

A FUNDRAISING STRATEGY IN INCREASING THE ACCEPTANCE OF ZAKAT FUNDS AND SHADAQAH IN ZAKAT OF CENTER THORIQOTUL JANNAH CIREBON

Abdul Aziz dan Yufa Chaerani

razi_ratnaaziz@yahoo.co.id

yufacha53@gmail.com

ABSTRACT

The aim of this study is to know the good strategies of ZIS fundraising in Zakat of Center and to know internal and external factors affecting it. This study uses qualitative descriptive method. The result of this study shows that there are five ways of fundraising strategy to increase ZIS fund by Zakat of Center. First, visiting the donors. Second, socialization to many offices (private or government). Third, send broadcast message to the donors/muzakki. Fourth, open donation transfer via bank account. Fifth, Zakat of Center Stand. Internal factors affecting collected ZIS are: (1) Employee faith, especially fundraising staff, (2) Amil of Zakat of Center must have KOMAR, (3) Funding agent togetherness of Zakat of Center, (4) Completed tools in Zakat of Center, (5) The service of Zakat of Center. External factors affecting collected ZIS are: (1) competition with the other organization, (2) Moslem awareness about ZIS, (3) Government support, (4) People environment with majority of a moslem.

Keywords: Fundraising strategy, ZIS fund

Introduction

Zakat is one of the five pillars in the pillars of Islam, where zakat is raised not only as vertical worship, more than that zakat is a horizontal worship which is the bridge of social relations between the rich and the poor. The zakat service, if it is carried out properly, will improve the quality of faith, cleanse and purify the soul from the nature of stinginess, jealousy, greed, build a weak society, and can develop and give away the possessions. (Hasan, 2006: 18-23)

Zakat is considered as an instrument of social transformation that can change the social structure of the poor into prosperous societies. To achieve this vision, a reliable organization is needed (Khasanah, 2010: 60). Zakat is a trust fund, then the management of funds must be in the process of accountability so that the sources of funds are convinced that the zakat issued, distributed and utilized in accordance with the provisions of the Shariah. (Basalamah, 2005: 17)

Seeing the importance of zakat there must be good management in it, in the management of zakat not only done by individuals but also in the form of organizations so that later they have good management in collecting, managing and channeling zakat funds. Therefore, many Islamic countries form zakat management organizations including in Indonesia. The zakat management organization in Indonesia consists of two elements, the first is the Amil Zakat Agency (BAZ) which is formed by the government under the auspices of the Ministry of Religion which is derivative from the national, provincial to district level. Then

the second element is the Amil Zakat Institute (LAZ) which is formed from community organizations engaged in social and religious fields.

The development of zakat management in Indonesia is strongly influenced by the government. Around the mid-1990s, there were amil zakat institutions that had the spirit to improve the zakat collection and distribution paths to work properly. The government issued legislation in the form of law number 38 of 1999 concerning the management of zakat, and more and more zakat institutions emerged. (Nuruddin, 2006: 12)

In addition, this law strengthens the space for the movement of zakat management organizations in particular LAZ because the article in it explains that Islamic communities and organizations are free to manage zakat. It has been proven that since this law took effect, from 2006 to 2010 the performance of the collection was dominated by LAZ, the top five LAZ that dominated were the property of the community. This shows evidence that people believe in the management of zakat which can be managed in a professional manner by management. With good management, the expected goals will be easy to achieve.

Literatur Review

Based on the Republic of Indonesia Law Number 23 of 2011 concerning the management of zakat, states that paying zakat is an obligation for Muslims who are able to comply with Islamic law. Zakat is a religious paranata that aims to improve justice and community welfare. Zakat Management Law Number 23 Year 2011 Chapter 1 Article 1 Paragraph 8, states, "The Amil Zakat Institution, hereinafter referred to as LAZ, is an institution formed by the community that has the task of assisting the collection of zakat management nationally".

A professional zakat management is still a homework that must be resolved to optimize zakat. In order to increase the effectiveness and effectiveness, zakat must be managed institutionally in accordance with Islamic law, mandate, benefit, justice, legal certainty, integrated and accountability so as to improve the effectiveness and efficiency of service in the management of zakat.

