

## **THE ANALYSIS OF THE STRATEGY OF FUNDRAISING AT THE INSTITUTE AMIL ZAKAT INFAQ AND SADAQAH MUHAMMADIYAH (LAZISMU) KABUPATEN SAMBAS**

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### **ABSTRACT**

This study departs the activity of the fundraising done by Lazismu Kabupaten Sambas in carrying out the strategy of fundraising. Given the importance of the strategy is done, so Lazismu Kabupaten Sambas can further enhance its role in addressing the problem of poverty, then this research is very important to be researched more deeply. This study aims to determine and describe the formulation of the strategy fundraising Zakat, Infaq and Sadaqah in Lembaga Amil Zakat Infaq and Sadaqah Muhammadiyah Kabupaten Sambas. To understand and describe the factors supporting and inhibiting the implementation of the strategy fundraising Zakat, Infaq and Sadaqah in Lembaga Amil Zakat Infaq and Sadaqah Muhammadiyah Kabupaten Sambas. As for the focus issues used as a reference are as follows: How strategy formulation fundraising Zakat, Infaq and Sadaqah Lembaga Amil Zakat Infaq and Sadaqah Muhammadiyah di Kabupaten Sambas? How the factors supporting and inhibiting the strategy of fundraising zakat, infaq and Sadaqah Lembaga Amil Zakat Infaq and Sadaqah Muhammadiyah Kabupaten Sambas?. The approach in this study using a qualitative approach to the type of descriptive research. Research will be done is in the Amil Zakat Infaq and Sadaqah Muhammadiyah (LAZISMU) located in the high School of Muhammadiyah Sambas. The object of the study the researchers chose is about the strategy of fundraising in the amil zakat infaq and sadaqah Muhammadiyah. Strategy

formulation fundraising Zakat, Infaq and Sadaqah Lembaga Amil Zakat Infaq and Sadaqah Muhammadiyah di Kabupaten Sambas through some of that: the Program of the Tube Infaq, Program Transfer ZIS. Factors supporting donors remains that of Muhammadiyah itself, the Population in the District of Sambas most of the population is majority Muslim, zakat management Institutions in the District of Sambas is still relatively little. As for the inhibiting factors of strategy fundraising zakat, infaq and Sadaqah Lembaga Amil Zakat Infaq and Sadaqah Muhammadiyah Kabupaten Sambas, among others: the Limitations of the human resources (HR) there is on the institutions, the limited facilities and infrastructure, the Limited available funds and funding to achieve not up to the target, a Way to retain the confidence of the donors who have contributed in the distribution of funds to the institution.

**Keyword:** Strategy of Fundraising, Institute Amil Zakat Infaq and Sadaqah Muhammadiyah (Lazismu), Sambas.

## **INTRODUCTION**

At this time the management of zakat in Indonesia is growing rapidly, it can be seen that many zakat institutions have sprung up, both managed by the private sector and the government. However, it is still necessary to exploit the potential of zakat so that the management of zakat, infaq, and shodaqoh is right on the intended target and in accordance with what has been written in Islamic teachings and has been stipulated by the laws in force in Indonesia.

Management of zakat funds has been born from Law no. 38 of 1999 concerning Zakat Management, followed by the Decree of the Minister of Religion of the Republic of Indonesia No. 373 of 2003 concerning the Implementation of Law No. 38 of 1999 concerning Zakat Management and the Decree of the Director General of Islamic Community Guidance and Hajj Affairs D/291 of 2000 concerning Technical Guidelines for Zakat Management. (Mursyid, 2006: 12).

Poverty is still a problem in Indonesia. Meanwhile, efforts to tackle the economy have been slow. As a result, poverty is increasing but efforts to overcome it are still minimal and not commensurate with the level of poverty that occurs. The poverty alleviation that has been proclaimed by the government is only able to change no more than 1% per year.

The Central Statistics Agency (BPS) noted that the number of poor people (people below the poverty line in Indonesia, the number of poor people in urban and rural areas in Indonesia in 2020 was 26.42 million. This figure increased by 5.09% compared to the previous year, which was 25.14). million (<https://databoks.katadata.co.id>).

This condition is actually a portrait of poverty which is not only caused by a weak work ethic but also due to the injustice of the system. If

this continues, it will endanger the wider community. For this reason, it is necessary to have a mechanism that is able to channel the wealth owned by affluent community groups to those who cannot afford it.

