

FUNDRAISING MANAGEMENT OF DARUL AITAM AL KHOIRIYAH LAMONGAN SOCIAL WELFARE INSTITUTE

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Abstract

The main problem raised in the research is how fundraising management in a social institution, conducted by the Social Welfare Institute Darul Aitam Al Khoiriyah. Based on these problems, the main purpose of this research is to find out how the forms of fundraising, supporting factors, and inhibitions of fundraising management and how the management of fundraising management for economic empowerment of the community. The results showed that: First, the fundraising management program is formulated based on community empowerment programs, one of which is the productive economic business self-entrepreneurship program (UEP), so that in the future the beneficiaries of fundraising no longer rely on donations or willingness but are economically self-sufficient. Second, the supporting factor in fundraising management is none other than the strength in maintaining the communication of institutions with the donator with various techniques and media used both electronic media and social media, while the obstacle factor of fundraising management is the HR factor that always has to be upgraded its ability so as not to miss the development of the times, as well as the existence of people who damage the image of social institutions so that the donators are more careful in distributing zakat, infaq, and Charity. Third, Lks Darul Aitam Al Khoiriyah fundraising strategy by applying systematic and measurable stages by the conditions in the field, namely the Introduction of Institutions to prospective new donors, Follow Up after the introduction, Accountability and supervision reports, Establish good communication with donors, Provide various forms of donation methods.

Keywords: Management, Fundraising, LKS Darul Aitam Al Khoiriyah

Abstrak

Permasalahan utama yang diangkat dalam penelitian ini adalah bagaimana pengelolaan penggalangan dana di sebuah panti sosial yang dilakukan oleh Lembaga Kesejahteraan Sosial Darul Aitam Al Khoiriyah. Berdasarkan permasalahan tersebut maka tujuan utama dari penelitian ini adalah untuk mengetahui bagaimana bentuk penggalangan dana, faktor pendukung, dan penghambat pengelolaan penggalangan dana serta bagaimana pengelolaan pengelolaan penggalangan dana untuk pemberdayaan ekonomi masyarakat. Hasil penelitian menunjukkan bahwa: Pertama, program pengelolaan penggalangan dana dirumuskan berdasarkan program pemberdayaan masyarakat, salah satunya adalah program wirausaha ekonomi produktif (UEP), sehingga ke depan penerima manfaat penggalangan dana tidak lagi mengandalkan sumbangan atau kemauan tetapi secara ekonomi mandiri. Kedua, faktor pendukung dalam pengelolaan fundraising tidak lain adalah kekuatan dalam menjaga komunikasi lembaga dengan donatur dengan berbagai teknik dan media yang digunakan baik media elektronik maupun sosial media, sedangkan faktor penghambat pengelolaan fundraising adalah faktor SDM yang selalu ada. ditingkatkan kemampuannya agar tidak ketinggalan perkembangan zaman, serta adanya masyarakat yang merusak citra lembaga kemasyarakatan sehingga para donatur lebih berhati-hati dalam menyalurkan zakat, infaq, dan zakat. Ketiga, Strategi penggalangan dana Lks Darul Aitam Al Khoiriyah dengan menerapkan tahapan sistematis dan terukur dengan kondisi di lapangan yaitu Pengenalan Lembaga kepada calon donatur baru, Tindak lanjut setelah pengenalan, Laporan pertanggungjawaban dan pengawasan, Menjalin komunikasi yang baik dengan donatur, Memberikan berbagai bentuk metode donasi.

Kata Kunci: Manajemen, Penggalangan Dana, LKS Darul Aitam Al Khoiriyah

INTRODUCTION

Fundraising or commonly referred to as fundraising began to appear in the last few years, due to the emergence of various disasters that hit Indonesia such as earthquakes, tsunamis, floods, and other social problems in a row in the country, resulting in many benefactors who want to ease the burden of victims and it has become a human instinct to help each other in terms of goodness by giving some of their wealth (Abidin, 2009, p. 22)

However, this often has a less positive impact due to improper methods in its implementation, such as fundraising at the intersection of red lights with only cardboard, not infrequently they ask for donations with orations that can disturb road users.