In the process and strategy of collecting and collecting zakat LAZ Zakat of Center uses the concept of fundraising, which is an effort or process of activities in order to collect zakat, infaq and shadaqah funds from the community, both individual groups of organizations and companies that will be channeled and utilized for people who are entitled to receive zakat (mustahik). So in this case it needs an established fundraising process to collect it maximally. (Directorate of Empowerment of Zakat, 2009: 65) In the sense that simple fundraising is the process of influencing the community, both individuals as individuals or representatives of society and institutions to channel their funds to an alms institution.

Fund raising or fundraising is an important and main activity in an institution of zakat management, infaq and shadaqah. Because a zakat management organization in its activities is always associated with funds. Fundraising is not synonymous with money alone, its scope is broader and deeper. Because the influence of fundraising is very large for the existence of a zakat management institution.

The fundraising strategy is the starting point in determining the needs of the organization, all of which can be done to increase activities in meeting growing needs. Fundraising

activities determine the success of an organization or institution. Fundraising plays an important role for institutions or social organizations in an effort to support the course of the program in the activities of the operational wheels outlined. (Setyarso, 2008: 72)

Fundraising activities have at least 5 (five) main objectives, namely raising funds, raising donors, gathering sympathizers or supporters, building an institution's image (brand image), and giving satisfaction to donors. (Sani, 2010: 25)

Result and Discussion

Zakat of Center was established on July 22, 2003 based on the decision of the Minister of Justice and Human Rights of the Republic of Indonesia No. C-354. Ht.01.02 th.2004, Notarial Deed Hendra Harmen, S.H No. 3 and recommended by the Cirebon City MUI No. 33/MUI-UX-2003. Zakat of Center has basic characteristics, some of which are professional, neutral, non-public, independent, accountable and provide sustainable benefits.

The Zakat of Centre stands as a zakat management institution with modern management which is expected to deliver zakat to be part of the problem solvers of the growing social conditions. Zakat of Center is a non-profit and fully oriented organization of zakat, infaq and shadaqah which is based on the basic values of worship in elevating the dignity of the dhu'afa people to become independent and devoted to Allah. Zakat of Center is able to perform good tasks regarding the collection, management and distribution and utilization of zakat and other donations in a trustful, transparent and professional manner.

That's why the author is interested in researching how fundraising governance at the LAZ Zakat of Center in Cirebon City. Alms Center has collected a lot of ZIS funds, from and for the community itself. Of course there are several fundraising strategies that have been carried out to date to increase the achievement of ZIS funds through this institution. So, there needs to be a study of whether these strategies are as optimal as possible or not.

In addition, along with the development of technology and people's lifestyles, amil zakat institutions should make breakthroughs in order to utilize the ZIS funds receipts and distribution. With an integrated research method, the authors hope that the results of this study can provide an overview of how to increase fundraising of an amil zakat institution to the right and effective management of ZIS funds.

In the collection of zakat funds, the Center for Zakat reached a satisfactory result. The following is receipt of the zisafah funds:

Table 1
Acceptance of Zakat of Center Zakat Funds Period 2012-2017

Year	Reception (Rp)	Indicator
2012	1.616.295.176	44,9%
2013	2.342.602.391	12,1%
2014	2.057.122.250	32,1%

Source: Zakat of Center Financial Report 2012-2017

Although there appears to be a decline, there is a significant increase in the immediate increase. This proves that the fundraising of the Zakat of Center is able to increase the receipt of zis funds. The increase in funds is not easily obtained, it is necessary to have strategies used by the Zakat of Center itself.

One of the important things in a non-profit organization is a fundraising or fundraising strategy, because fundraising is the backbone of an organization. To get maximum results fundraising requires the right strategy and approach. Therefore the organization's initial step when raising funds must determine the right direction for the continuation of the next step.

In each institution there must be a target that must be achieved within the next year. Similarly, the Cirebon Zakat of Center also determines the target of receiving ZIS funds each year. In 2018 the target of receiving ZIS funds in the Zakat of Center reaches Rp. 20,000,000,000 with the motivation to help more Muslims throughout the world not only in region 3 Cirebon, West Java and nationally, but want more in the international arena such as Palestine , Rohingya, and others (Yahya, April 16, 2018)

In achieving these targets the fundraising of Zakat of Center implements as described by April Purwanto (2009), namely informing prospective donors of the existence of the Zakat of Center as a trusted zakat management institution. In addition to reminding donors and potential donors in the socialization and friendship that the assets we have there are some other people's rights that must be fulfilled.

