

## ABSTRAK

**NOR ALIMAH.** 2016. *Manajemen Fundraising pada Sekolah Dasar Swasta (Studi di SD Islam Ibnul Amin dan SD Islam Terpadu Al-Khair Barabai)*. Tesis. Banjarmasin: Pascasarjana IAIN Antasari Prodi Manajemen Pendidikan Islam. Pembimbing I: Dr. H. Ridhahani Fidzi, M.Pd dan Pembimbing II: Dr. Ahmad Juhaidi, M.Pd. I

Kata Kunci : Manajemen, Manajemen Fundraising dan Sekolah Swasta.

Manajemen fundraising merupakan salah satu input yang sangat penting dalam penyelenggaraan organisasi termasuk organisasi pendidikan seperti sekolah swasta. Dalam penerapannya, manajemen fundraising memiliki empat tahap (1) Identifikasi calon donatur yaitu mengidentifikasi donatur yang sesuai dan meneliti kepentingan fokus mereka dan proses pendanaan. (2) Kultivasi calon donatur yaitu membangun hubungan dan melibatkan calon donatur. (3) Permohonan dana. (4) *Stewardship* donatur yaitu memelihara hubungan dan menunjukkan penghargaan

Penelitian ini menggunakan pendekatan deskriptif kualitatif yang digali dari responden dan informan dengan teknik pengumpulan data yaitu: wawancara mendalam, observasi dan dokumentasi. Teknik analisis data yang digunakan adalah reduksi data, penyajian data, penarikan kesimpulan dan verifikasi. Pengecekan keabsahan data melalui kredibilitas, transferabilitas, dependabilitas, dan konfirmabilitas.

Hasil penelitian menunjukkan bahwa manajemen fundraising pada SD Islam Ibnul Amin dan SD Islam Terpadu Al-Khair telah dijalankan dengan baik, meskipun terdapat beberapa persamaan maupun perbedaan antara masing-masing sekolah dalam proses identifikasi, kultivasi, permohonan dana dan dan *stewardship*. Dalam tahap identifikasi calon donatur, kedua sekolah memiliki persamaan yaitu mengumpulkan informasi tentang calon donatur dari yayasan, *stakeholder* sekolah dan data donatur dari kegiatan sebelumnya. Dalam tahap kultivasi, SD Islam Ibnul Amin melakukannya dengan cara menjalin silaturahmi dengan orangtua/wali siswa, pengusaha dan tokoh masyarakat. Sedangkan SD Islam Terpadu Al-Khair dengan cara menjalin silaturahmi dan kerjasama dengan calon donatur baik donatur perorangan maupun lembaga dan menggunakan media sosial dan media cetak dalam mempromosikan kegiatan-kegiatan di sekolah. Dalam tahap permohonan dana, kedua sekolah memiliki persamaan yaitu menggunakan metode fundraising langsung dan metode fundraising tidak langsung. Adapun dalam tahap *stewardship*, SD Islam Ibnul Amin menyampaikan ucapan terima kasih, membuat laporan kegiatan yang disampaikan kepada donatur melalui rapat dan melibatkan donatur dalam kegiatan sekolah. Sedangkan SD Islam Terpadu Al-Khair menyampaikan ucapan terima kasih, membuat laporan kegiatan yang disampaikan kepada donatur melalui rapat dan , media sosial dan situs resmi sekolah.

## ABSTRACT

**NOR ALIMAH.** 2016. *Fundraising Management at the Private Elementary Schools (Studies in Islamic Elementary School Ibnul Amin and Islamic Integrated Elementary School Al-Khair Barabai)*. Thesis. Banjarmasin: Pascasarjana IAIN Antasari Prodi Manajemen Pendidikan Islam. Advisor I: Dr. H. Ridhahani Fidzi, M.Pd Advisor II: Dr. Ahmad Juhaidi, M.Pd.I

Keyword: Management, Fundraising Management, and Private Schools

Fundraising management is one of the critical inputs in the implementation of educational organizations including organizations such as private schools. In its application, fundraising management has four stages (1) identification of prospective donors is to identify appropriate donors and research interests of their focus and funding process. (2) The cultivation prospective donors is to build relationships and engage potential donors. (3) Solicitation. (4) Stewardship donors that maintain relationships and show appreciation.

This study used a qualitative descriptive approach excavated from respondents and informants with data collection techniques are: in-depth interviews, observation and documentation. Data analysis techniques used are data reduction, data presentation, conclusion and verification. Checking the validity of the data through credibility, transferability, dependability, and confirmability.

Based on the result of the research shows that the the fundraising management on Islamic Elementary School Ibnul Amin and Islamic integrated Elementary School Al-Khair was satisfactory, although there are some similarities and differences between each school in the identification, cultivation, solicitation and stewardship of funds and. In this stage of identification of prospective donors, the two schools have in common is collecting information about prospective donors of the foundation, school stakeholders and donors of data from previous activities. In this stage of cultivation, Islamic Elementary School Ibnul Amin does this by establishing gathering with parents, businessmen and public figures. While Islamic Integrated Elementary School Al-Khair by riding gathering and cooperation with prospective donors both private donors and institutions and the use of social media and the mass media in promoting activities at school. In the application solicitation, these two schools have in common is using fundraising method of direct fundraising and indirect fundraising. As for the stewardship stage, Islamic Elementary School Ibnul Amin expressed his gratitude, create activity reports submitted to donors through donor meetings and engage in school activities. While Islamic Integrated Elementary School Al-Khair expressed gratitude, create activity reports submitted to donors through meetings and social media and the official website of the school.