Several things become the reason why a person is reluctant to donate to a person or institution, including trust or trust to fundraisers either individually or institutionally as well as those done at unlicensed red lights are very vulnerable to abuse by irresponsible people, but it can also be because there is no money (Kalida, 2012, p. 22)

Therefore, an Institution must have good economic management in terms of fundraising or fundraising because it can support programs in an institution.

Fundraising is an activity to raise funds and other resources from the community both individually and in groups that will be used to finance the programs and operational activities of the institution which ultimately is to achieve the mission and objectives of the institution.

So researchers feel interested in the Institute of Social Welfare (LKS) Darul Aitam Al Khoiriyah Lamongan which applies the concept of Fundraising with innovation and holistic. Management used is to form an IT Team that specializes in fundraising with the scope of fundraising management, namely: planning, gathering, utilization, and control and empowerment. Therefore, researchers feel interested to conduct further research with the title of thesis research: "Fundraising Management of Social Welfare Institute Darul Aitam Al Khoiriyah Lamongan."

LITERATUR REVIEW

Management

Management language comes from "to manage" which has three meanings, namely: First, Management as a process in the implementation of a certain purpose organized and supervised (encyclopedia of the social sciences). (Herison, 2018, p. 29). Second, Management is a collectivity (collection) of people who conduct management activities in one container or

organization that comes from different backgrounds, education, and expertise. Third, Management contains the value of art and science that serves to achieve tangible goals in bringing benefits and results (Usman H. A., 2015, p. 27)

In panglaykim's book Management, the Encyclopedia of the Social Sciences states that management is a process, with which the implementation is rather than a specific purpose held and supervised. From the description above can be concluded that management is, how an activity that has been planned and has a clear purpose can be carried out by a group of people (team/committee) in an orderly, neat and no or only a little complaint, easy to evaluate the activity and most importantly the goal that has been originally planned can be achieved (Samsudin, 2016, p. 23). Management referred to in this case is a fundraising management

Various thoughts and studies have resulted in various classifications of managerial functions. scientists agreed that the main management functions are (Usman H. , 2008, p. 34):

Fundraising

Fundraising has its meaning in the English-Indonesian dictionary is a fundraiser, while the person who raises the fund's fundraiser (Marwing, 2015, p. 5).

Fundraising is an activity to raise or raise zakat, infak and charities, and other resources from the community (both individuals, groups, organizations, and companies) that will be channeled and used for mustahiq (Juwaeni, 2016, p. 47).

Among the purposes of Fundraising according to Juwaini are as follows (huda, 2017, p. 23) : The purpose of raising funds, Increase the donor population, Gathering Sympathizers and Supporters, Fundraising activities have an impact on the image of the institution that implements it. Cintra is designed in such a way that it can have a positive impact on the community's assessment of the institution, Satisfy donors.

The legal basis for the establishment of zakat management institutions in Indonesia is the legal basis of fundraising as well because fundraising is very related to zakat management institutions. Zakat management institutions without funds will not be able to run the program. The legal basis is seen by Law No. 38 of 1999 on the management of zakat, the decision of the Minister of Religious Affairs No. 581 of 1999 on the implementation of Law No. 38 of 1999, and the decision of the Director-General of Islamic Community Guidance and Hajj Affairs No. D291 of 2000 on technical guidelines for zakat management. While another legal basis that has a relationship with the management of zakat

is Law No. 17 of 2000 on income tax. This law explains that zakat is a reduction in taxable income. The management of zakat as stated in article 1 paragraph 1 of Law No. 38 of 1999, is defined as the planning, organizing, implementation, and supervision of the collection and distribution, and utilization of zakat.

The elements of fundraising are as follows (Abidah, 2016, p. 5):

Needs analysis, some needs analysis can be about: Conformity with shari'ah. Reports and liability. Benefits for the welfare of the people. Services. Friendship and communication

Donor segmentation or Donors is a method of how to see donors and Donors creatively, both individuals, organizations, and legal institutions. It means identifying and leveraging the opportunities that arise in society..

