E-mail (E-mail Campaigns)

Email fundraising campaigns involve reaching out to an organization's email contact list with the objective of encouraging donations. Typically, these emails include a concise description of the project, an invitation to contribute, and a link to an online donation page. For instance, a charity might send an email to its supporters requesting funds for a school construction project in remote areas, providing links to facilitate donations.

f. Social Media Fundraising

Organizations leverage social media platforms such as Facebook, Instagram, and Twitter to raise funds effectively. By harnessing the extensive reach and active engagement on these platforms, fundraising campaigns can gain traction quickly, allowing users to donate easily through the provided links. For instance, a fundraising campaign for a child in need of heart surgery can go viral on Instagram, featuring a link to the donation page in the bio.

g. Affiliates Fundraising

In this approach, the organization partners with companies or individuals willing to contribute a portion of their income or profits to charitable causes. This is typically achieved through an affiliate program, in which each purchase made by a customer generates a donation to the organization. For example, an online store may implement an affiliate

program where a percentage of the proceeds from a specific product sale is donated to a humanitarian foundation.

Research Methods

Research Design

This study employs a qualitative approach utilizing a case study method. This approach was selected to gain a comprehensive understanding of the fundraising strategies and practices employed by Dompot Dhuafa Pusat in enhancing zakat funds. Case studies enable researchers to explore the methods utilized in the institution's partnership program in a contextual and holistic manner (JW Creswell, 2021).

Data Collection

Data were gathered using three primary techniques: in-depth interviews with the partnership and fundraising teams at Dompot Dhuafa, along with discussions with several regular donors who served as supporting informants. Additionally, participatory observation was conducted, allowing researchers to directly observe fundraising activities both in-person and online, including events at partner locations and on digital platforms. Finally, document analysis was performed, encompassing annual reports, activity documentation, promotional materials, and financial data from institutions related to fundraising programs (JW Creswell, 2021).

Data Analysis

The collected data were analyzed using Miles and Huberman techniques, namely (Miles & Huberman, 2014). Data reduction involves selecting and streamlining key information that is pertinent to the research focus. Data presentation entails organizing the information into thematic narratives and descriptive tables. Conclusion drawing and verification involve identifying patterns, relationships, and meanings within the analyzed data, which are then validated through member checks with key informants.

Result and Discussion

Method of Fundraising for the Improvement Funds Zakat in the Wallet Poor

Overcoming the challenges and methods faced by Dompot Dhuafa in carrying out this partnership cooperation requires a strong strategy, open communication, and flexibility in adjusting programs so that the partnership continues to run effectively in achieving common goals.

The direct method enables Dompét Dhuafa to connect personally with potential donors. This engagement occurs at strategically chosen locations such as mosques, schools, and community events. Through this approach, Dompét Dhuafa not only raises funds but also educates the community about the significance of zakat, infak, and alms. The presence of a dedicated fundraising team at these venues fosters strong personal relationships between donors and the organization. By engaging directly, Dompét Dhuafa can effectively communicate the various programs they undertake and demonstrate the tangible impact of the donations received (Nasution, Hasibuan, & Harahap, 2021).

Fundraising success hinges on finding the right balance between direct and indirect methods. By integrating these approaches, Dompét Dhuafa effectively engages diverse segments of society, from traditional donors to the tech-savvy younger generation. The first-hand experiences that donors have in witnessing the impact of their contributions, coupled with the convenience of online donation, foster a powerful synergy in their fundraising efforts (Mustarin, 2017).

Dompét Dhuafa regularly undertakes evaluations of its fundraising methods. By conducting comprehensive analyses of the effectiveness of each approach, the organization can make informed adjustments to enhance fundraising outcomes. For instance, if there is a notable decline in donations from direct methods, Dompét Dhuafa can reassess the fundraising locations or refine their interactions with donors (Rosmalah, 2014). Dompét Dhuafa evaluates the success of its work program in collecting zakat funds by first analyzing the scope of the OKR presentation, as well as the total amount of funds collected and their distribution to companies that facilitate zakat through partnerships with Dompét Dhuafa. This process is further supported by contributions from both internal and external stakeholders (Roziq et al., 2022).

Dompét Dhuafa's success in fundraising is not solely determined by the total funds raised, but also by its ability to cultivate long-term relationships with donors. By employing a connection-oriented and effective communication approach, Dompét Dhuafa is able to foster a community that cares for and supports one another in the effort to empower the less fortunate.

1. Approach Direct in Fundraising

The direct approach to fundraising, as articulated by Mrs. Utammi Sri Lestari, Senior Officer of Partnership and Cooperation at the Dompét Dhuafa Central Office, is a key strategy for the organization. By forging partnerships with diverse institutions such as mosques and schools, Dompét Dhuafa can

more effectively connect with individuals and communities. This method offers several advantages that contribute significantly to its success in raising funds (Ridwan, Andriyanto, & Suharso, 2019).

Positioning fundraising units in key locations such as mosques, shopping centers, and community events enables Dompét Dhuafa to engage with individuals who might not otherwise consider contributing without exposure to the organization's initiatives. Dompét Dhuafa's physical presence in these spaces fosters direct opportunities for community members to donate, while also allowing the organization to effectively communicate the significant impact of its programs (Muhtadi, 2020).

