



## ZIS Fundraising Strategy From 2017 to 2021 In LAZISNU Madiun City

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### Abstract

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A fundraising strategy is a process or way of raising funds. According to the theory, ZIS fund raising is a process of influencing the community to channel funds or resources to institutions or organizations. LAZISNU Kota Madiun is an amil zakat institution under the auspices of Nahdlatul Ulama which aims to prosper the people by utilizing Zakat, Infaq and alms funds. LAZISNU Madiun City has raised funds through various ways but has not produced optimal results. This research method uses qualitative methods. This type of research is field *research*. Data collection techniques through interviews and documentation. Data processing techniques consist of data reduction, data presentation and drawing conclusions. Data wetness checking technique using source triangulation. The main purpose of this study is to analyze the strategy of raising ZIS funds in LAZISNU Madiun City. In carrying out the ZIS fundraising strategy, the management of LAZISNU Madiun City has implemented direct *mail*, *telefundraising*, direct presentations, *image campaigns*, organizing events, establishing relationships and mediating figures. The supporting and inhibiting factors in the ZIS fundraising process are the existence of a solid team, structural networks, and mediation of figures. As for the inhibiting factors, the lack of human resources, the lack of understanding of some LAZISNU Madiun City administrators about the world of ZIS, and the existence of competitors from other social institutions.

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## INTRODUCTION

Zakat, Infaq, Alms are potential sources of funds for poverty alleviation programs and economic empowerment of lower-level communities. The potential of zakat developed when the passing of Law of the Republic of Indonesia No. 38 of 1999 concerning zakat management and this is a manifestation of the government's concern to strive for zakat management institutions with modern management. The Indonesian nation, especially the Indonesian people, actually has great strategic potential, one of which is regarding income equality instruments, namely zakat, infaq, shodaqoh institutions because demographically the majority of the Indonesian population is Islamic. The BAZNAS Strategic Study Center in 2021 shows that the estimated number of ZIS funds traditionally managed in the community (non-OPZ) in 2019-2020 reached IDR 61.26 trillion.

In fact, Indonesia's current economy causes many Indonesians to live below the poverty line. The poverty graph in the country still displays alarming figures. As stated by Imron Zawawi to Ageng Mei Dianto that the phenomenon was obtained by official data collected from 34 offices of the National Commission on Child Protection in 33 Provinces, 10.2 million compulsory education students (elementary and junior high schools) were unable to complete nine years of compulsory education. On the contrary, 3.8 million could not continue to high school. According to the Secretary General of the National Commission on Child Protection, school dropouts are very prominent at the junior high school level by 48%. There are also 23% recorded at the elementary level. While the percentage of dropouts at the high school level is 29%. When combined the age group of puberty, namely junior high school and high school children, the number reaches 77%.

In the management of zakat, infak and alms, collection activities are important activities to pay attention to. Where collection is a process in influencing the community to be able to do good deeds in the form of handing over funds or other valuable resources to be delivered to people in need. Gathering can be interpreted as an activity in order to collect funds and other resources from the community (whether individuals, groups, organizations, companies or government) that will be used to finance programs and operational activities of the institution so as to achieve goals.

One of the LAZ that raises ZIS funds is LAZISNU. NU CARE LAZISNU is a rebranding of Lembaga Amil Zakat Infaq Shadaqah Nahdlatul Ulama (LAZISNU) which was established in 2004 in accordance with the mandate of the 31st NU Congress held at Haji Donohudan Dormitory, Boyolali, Central Java. As the initial aspiration of the establishment of NU CARE, LAZISNU as a non-profit institution owned by the Nahdlatul Ulama (NU) association always serves to help the welfare of the people and raise social dignity through the utilization of Zakat, Infak, Alms (ZIS) funds and Corporate Social Responsibility (CSR) funds. In addition, LAZISNU is an institution that contributes to educating and helping the economy of underprivileged people by forming NU *Preneur*, NU *Skill*, NU *Smart*, NU *Care* and NU *Family* programs.

LAZISNU Kota Madiun was established in 2004, after the issuance of Law No. 38 of 1999 concerning Zakat Management. The acquisition of ZIS at the beginning of the establishment of LAZISNU Madiun City was approximately Rp. 5,000,000.00 per month. While the number of muzakki is approximately 500 people. Furthermore, with the issuance of Law Number 23 of 2011 concerning Zakat Management, LAZIS NU was given sufficient space to manage zakat and implement it in 2016, where the acquisition of muzakki data increased by approximately 1000 people. The following is the table of ZIS LAZISNU Madiun City for the 2017-2021 periode.

**Table 1.** ZIS Fundraising

Number	Year	ZIS Fundraising
1.	2017	30.960.300.655
2.	2018	30.900.100.784
3.	2019	30.700.004.297
4.	2020	20.760.397.087
5.	2021	20.550.003.204

ZIS LAZISNU Fund Acquisition in Madiun City for the 2017-2021 Periode  
(Data source: ZIS LAZISNU Recap Madiun City)

In the table above, it can be seen that ZIS funds are allocated to several programs, of which 50% are for NU *Smart*, 20% for NU *Preneur*, 10% for NU *Skill*, 10% for NU *Care* and 10% for NU *Family*. According to Saidi, there are basically two fundraising strategies, namely: *directly (direct fundraising)* and *indirect (indirect fundraising)*. *Direct fundraising* is a way of financing with the direct involvement of donors or Muzakki. *Indirect fundaraising* is a way of financing without directly involving donors or muzakki.