Identify Potential Donors : The introduction of Donor candidates is necessary to obtain an overview of the generous behavior of Donor candidates. In identifying Donor candidates. For example, who is a donor, what attracts them to donate, when, where to donate, how often donors donate. These questions can be used to identify donors, making it easier to create Fundraising strategies. On the other hand,

OPZ can also have a database of each Donor.

Products

In the management of the product, fundraising can not only be defined as something that is liked or disliked, which a person receives in a transaction, but it is more appropriate if the product is interpreted as complexity consisting of tangible and intangible traits.

In carrying out Fundraising activities, many forms or models can be used. The form is broadly divided into two types, namely direct fundraising and indirect fundraising: *Direct fundraising*, *Direct Mail*, *Telefundraising* atau Communication by phone/WhatsApp, etc., Direct meetings, etc.

Indirect fundraising

Through print media, this media is one of the communication media that can be used to do fundraising, such as Brochures, Magazines, Banners, etc.

Through cooperation with CSR or companies that have social and educational funds.

Through electronic media that is away or fundraising tool by using media that can be heard or seen. example:

Television, this form of fundraising is very practical in addition to tv stations are very much in number also the reach is very wide and the target of success is relatively good, but the costs incurred are also relatively larger., Radio, Internet, such as Facebook, Instagram, Twitter, etc. Billboard is a type of board that is usually installed in strategic places such as entrances or exits of airports, piers, bus terminals, train stations, toll roads, or other crowded centers.

Institution Social Welfare

Social Welfare Institutions are social organizations or social associations that carry out the implementation of social welfare formed by the community, both incorporated and non-legal. (RI, 2009). Social welfare institutions as stated in Law No. 11/2009. In the Law, it is stated that the community can participate through various forms of containers, one of which is through LKS.

The 1945 Constitution chapter XIV on National Economy and Social Welfare states in Article 28 H paragraphs 1 -3 that

"(1) Everyone has the right to live a prosperous life born and inwardly, residing, and getting a good and healthy environment and entitled to health services. (2) Everyone has the right to the same amenity and special treatment to achieve equality and justice. (3) Everyone has the right to social security that allows his or her full development as a dignified human being."

The 1945 Constitution article 34 paragraphs 1 and 2 that *"(1) The poor and displaced children are maintained by the state (2)*

the State develops a social security system for all people and empowers the weak and incapable people by the dignity of humanity."

Regulation of the Minister of Social Affairs of the Republic of Indonesia Number 184 of 2011 concerning Social Welfare Institutions Chapter II Article 2 mentions the purpose of the establishment of LKS is as a manifestation of the role of society in the implementation of social welfare. While the role of LKS in the implementation of social welfare is contained in Chapter III Article 5 Permensos RI Number 184 the Year 2011, namely: 1) Preventing social problems; Provide social services to people with social welfare problems; Dan. 3) Conduct family welfare consultations.

Forms of Social Welfare Institution's activities include: 1) The Field of Spiritual Development 2) Field of Health Strengthening and Therapy, 3) Economic Strengthening, 4) Field of Strengthening Basic Needs. 5) Education Strengthening. 6) Field of Strengthening Accessibility , 7) Family Strengthening

The Constitution No. 11 of 2009 on Social Welfare stated that the Roles and Functions of Social Welfare Implementation include:

Social Rehabilitation

is intended to restore and develop the ability of a person experiencing social dysfunction to carry out their social functions reasonably. With activities that can be carried out persuasively, motivative, coercively, both in families, communities, and social homes, such as: 1) Psychosocial motivation and diagnosis; 2) Care and caregiving; 3) Vocational training and entrepreneurial coaching; 4) Spiritual mental guidance; 4) Physical guidance; 5) Social guidance and psychosocial counseling; 5) Accessibility services; 6) Social assistance and assistance; 7) Association guidance; 8) Further guidance; 9) Reference.

Social Security

This social security aims to:

Guarantee the poor, orphans displaced, elderly displaced, physically disabled, mentally disabled, physically and mentally disabled, ex-chronic disease sufferers who have problems of socio-economic incompetence to meet their basic needs.

Honoring warriors, pioneers of freedom, and families of heroes for their merits.