A good mechanism in an effort to channel wealth is expected to be able to cut the chain of poverty. If we look back at the history of Muslims at the time of the Prophet Muhammad, of course we will find an economic system that has been proven to be able to raise the level of welfare of the people of Mecca and Medina at that time. The system in this context is zakat. Zakat is the main principle of Islamic teachings which functions to channel wealth from the hands of the rich to the hands of the poor.

Zakat is a Muslim economic system. With good management, in the end zakat will be able to build economic growth as well as income distribution. In addition, zakat also contains social, political, moral and religious values at the same time. This can be seen in terms of the benefits that will be felt by the giver and recipient of zakat. Thus, if the distribution of zakat is effective, it is added with infaq and shodaqoh, then the Islamic economic system will be better.

The Amil Zakat, Infaq, and Shodaqoh Muhammadiyah Yogyakarta (LAZIS) Institute in this case is one of the institutions that continuously takes care of zakat and its management. Lazis Muhammadiyah in its management system is transparent and this zakat institution is highly trusted by the wider community. The Amil Zakat Infaq and Shadaqah Muhammadiyah (Lazismu) institutions are an elaboration of the spirit of Al-Maun as the ideological idea of Muhammadiyah movement activities.

The Amil Zakat Infaq and Shadaqah Muhammadiyah (Lazismu) institution is a national zakat institution established by PP Muhammadiyah in 2002, then confirmed by the Minister of Religion of the Republic of Indonesia as the National Amil Zakat Institution through Decree No. 730 of 2016. Lazismu until now has spread in various regions in Indonesia, one of which is in Sambas Regency.

Lazismu in Sambas Regency was formed and established starting in 2016 on the recommendation of the Muhammadiyah regional leadership of Sambas Regency. Legally, the Lazismu format of Sambas Regency is under LAZIS Muhammadiyah (PP Muhammadiyah) as a regional-level zakat institution on a national scale. In Sambas Regency, SMA Muhammadiyah Sambas is the secretariat of Lazismu which is devoted to community empowerment through productive utilization of zakat funds, infaq, alms and individual funds, institutions and other agencies.

Besides Lazismu, in Sambas Regency there is also another amil zakat institution that manages zakat infaq and alms officially, namely the National Amil Zakat Agency (BAZNAS). BAZNAS is an institution that manages zakat, infaq and shadaqah (ZIS) which is solemn to raise the dignity of the weak in the economic and social fields.

The realization of the success of an agency in carrying out each of its activities cannot be separated from the process of management activities. Management as an art, meaning the ability to manage a job to obtain results in achieving predetermined goals. Management is an ingenious and

meticulous plan. This process will determine the success of fundraising. For an organization or agency, fundraising is one of the foundations of sustainable organizations and aspects of supporting success. Often experienced by agencies related to funding problems and usually affect their activities. It can be seen that many institutions have stopped their activities due to lack of funds. Seeing a phenomenon like this shows that an institution must require significant energy to carry out fundraising activities. With the existence of fundraising, of course, it can encourage the sustainability of programs and operational processes of an institution.

Fundraising is an activity to raise or collect funds from individuals, communities and other institutions that are used to finance programs and operational activities of an agency so that they can achieve their goals. To achieve fundraising success, a well-planned and structured strategy is needed. The success of fundraising is determined by the process that must be carried out. This process will determine the success or failure of the fundraising with a strategy. Fundraising is a way to influence the community to want to provide support regarding funding and is the main benchmark for the sustainability of Lazismu agencies. Fundraising is an activity carried out by Lazismu to raise zakat, infaq, and alms funds from the community. This effort is carried out in a community empowerment program through productive utilization.

Fundraising strategy is a discourse about internal and external factors of an organization. Fundraising strategy is used as a tool or method in managing and determining organizational needs. In carrying out its management function, Lazismu of Sambas Regency conducts direct fundraising, namely meeting directly with donors in collecting or collecting funds. In addition, Lazismu in Sambas Regency also uses social media such as Facebook and Instagram as a means of conveying information about fundraising strategies at Lazismu. Many strategies are carried out in raising funds. All that can be done to increase activities to meet growing needs.

Fundraising activities determine the success of an institution. Fundraising becomes a benchmark that plays an important role for institutions in an effort to support the course of the programs that have been determined and outlined. Thus, in the process of implementing fundraising, a mutual help process occurs between the donor and the institution. The two complement each other. Fundraising provides an opportunity for people or donors to make contributions regarding funding. In addition, to manage an institution, it must have fundraising management so that funds can be obtained sustainably and will increase the budget of the institution itself. Fundraising will create great opportunities for the progress of the institution.