Among LAZ in Cirebon City, Zakat of Center is one of LAZ that is able to raise large amounts of funds. This fund collection was carried out by 10 fundraising staff. Fundraising staff can also be called funding agencies. Where the funding agent consists of 7 people working in the field (offline) and 3 other people working in the office (online) (Yahya, April 16 2018).

The results of the interview with Mr. Yahya as the manager of the Zakat of Center fundraising that the funds obtained from fundraising Zakat of Center mostly came from infaq funds such as the Rumah Amal Enter House (KOMAR) and Charity Entering Schools (KOMAS) box, but there were also funds from cash waqf and professional zakat.

KOMAR numbered approximately 1200. While KOMAS numbered 10 boxes (Dila, 5 July 2018).

a. Cash Waqf itself is a fund collection program that provides waqf vouchers starting from Rp 50,000 to infinity. Cash waqf development program, namely:

1. Kp Telar Kedongdong Village Cisaat Dukupuntang. Area: $\pm 12,235$ m². For the construction of the Islamic Boarding School Tahfidz Quran and Madani Village.
2. Sidawangi Village Kec. Kab. Cirebon. Area: $\pm 5,820$ m².
3. Bojong Lor Village Kec. Kab. Cirebon. Area: $\pm 1,610$ m².
4. Arumsari Village, Kec. Kab. Cirebon. Area: $\pm 3,875$ m².

So the total area is 23,540 m². Whereas the latest amount of cash receipts currently is approximately Rp 132,000,000.

b. Professional Zakat is zakat issued from the profession's income (profession results), such as public or private employees, consultants, doctors, notaries, accountants, artists, and entrepreneurs.

According to Dila's funding agent, there are 98 people who pay professional zakat with the teaching & doctoral profession who have become civil servants and private employees.

Zakat of Center acts as a consultant for workers such as employees and others, who are still confused in distributing zakat from their salaries. The funding agents continue to socialize with agencies to help these muzakki (raising funds from them, channeling to people who are entitled to receive, and make reports).

In collecting ZIS funds, fundraising Zakat of Center has several strategies that are implemented in order to increase ZIS funds revenues both monthly and annually, according to Mr. Yahya as manager of fundraising, the strategies include:

1. *Gathering* (Silaturrahim)

In this friendship strategy, it is also included in the management and safeguarding of donors as described by Muhsin Kalida (2012). Alms Center always makes friendship with every donor. The funding agents come to the homes of donors to take KOMAR. The donors can ask for funding agents to visit their homes once a week, once a month, even incidentally, depending on the willingness of the donor. Even from this relationship, funding agents can get new donors recommended by regular Zakat of Center donors.

In this gathering, there was a program called ODOD (One Day One Doctor), that the funding agents were strived for one day to get a donor who was a doctor to become a donor in the Zakat of Center. In addition, funding agents must get at least one donor every day, this is done outside of socialization or presentations made by staff fundraising. Gathering of funding agents to these doctors was carried out at the doctor's house and at the place where the doctor worked. (Yahya, April 16, 2018) These funding agents every day make friendship to permanent donors or potential donors to want to spend their ZIS funds on the Zakat of Center.

This friendship strategy is a reinforcement for the Zakat of Center in increasing the receipt of ZIS funds. Where funds obtained so far have mostly come from hospitality or visiting the homes of donors. This gathering is indeed the most effective way in fundraising activities, because we can meet face to face with donors and can share with each other. According to an interview with Dila's funding agent, here is a list of funding agents and their regions:

- a) Hendi (Indramayu)
- b) Tohir (Kuningan)
- c) Sofyan (Cirebon & Majalengka)
- d) Fadhil (Cirebon & Jakarta)
- e) Wahyu & Yahya (Cirebon)

This fundraising work area is in region 3 which includes: 1) Cirebon with a revenue target of Rp. 300,000,000, 2) Indramayu, 3) Majalengka, and 4) Kuningan with a target of Rp. 50,000,000. This Silaturhami funding agent is divided into the north, west, south, and east routes, which are all included in cities and districts in Cirebon. In this gathering, Zakat of Center fundraising targeted 200-250 people per month outside

socialization. The funding agent is also targeted to increase by Rp. 50,000,000 with an average target per person of Rp. 250,000,000 per month.