In carrying out its role and function in social affairs, the Social Welfare Agency performs:

1) Empowering people, families, groups, and communities experiencing social welfare problems

to be able to meet their needs independently.

2) Increase the participation of institutions and/or individuals as potentials and resources in the implementation of social welfare. The Applicative form of this is the diagnosis and administration of motivation; skills training; mentoring; provision of capital stimulants, business equipment, and business premises; increased access to the marketing of business results; supervision and social advocacy; strengthening social harmony; environmental arrangement; and/or further guidance.

RESEARCH METHODOLOGY

This study uses a case study research design which is a case study that examines problems with certain limitations, limited time and place, in-depth data, and includes a variety of information. The data sources created as a source of information are several Women in Darul Aitam Al Khoiriyah Lamongan, Darul Aitam Al Khoiriyah Lamongan Manager, and Head of Bid. IT Darul Aitam Al Khoiriyah Lamongan, The case to be explored in this research is how fundraising management is conducted by Darul Aitam Al Khoiriyah

Lamongan so that social welfare programs are achieved in the community.

This study uses data and information that corresponds to the reality in the field either in the form of interview results, pictures/photos, field notes, or other documents. To explain the problem studied so that it will be clearly illustrated the condition of the problem studied. The process of data analysis starts from the things of interview results, documentation studies, and data verification in concluding. (Moleong, 2013, p. 4)

A social study mentioned that the analysis unit showed who had the characteristics to be studied. The characteristics in question are variables that are of concern to researchers. Research analysis units are generally individuals such as groups, families, villages, and cities. In this case, the research subjects are the relevant parties that support the research data. (Arikunto, 2006, p. 102)

The subjects of the research in this study are: Women who are none other than the mother of foster children LKS Darul Aitam Al Khoiriyah, to be able to be more independent in her life and become better in her economy. Management of LKS Darul Aitam Al Khoiriyah Head of IT Team LKS Darul Aitam Al Khoiriyah

The interview is a technique in collecting data from a conversation between 2 or more people with several questions asked to the research subject to know the answer to the question . (Danim, 2012, p. 109) This technique the author uses to search for related data: How is the management of fundraising conducted Darul Aitam Al Khoiriyah. Distribution and empowerment program for women from fundraising results by Darul Aitam Al Khoiriyah

The Observation, According to Sutrusno, Observation is a step in finding data - data conducted by systematically recording and observing events - events to be researched.: (Hadi, 2005, p. 24) A researcher visited the location where the study will be conducted to look for the data needed, among the observations made by researchers related to this research is (Arikunto, 2006, p. 103):

The documentation method is used to obtain documents in the form of photos of activities, notes, letters, minutes, etc. In this case, the author's documentation is used to obtain data such as General Circumstances Darul Aitam Al Khoiriyah, data names - women's names, and data - data did.

The analysis is an activity to examine seriously and measurably to get a real understanding related to the phenomenon of research, as for data analysis techniques that the author perform qualitative data

analysis, namely: This data is the selected data and a summary of the data obtained which has been able to describe the expected conditions. Data Display is a step taken by researchers by drawing a conclusion based on the premise - a strong and convincing premise can also be taken from the results of summary data. The data that has been studied and concluded is then supported by the evidence - the existing evidence in the form of interview results and documentation, then the next step is to verify the data.

The data that has been presented can provide new findings data or strengthen the existing reality of the data can be a description or description on the implementation of fundraising activities LKS Darul Aitam Al Khoiriyah, so that the verification data will present conformity or non-conformity between the theory that developed and the data in the field.