In connection with what has been explained previously that in conducting fundraising, Lazismu in Sambas Regency goes through an infaq tube program. The infaq tube program is offered and given to donors who are ready to donate their funds. This infaq tube is filled by donors according to their personal sincerity. Furthermore, once a month the infaq tubes are picked up directly and collected by the Lazismu administrators of Sambas

Regency both at home and at the office. The infaq savings account is a flagship program that has been prepared and implemented by Lazismu, Sambas Regency in raising funds.

## **RESEARCH METHODS**

This research was compiled based on field research using a qualitative approach. While the data collection techniques using observation and interview techniques, and dig through primary data sources and secondary data sources. Then after the data is collected, it is then analyzed using inductive and descriptive analytical methods.

## **RESULTS AND DISCUSSION**

### **Strategy formulation to raise funds in the management of the Amil Zakat Infaq and Shadaqah Muhammadiyah Institutions in Sambas Regency**

Collecting funds is a business activity to collect and seek funds (money) from the community to be managed properly, so that these funds can be channeled to those who are entitled to receive them and are useful. In collecting funds, efforts are made to plan carefully, so that the community is interested and interested in providing funds. The principle used to raise funds is that it depends on trust, meaning that if the community already believes in the institution, many people are interested in channeling funds to the related institution. Lazismu Sambas Regency is basically a trustworthy, transparent and professional institution, so it is expected to be truly trustworthy in its role as a distributor of public funds that have been entrusted. As previously explained, the method of raising funds carried out by Lazismu in Sambas Regency includes programs that have been planned, and compiled in detail, so that their implementation can run well. The purpose of raising funds is planned with the hope of obtaining funds from donors and also increasing funding in the management carried out by these institutions.

Lazismu Sambas Regency in collecting funds is obtained through zakat, infaq and shadaqah funds which are one source of funds to be managed. How to obtain these funds is not only easy to obtain, of course there are efforts made. First, the effort from Lazismu of Sambas Regency must establish relationships with the community or donors. The purpose of this relationship is to create cooperation and trust between the two parties. Of course, there is a communication process that is carried out either directly or through social media.

Communication is the process of exchanging messages between two or more people with the aim of influencing each other. The process of exchanging messages is done through verbal and nonverbal communication. The communication carried out by Lazismu of Sambas Regency aims to offer programs to donors in obtaining funds. The programs offered by Lazismu of Sambas Regency in raising funds are as follows:

#### **Infaq Tabung Tube Program**

The infaq tube program is one of the Lazismu programs in Sambas Regency which is held to raise funds. Previously this program was offered by

Lazismu, if the program is approved then the infaq tube is then handed over and distributed to donors. The distribution of this infaq tube was first given to the Muhammadiyah extended family, especially to students and teachers in Muhammadiyah schools, then given to the general public and also in offices that wanted to distribute the funds. Once a month the infaq tube is picked up by Lazismu, Sambas Regency.

Lazismu of Sambas Regency made this infaq tube a place to raise funds, and to make it easier for donors to donate. One of the conveniences is that donors are free to channel their funds without having to be determined, meaning that they donate voluntarily and with personal sincerity. Second, donors don't have to leave the house to donate because Lazismu comes directly to the donor's house.

### ZIS Pick Up Program

This program is a method used by Lazismu in Sambas Regency to raise funds. The method is offered directly to Muhammadiyah seniors or people who are already obliged to pay zakat or people who want to donate and give charity, either working in other institutions or agencies. As for in this case, it offers professional zakat collection or payment of zakat maal to Lazismu, Sambas Regency. The collection of funds through zakat funds is considered important, as has been done by Lazismu, Sambas Regency, which is one of the institutions that manages zakat, infaq and shadaqah funds, and the community also plays an important role in distributing zakat funds from their assets. The results of the management of the funds collected by Lazismu of Sambas Regency are certainly more useful and more useful for achieving the target distribution of the eight asnaf.

In connection with the explanation above, that the method of raising funds carried out by Lazismu in Sambas Regency is through the infaq and zakat tube programs. The infaq tube program is the most effective way and is the flagship program in raising funds, because it is easy for donors to do infaq.