2. Socialization

In this strategy, staff fundraising conducts socialization to companies or agencies to get donors. Because from getting this new donor, there will be an increase in the receipt of ZIS funds. Every month, there are already socialization schedules in several places such as health centers, private offices, and government. Not only that, usually after the socialization is carried out, there are prospective donors who want to consult about zakat, the zakat that is consulted is mostly professional zakat. In addition to socialization, there are also personal donors who want to donate at the Zakat of Center.

According to an interview with Mr Yahya, for the purpose of this socialization, fundraising the Zakat of Center targets BUMN employees (State-Owned Enterprises) because the earnings of these BUMN employees are predictable and can be seen from the amount of zakat that must be spent. In this case, the targets included institutional fundraising, namely focusing on raising funds from companies or the government.

Table 2 Socialization Activities

No	Date	Place
1	March 12, 2018	Dharma Yhukti Karini
2	March 20, 2018	RSUD Arjawinangun

Source: Zakat of Center Financial Report 2012-2017

3. Broadcast messages

The broadcast message strategy is also one of the strategies included in the use of fundraising methods as described by Muhsin Kalida. This method uses electronic communication media to think messages.

In this strategy, broadcast messages are managed by 3 people who are included in the Public Relations (PR) or who take care of Zakat of Center fundraising with online technologies such as sharing on Facebook (Zakat of Center), Twitter (@infaqproductive) and Instagram (zakatcenter). The funding agents send broadcast messages to the contact numbers on the HP funding agency. This method makes it easier for donors to donate through Zakat of Center account numbers or through the funding agent. This broadcast message is sent to 250 people with frequency once a week. From this broadcast message there were donors who sent confirmation sms after transferring their ZIS funds to the Zakat of Center.

4. Transfer donations.

It is one of the strategies in the Zakat of Center in increasing the receipt of ZIS funds. In addition to hospitality and socialization, transfers are an easy way for donors to donate some of their wealth to the Zakat of Center. Because transfers can be done anywhere and anytime, through e-banking or m-banking and donors do not need to come to the Zakat of Center office, just by sending a transfer confirmation message to the cellphone number listed in the brochure.

According to Mr. Yahya, the average donor who transfers is 20 people per month with a total of Rp 10,000,000. For infaq and shadaqah transfers, most of them are included in Bank Syariah Mandiri accounts because it is easier to check.

Following are the Zakat of Center account numbers used for transfers:

- a) Bank BNI Sharia Zakat Transfer: 00967211 02 (an. Tasino Thoriqotul Jannah).
- b) Transfer of infaq and shadaqah
 - 1) Bank Mandiri Syariah: 023 0019 933 (an. Haeruddin. H QQ LAZ Thoriqotul Jannah).
 - 2) Bank BRI Syariah: 1000 874 767 (an. LAZ Thoriqotul Jannah).
 - 3) Bank Muamalat: 131 001 90 11 (an. Tasino or Haerrudin, H. QQ LAZ Thoriqotul Jannah).
 - 4) Bank BTN Sharia: 716 2000 998 (ie Thoriqotul Jannah Zakat of Center).
 - 5) Bank BNI: 019 655 4851 (an. Thoriqotul Jannah Amil Zakat Institution)
- c) Transfers of Bank BJB Syariah endowments: 003.03.01.03938.2 (an. Haeruddin. H LAZ Thoriqotul Jannah).

5. Zakat of Center Stand

Although this stand is not held every month, the Zakat of Center stand is one of the strategies to increase the receipt of ZIS funds. This stand is guarded by 4 people in the shift system, the activities at the stand are brochure distribution and ZIS consultation. When approaching Ramadan, the Zakat of Center stand is present at shopping places, in Islamic banking and CFD (Car Free Day). On the 3rd day before the Ramadhan, the booth began to be spread. There are 10 booths of Zakat of Center in several places such as Grage Mall, CSB, Yogya Junction, Giant By Pass, Yogya Resources, BNI Syariah, and others.