RESULT AND DISCUSSION

Fundraising management of Darul Aitam Al Khoiriyah Lamongan Social Welfare Institute

Every activity desperately needs good management to produce maximum output and outcomes felt by the institutions and communities fundraising management formulated based on community empowerment programs, one of which is the productive economic business self-

entrepreneurship program (UEP), so that in the future the beneficiaries of fundraising no longer rely on donations or willingness but are economically self-sufficient. In general, fundraising management is distinguished into 2 parts, namely (Abidah, 2016, p. 12):

1. Intern Fundraising

Intern Fundraising is fundraising management that utilizes and empowers all resources in the institution to generate the institution's economy. By improving good internal resources, the institution will be stronger economically, especially during this pandemic because it does not rely on outside budget income or donors. Among the internal fundraising management owned by LKS Darul Aitam Al Khoiriyah through UEP TEAM are:

a. Self-Employment Assistance (Business Starting from 0)

Each orphan mother is directed to the interest of talents and entrepreneurial interests and from interest then the orphan mother is equipped with training - training for approximately 2 months Companion full time, after that in the following month monitored and evaluated every month at the time of the regular meeting of Mother Orphans Maju. This program is aimed at orphans who do not have skills in entrepreneurship and have just started from 0.

Areas of interest facilitated by the UEP team Darul Aitam Al Khoiriyah among others

- 1) BuYaKul Business (Bunda Yatim Kuliner) Serving Rice Box Package for all events and Catering, providing Rempeyek Herbal and Seafood.
- 2) BuYa Cell Business (Bunda Yatim Cellular) Serves all BPJS payments, Electricity Tokens, Pulses, Installment Bills, etc. With this program, The Orphans Of Maju has a new business that can be run without depending on other parties and without space and time limits.
- 3) Bakery Business: Serving the manufacture of all kinds of bread, birthday complete with writing.
- 4) Aesthetic Services / Beauty Business: Provide training in terms of beauty treatments including Serving Women's Special Beauty Cupping, Skin Care, Face Lifting, etc.
- 5) Training of Fish Livestock Business with tarpaulin media, organic vegetable garden, etc.
- 6) Digital Printing Business

This effort is purely done by the institution by utilizing internal fundraising from UEP expert Darul Aitam Al Khoiriyah. This business serves all kinds of printing forms:

Books, Invitations, Benner, and the manufacture of writing masks and characters. An orphan mother can be an additional income that can be run by the orphan mother forward by becoming a marketing institution

- b. Self-Employment Development Program (Developing Businesses that have been run)

Minimal sources of capital result in low production stock and minimal income. So this program aims to provide soft capital loans with a sharia system namely profit sharing through cooperatives orphan mothers.

- c. Productive Village Program

This program carries out training in collaboration with related agencies as has been done LKS Darul Aitam Al Khoiriyah together with the Lamongan District Employment Office with programs: Sewing Training, Tataboga, Machinery, etc.

2. Extern Fundraising

Extern fundraising management is a way of arranging the excavation of funds from outside parties, it is necessary to support activities and operations and trust in the public eye. The management of external fundraising conducted is as follows (huda, 2017, p. 6):

- a. Make pearl words containing the orders of zakat, infaq, and charity.

- b. Making billboards / Billboard installed in locations - strategic locations to introduce about institutions
- c. Maximizing the media of either print or electronic media. Media owned by LKS Darul Aitam Al Khoiriyah namely: Bulletin Magazine published at the end of each month, Kata Mutiara Jum'at Blessing, a pamphlet-shaped pearl that is sent to every donor and the public in general, Pearl words every Islamic big day or national memorial day.

Supporting Factors And Inhibition of Fundraising Of Social Welfare Institute Darul Aitam Al Khoiriyah Lamongan

Every institution in an organization must-have factors that support and hinder the course of an organization. Similarly, LKS Darul Aitam Al Khoiriyah in carrying out its duties and functions as a social institution. The supporting factor in the management of fundraising is none other than the power of alms that began to rise evenly in the middle of the community because of the number of da'i, ustadz and religious teachers who always socialize the importance and benefits of giving alms and helping each other ease the burden of others (Abidin, 2009, p. 11).

However, this advantage if not in good management then it will not produce anything - what because of the lack of qualified human resources in terms of fundraising management, then among the factors that hinder are:

1. Lack of human resources who understand fundraising management
2. Weak skill IT and social media, while the demands of the times have to be social media and IT-based.
3. The existence of persons who damage the image of social institutions so that the donators are more careful in distributing zakat, infaq, and his charity.

By knowing these inhibitory factors, it is expected to be an evaluation in the future to continuously upgrade knowledge and skills in the field of fundraising and IT-based technology, and no less important is how institutions can have good public trust by managing transparency and accountability (Arifin, 2015, p. 110).