### **Supporting and inhibiting factors of fundraising strategy in the Management of Amil Zakat Infaq and Shadaqah Muhammadiyah Institutions in Sambas Regency**

Lazismu Sambas Regency in its journey of course requires the participation of the wider community, a long and gradual process to achieve its goals. In achieving this goal, of course, it is faced with supporting factors as opportunities and inhibiting factors as challenges faced in managing the institution.

Opportunity is the most important thing in setting up an institution and has an important role in the desired success. When these opportunities arise, of course this is an opportunity that must be used as well as possible. The opportunities faced by Lazismu in Sambas Regency are as follows:

1. Lazismu Sambas Regency already has permanent donors, namely Muhammadiyah residents themselves. In addition, regular donors come from the general public. Thus, it means that in the management that is

carried out, of course there are opportunities that must be utilized as well as possible as a supporting factor in obtaining funds for the sustainability of the institution's operations.

2. The population in Sambas Regency is mostly Muslim, so the potential for zakat is also large to manage.
3. Zakat management institutions in Sambas Regency are still relatively few, and this is a great opportunity for the establishment of Lazismu in the Sambas Regency area.

As previously explained, in addition to the opportunities that arise, of course there are inhibiting factors that become challenges to be faced. Challenge is a condition that hinders something to be achieved. Challenge is an obstacle that always occurs, whether it's for yourself, in society or in an institution, of course experiencing the same thing. Challenges arise due to problems that occur both internally and externally. The challenges faced by Lazismu in Sambas Regency are as follows:

1. Limited human resources (HR) that exist in the institution, so that it becomes an obstacle when going to the field, both in raising funds and distributing funds. In an institution, of course, HR plays an important role, and is the spearhead of success in running an institution.
2. Limited facilities and infrastructure, so that when distributing aid, it cannot be distributed in large quantities.
3. Limited funds are available and the funding achieved is not up to the target. This is because many people still do not understand how to distribute their zakat properly.
4. Ways to maintain the trust of donors who have contributed to the distribution of funds to institutions.

Regarding the explanation that opportunities and challenges always arise and are experienced by an institution, both large and small. This is in accordance with the following interview results:

The first biggest opportunity is that Lazismu is under Muhammadiyah, so there are permanent donors from Muhammadiyah itself, both Muhammadiyah residents, Muhammadiyah schools and this is one of the biggest opportunities for Lazismu institutions. The two communities of Sambas Regency are mostly Muslim, where the potential for zakat is also large, this is a great opportunity for us to manage. Furthermore, there are not too many zakat institutions in Sambas Regency as in other areas, this is a great opportunity for our institution. Furthermore, for the obstacles we experienced, where we know the area of Sambas district is very wide, consisting of 19 sub-districts, one of the obstacles is the lack of manpower and facilities available at the Lazismu institution at the time of distributing the funds, we have to sacrifice quite an extra manpower, and large enough time to reach remote or inland areas. In addition, if the distance was long ago, so the information that comes to us regarding someone who is sick or who needs help is sometimes too late for us to get.

It can be concluded that the opportunities and challenges faced in managing the amil zakat infaq and shadaqah institutions of Muhammadiyah in Sambas Regency are mainly looking at the condition of the vast Sambas Regency area, the majority of the community is Muslim and the potential for zakat is also large, it becomes a great opportunity for Lazismu to manage the zakat. . Furthermore, the challenge faced is the lack of manpower and facilities at the Lazismu institution.

To maintain the trust or existence of the Lazismu community in Sambas Regency, it will also explain how to distribute funds in the management of the Amil Zakat Infaq and Shadaqah Muhammadiyah Institutions in Sambas Regency.

The activity of distributing funds is one of the most important parts in an institution that manages zakat, infaq and shadaqah funds because it is to achieve the objectives to be achieved in distributing funds. Distributing funds is one of the distribution activities carried out by Lazismu, Sambas Regency, whether in the form of money or goods. The distribution of these funds is funds obtained from zakat, infaq and shadaqah funds to be managed and then given to meet the needs of people in need. On this basis, Lazismu of Sambas Regency in an effort to utilize the results from the collection of funds to be distributed to mustahik based on a previously determined program in helping mustahik and can be used as an economic improvement for the poor through productive efforts for those who want to be entrepreneurs.

The Lazismu program of Sambas Regency in distributing these funds are as follows:

#### Education programs

This education program is one form of the program to distribute funds in Lazismu, Sambas Regency. This activity is given to children who are undergoing education level. The form of distribution carried out is by providing scholarships or tuition assistance to students or students. Usually the cost of education is channeled to orphans, or children who are categorized as underprivileged. This program is a form of Lazismu's concern for the Sambas Regency in the field of education, especially in the Sambas Regency area. The purpose of this program is to form the next generation of quality in terms of education. Furthermore, in the education program there is another program for the foster parents movement. This foster parent program is usually focused on orphans in poor conditions.