From the previous table, it can be seen that the collection of ZIS funds has decreased from year to year. This causes the allocation of funds to be small. LAZISNU Madiun City has raised funds through various ways such as utilizing networks from administrators, friends whose backgrounds are cottage administrators and social media such as Whatsapp, Facebook, and Instagram. But this method has not produced optimal results.

## METHOD

This research was conducted with a qualitative approach. Qualitative approach Is an approach that emphasizes the search for meaning, understanding, concepts, characteristics, symbols, as well as descriptions of a phenomenon that is natural and holistic. Using several ways, and presented in a narrative. Field research is a type of research that studies phenomena in their natural environment. Data sources use two types: primary and secondary data. Primary data is a supplementary data that directly gives data to the data collector. Seiquid data is a complement that does not directly give data to the data collector.

Data collection techniques use three types: interview and documentation techniques. The interview technique is an intuitive method of obtaining data or information by direct questioning or through questions which are structured in a structured manner which are submitted to informants or respondents. Documentation techniques are events that have passed which can

be in the form of writing, pictures, or monumental works of someone. Documents in the form of writing, for example diaries, stories, biographies, policy statements or the like. While documents are in the form of works, for example works of art, drawings, paintings, films, statues and so on.

There are three ways of data processing techniques, namely data reduction is the process of selecting, focusing attention on simplification, abstracting and transforming raw data that emerges from written records in the field. Presentation of data is a form of visual packaging of data in such a way that the data is easier to understand. Drawing conclusions or verification is an attempt to find or understand the meaning/meaning, regularity, patterns, explanations, causal flows or propositions. whereas in the technique of checking the validity of the data using source triangulation is to test the credibility of a data is done by checking the data that has been obtained from various data sources such as the results of interviews, archives, and other documents.

## **RESULT AND DISCUSSION**

LAZISNU Madiun City is an amil zakat institution under the auspices of the Nahdlatul Ulama organization which has the aim of creating awareness in zakat, infaq and shodaqoh that are right on target. In addition to collecting/collecting and utilizing zakat, infaq, and shodaqoh funds in a professional, transparent, effective and targeted manner, as stated in the vision and mission of LAZISNU City of Madiun. The Amil Zakat Infaq and Shodaqoh Nadhatul Ulama Institution (LAZISNU) program consists of 4 (four) areas of activity, namely:

- a. The Nu Preneur Program, which is a micro-economic empowerment program through the provision of revolving business capital in order to create business independence. The Nu Preneur program is described in the Independent Community Empowerment (PPM) program.
- b. The NU Skill program is a skills training program for orphans and poor people who have dropped out of school who are still of productive age so that they have the provisions to work. This program was elaborated through the opening of Ummat Empowerment Centers (PPU) in several NU branches in districts/cities.
- c. The Nu' Smart program is an educational program in the form of scholarship assistance and is prioritized for students from underprivileged or dhuafa families and exemplary students who excel, namely parallel students at each grade level. The level of this program is from Elementary School - Higher Education. This scholarship is given according to the needs of students, for example students named SD only need funds to pay tuition fees. The results of the scholarship fund collection were obtained from donors and NU Peduli coin cans as well as funds from infaq and alms.
- d. The NU Care program is an emergency response program for disasters, mustahik services for humanitarian assistance, life assistance, health assistance, ibn sabil and other humanitarian assistance.

- e. The NU Family Program, which is a program embodied in the Foster Parents Nahdlatul Ulama Movement (GNUOTA). The form of the program is as follows: a program to register prospective foster children and prospective foster parents, an early foster child package program for SD/MI, SMP/MTs, SMA/MA, boarding/students at Islamic boarding schools.

In fundraising activities, institutions must continue to educate, socialize, promote, and transfer information so as to create awareness and the need for potential donors, to carry out program activities or those related to the work management of an institution. In order to get maximum results from fundraising in an institution, an appropriate strategy and approach is needed and the right direction must be determined for the continuation of the next step. However, without a strong strategy in carrying out fundraising, it will not be optimal in obtaining funds.

Based on the findings of researchers in raising ZIS funds at LAZISNU, several alternatives are used, including first, directly or by meeting directly, you can also use our network, such as student friends, background friends, administrators and boarding schools. Both social media, if through social media we use Instagram, Facebook, and Whatsapp ".

Collecting funds is a very important activity, apart from that this activity greatly influences the development of a social institution as a social institution, which can be seen from the supporting and inhibiting factors. Based on the results of interviews conducted by researchers with LAZISNU management in Madiun City, there were several supports and obstacles in raising ZIS funds. Supporting factors include: the existence of a solid team, a structured network and the role of the kyai who can assist administrators in obtaining ZIS funds or potential donors. In addition, there is technology that can assist in the process of disseminating or introducing institutions to the wider community.

As for the process of raising funds, it does not always run smoothly and of course there are obstacles, but these obstacles will not dampen the enthusiasm of the management in the process of raising ZIS funds. Among the inhibiting factors include: first, there is no human resource to handle the web world and magazine production. Second, not all are open with LAZISNU Madiun City because there are competitors with other social institutions such as Nurul Hayat, Yatim Mandiri, and BMH so that the target to become donors has donated or given alms to other institutions. Third, when changing positions when LAZISNU City of Madiun has established relationships with other institutions or companies there is a change in position or management so that the management of LAZISNU City of Madiun have to start again from the beginning.

## **CONCLUSION**

Based on the discussion above, it can be concluded as follows: The collection of ZIS funds at LAZISNU uses several alternatives, namely, first directly or you can meet directly, you can also use our network, such as student friends, background friends, administrators and boarding

schools. Second, social media, if through social media we use Instagram, Facebook and Whatsapp.

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