In the realm of fundraising, testimonials from past donors hold significant value. Insights from individuals such as N. and D. offer tangible proof of Dompét Dhuafa's transparency and accountability in fund management. These testimonials not only reflect the trust that donors place in the organization but also serve to captivate potential contributors. When prospective donors hear authentic stories from those who have previously supported the cause, they are more likely to feel inspired to contribute themselves (Aini, 2023).

With a strong direct approach, Dompét Dhuafa is not only able to collect funds, but also build community which care. Community This No not only serves as a source of funds but also as a support network for people in need (Mardianto & Fitri, 2022). By fostering strong relationships with donors, Dompét Dhuafa can cultivate a sustainable philanthropic ecosystem where donors feel valued and are encouraged to continue their contributions. In total, the partnerships in 2023 have generated 44 million, which includes funds from Zakat, Infak, CSR, and Sacrifice. It is important to note that Zakat accounts for only about 30-40% of the total collection within these partnerships.

2. Approach No Direct in Fundraising

The indirect fundraising approach adopted by Dompét Dhuafa demonstrates the organization's ability to adapt to technological advancements and shifts in societal behavior. By partnering with digital platforms like Tokopedia and Shopee, Dompét Dhuafa leverages the convenience provided by technology to enhance its donation intake (Ardi & Hasan, 2023).

One of the key advantages of the indirect approach is the convenience it provides to donors when making contributions. By utilizing a digital platform, donors can complete transactions anytime and from anywhere, without the need to visit a fundraising location in person. This aspect is particularly relevant during the COVID-19 pandemic, when many individuals prefer online transactions. This convenience not only enhances participation but also creates a positive experience for donors, increasing the likelihood that they will choose to donate again in the future (Khatimah & Nuradi, 2022).

By leveraging digital platforms, Dompot Dhuafa can extend its reach to a broader audience, particularly the tech-savvy younger generation. This demographic is often more engaged in the digital landscape and social media. By utilizing these channels, Dompot Dhuafa can capture their interest effectively. Through social media campaigns, the organization can disseminate information about its programs, encourage participation, and raise awareness of the social issues impacting the impoverished (Fadhillah, 2020).

In the indirect approach, transparency is essential. Dompot Dhuafa should proactively provide detailed reports on the utilization of funds and the impact of the donations received. By offering regular updates on their website or social media platforms, they can demonstrate to donors how their contributions are being allocated to the promised programs. By delivering clear and accurate information, Dompot Dhuafa can foster trust and enhance donor loyalty (Pasaribu, Nawawi, & Rahmani, 2022).

Similar to the direct approach, evaluation plays a crucial role in the indirect approach as well. Dompot Dhuafa must analyze the effectiveness of its digital campaigns, reviewing data on the amount of donations received and the demographics of the donors. By conducting this analysis, they can gain insights into what is effective and what requires improvement. For instance, if a particular campaign is not attracting the expected level of attention, it may be necessary to adjust the messaging or the channels utilized (Daud, Aziz, & Zulpawati, 2023).

The indirect approach provides much-needed flexibility in fundraising, especially in today's digital age. By leveraging technology and platforms online, Dompot Dhuafa can reach more people, create a bigger impact, and build a stronger community to support their mission (Rizal, Ghofur, & Utami, 2023).

One strategic approach adopted by Dompot Dhuafa to build and sustain public trust is the use of testimonials from loyal donors as tangible evidence

of its transparency and accountability in managing zakat funds. The positive experiences shared by donors reflect the institution's professionalism in the appropriate distribution of these funds (Muhtadi, 2020).

According to one donor, his faith in Dompot Dhuafa stems from the institution's capability to effectively allocate zakat funds to those who genuinely need assistance. Another donor highlighted that the choice to distribute zakat through Dompot Dhuafa was influenced by several factors, including a strong level of trust in the organization, the quality of its impactful and relevant programs, and the accessibility of its donation services (Muamar, Prayuda, & Kafah, 2022).

These testimonials illustrate that the personal experiences of donors not only enhance the reputation of Dompot Dhuafa as a reliable and professional organization, but also serve as an effective promotional tool to boost community involvement in zakat activities. Consequently, the strong relationship between the institution and its donors plays a significant role in the overall increase in funds collected.

Conclusion

The fundraising method employed by Dompot Dhuafa, particularly through its partnership program, has proven effective in increasing the collection of zakat funds. This partnership program enables Dompot Dhuafa to establish relationships with various entities, including companies, institutions, and communities, which serve as strategic allies in supporting zakat fundraising efforts. This study aims to evaluate the impact of this fundraising method on the enhancement of zakat funds at Dompot Dhuafa Center. The analysis results indicate that the fundraising strategies implemented by Dompot Dhuafa have indeed been successful in boosting zakat contributions. The strategies utilized—such as optimizing digital campaigns, collaborating with local communities, and innovating philanthropic programs—have significantly contributed to attracting new donors while also maintaining the loyalty of existing ones.

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