#### Health program

The health program is a program given to mothers who want to give birth or sick people categorized as underprivileged who need money to give birth, and the cost for treatment is in the form of cash. The health program includes BPJS assistance programs, emergency response programs, and infaq for the procurement and operation of ambulances.

This BPJS assistance program is usually given to poor people who are in need of medical expenses. In addition, there is an emergency response program, which is a quick response program to disasters that occur by



providing assistance according to the basic needs needed. Furthermore, there is an infaq program for the procurement and operation of ambulances, namely helping the poor who are affected by the disaster will receive free assistance and a free ambulance to help the poor who are sick or die.

#### People's economy program

The people's economy program is a program that is channeled in an effort to improve the economy through productive micro-business capital assistance to underprivileged communities. This program is usually distributed in the form of entrepreneurship, for example, people who want to open a work business, will then be accompanied and given ongoing guidance by Lazismu, Sambas Regency, so that the business carried out is carried out properly in improving their economy and can encourage people to create a business or field. new jobs for the poor. With the guidance and assistance that is carried out, of course, it can develop and have good prospects in the future in improving the mustahik economy.

#### Da'wah social program

The social da'wah program is a program that is distributed to amil, Koran teachers, or religious leaders who serve in remote areas in the form of compensation assistance. There are three forms of distribution in this program, including Lazismu qurban, coaching for converts and independent preachers.

Qurban Lazismu is a qurban program that is managed professionally by prioritizing sharia aspects and distributed to remote areas. In addition, the development of converts to Islam is a program of mentoring and religious guidance for converts, starting from worship, sharia and muamalah. Furthermore, independent preachers are assistance programs for preachers who have devoted themselves to the interior and remote areas of West Kalimantan.

#### Humanity social program

Social and humanitarian programs are programs given to underprivileged communities, orphans, poor people in the form of basic necessities or direct cash. An example is now being carried out by providing basic necessities to people affected by the COVID-19 pandemic to meet their daily needs. This humanitarian social program aims to help alleviate the daily needs of the underprivileged.

First, we are targeting the poor, amil, converts, in essence to those who really need it, those who lack. In addition, we are running a shared staple food program after the COVID-19 pandemic, and thank God we are very busy running and distributing groceries to various sub-districts in the Sambas district. The distribution is usually in the form of basic necessities, in the form of money too, depending on what program we run to help. The provision of assistance is not much, but we aim to make it right on target. It can be concluded that the distribution of funds is carried out by Lazismu through various established programs. The programs consist of educational

programs, health programs, populist economic programs, social da'wah programs, and social humanitarian programs. The distribution of these funds is targeted at the eight ASNAP groups who really need to receive assistance and are targeted according to what program will be run.

## **CONCLUSION**

The conclusion from the results of research on Fundraising Strategy Analysis at the Amil Zakat Infaq and Shadaqah Muhammadiyah (Lazismu) Institute of Sambas Regency is as follows:

1. Formulation of a strategy for fundraising Zakat Infaq and Shadaqah Amil Zakat Infaq and Shadaqah Muhammadiyah in Sambas Regency through several, namely: Infaq Savings Program. The distribution of this infaq tube is first given to the Muhammadiyah extended family, especially to students and teachers in Muhammadiyah schools, then through the ZIS Pick-up Program directly to Muhammadiyah seniors or people who are already obliged to pay zakat or people who want to donate and give charity either working in other institutions or agencies.
2. Supporting factors and inhibiting factors for fundraising zakat infaq and shadaqah strategies for the Amil Zakat Infaq and Shadaqah Muhammadiyah Institute in Sambas Regency, while the supporting factors include: permanent donors, namely Muhammadiyah residents themselves, the population in Sambas Regency is mostly Muslim, zakat management institutions in Sambas Regency is still relatively small. The inhibiting factors for the fundraising strategy of zakat infaq and Shadaqah Amil Zakat Infaq and Shadaqah Muhammadiyah in Sambas Regency, among others: Limited human resources (HR) available at the institution, limited facilities and infrastructure, limited funds available and the funding that was achieved was not up to the mark. The target is a way to maintain the trust of donors who have contributed in channeling funds to institutions.

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