Social Welfare Institute Fundraising Strategy Darul Aitam Al Khoiriyah Lamongan

In carrying out fundraising activities, a systematic and measurable strategy is needed therefore there needs to be stages of proper fundraising strategy by the conditions in the field (Rachmasari, 2016, p.

12), as for the stages of fundraising strategy LKS Darul Aitam Al Khoiriyah are:

1. Introduction of institutions to prospective new donors

Fundraising steps that can be done is using socialization door to door by attaching documents such as Brochures, pamphlets, and magazines. At this stage, our task is to detect the needs of potential donors that can be met by the institution..

2. Follow Up after introduction

At this stage, prospective donors are familiar but not yet fully convinced by the activities in the institution. So follow up that can be done by: Sending photos of activities while establishing good communication to prospective donors by the results of assessment or analysis of the needs of prospective donors. It can be by creating a form of hope or prayer from potential donors. With this, the donors feel closer and if they want to fill out the form hope or pray will usually automatically become a donor either permanent or not fixed / conditional.

3. Accountability Report

After the donor has issued funds for our activities, then our form of accountability is to make a report and this form of report is as a step forward fundraising so that donors continue to channel their funds to our institutions. The form of accountability report can be a hard file

report sent to donors, or a soft file report sent via email / WA, etc. accompanied by video or picture of activities. Strengthened by visual media (video and images) will further strengthen the trust of donors in the institution.

4. Establish good communication with donors

This is done to maintain existing donors as well as steps to add new donors. Forms of fundraising that can be done are (Suparman., 2009, p. 11) :

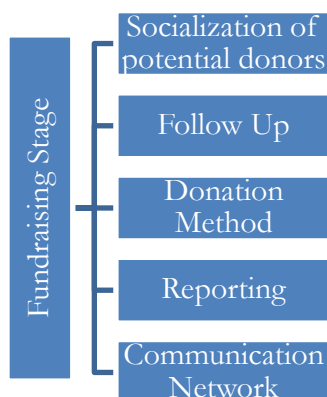
a. Create social networks: Facebook (FB), Instagram (IG), Blog or Website Institution, as well as youtube accounts.

b. Make a routine of donors: da'wah facilities through newsletters, monthly magazines or facilitate donors with studies - study both online and offline.

c. Provide various forms of donation methods

This is a facility of the institution to make it easier for a donor or potential donor to make his or her donation. Services provided by LKS Darul Aitam Al Khoiriyah include a Donation pick-up service (take donations to affordable homes), mobile banking services using transfers that will be given a memorandum of acceptance from the institution to donors. stages of

fundraising strategy can be described in the chart below:



Picture 1.1 Fundraising Stage Scheme

CONCLUSION

Based on the discussion and presentation on "Fundraising Management of Social Welfare Institute Darul Aitam Al Khoiriyah" it can be concluded that First, the fundraising management program is formulated in two large groups, namely internal fundraising and external fundraising based on community empowerment programs, one of which is productive economic efforts (UEP) in the form of self-entrepreneurship assistance (business starting from 0), self-entrepreneurship development program (developing a business that has been lived) and productive village program , so that in the future the beneficiaries of fundraising no longer rely on donations or willingness but are economically self-sufficient.

Second, the supporting factor in the management of fundraising is none other than the power of alms that began to rise evenly in the middle of society this is due to the number of da'i, ustadz and religious teachers who always socialize the importance and benefits of charity and help each other ease the burden of others and the strength in maintaining the communication of institutions with the donator with various techniques and media used both electronic media and social media, while the factor inhibiting the management of fundraising is the HR factor that always has to be upgraded its ability so as not to miss the development of the times, as well as the existence of people who damage the image of social institutions so that the donators are more careful in distributing zakat, infaq, and his charity.

Third, Lks Darul Aitam Al Khoiriyah fundraising strategy by applying systematic and measurable stages by the conditions in the field, namely the Introduction of Institutions to prospective new donors, Follow Up after the introduction, Accountability and supervision reports, Establish good communication with donors, Provide various forms of donation methods.

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