Zakat of Center stands aside from being held during the month of Ramadan, there are also mass circumcisions. This is an indirect fundraising method to increase the receipt of ZIS funds.

Table 3
Placement of Zakat of Center Stand

No	Date	Place
1	March 6, 2018	Yogya Grand Sumber
2	March 6, 2018	Surya Toserba Sumber
3	March 8, 2018	Ramayana Plered
4	March 8, 2018	Griya Toserba Jamblang
5	March 8, 2018	BT Batik Trusmi
6	March 12, 2018	Transmart Cirebon
7	March 12, 2018	BTN Syariah Cirebon

Source: Zakat of Center Financial Report 2012-2017

Of the several trends that have been mentioned, the receipt of ZIS funds in Zakat of Centers is strongly influenced by several factors which are broadly divided into two, namely: 1) internal factors, and 2) external.

- 1) Internal factors, are the factors that are influenced by the situation that comes from the fundraising of the Zakat of Center. There are several internal factors in increasing the receipt of ZIS funds, including:
 - a. Strengthening faith, devotion in every fundraising (funding agent) main staff. The purpose of this factor is that funding agents are equipped with very strong religious knowledge such as doing tadarus together, performing Duha prayers, congregational prayers, fasting Thursday, and zakat in order to better understand zakat. Actually this is not only done by staff fundraising, but all staff at the Zakat of Center are given strengthened faith. The funding agent planted in him with the slogan "Try Intent to Be sincere because (UNIQUE) God" because if implanted in him like that, work will be light and feels the results.
 - b. Zakat Amilin Center. Starting from the Amilin / Zakat of Center staff themselves, every Amilin must have KOMAR (Charity Box Enter Home). Because before inviting others, invite yourself first. In addition, the creative and innovative Amilin Zakat of Center is one of the internal factors in increasing the receipt of ZIS funds in the Zakat of Center.
 - c. Fund agent cohesiveness. In this case, it is very influential for the increase in the receipt of ZIS funds due to a sense of compactness or togetherness being reinforcement in conducting fundraising activities. The funding agent is equipped with a Zakat of Center mascot which reads "zakat is easy, charity is easy". With the solidarity of the funding agents, the receipt of ZIS funds each month can increase 2 or 3 times from previous years.
 - d. Facilities and infrastructure. Zakat of Center has good and improved facilities and infrastructure. Starting from the availability of many charity boxes to the ambulance car. This is to support the needs of the Zakat of Center.
 - e. Services both collection and deposit. In this case, Zakat of Center provides friendly and satisfying service. When there are donors who visit the Zakat of Center to provide ZIS, the direct staff are ready to serve. Collecting and depositing donations is carried out according to SOP.
- 2) External factors, are factors that are influenced by circumstances that come from outside the fundraising of the Zakat of Center. There are several external factors in increasing the receipt of ZIS funds, including:
 - a. LAZ competition. In this case, the competition for zakat institutions is not only a threat to the Zakat of Center, but rather makes it an external factor for increasing the receipt of ZIS funds. This is because donors who believe in the Zakat of Center as a zakat institution are oriented towards the value of worship. With another LAZ competition, making it a motivation for Zakat of Center fundraising staff.

- b. Muslim awareness in tithing, infaq, and sadaqah. Although there are still people who have not yet realized how important it is to pay zakat or invest in charity or piety, there are some people who are aware of it. Many people pay their zakat or give infaq and shadaqah to Zakat of Center because the LAZ Zakat of Center is an institution that has a legal entity that can be trusted in collecting and distributing funds to those who are entitled to receive it.
- c. Government support. Because this is not under the auspices of the government, the Zakat of Center only has a legal institution. But the Zakat of Center routinely reports its annual activities to BAZNAS and the Ministry of Religion. This is that the Zakat of Center is an LAZ that can be trusted and conduct activities according to procedures.
- d. An environment with a majority Muslim population. The Zakat of Center is located in a place with a majority Muslim population, aware and understanding the importance of ZIS, making the Zakat of Center have regular donors. Moreover, the address of the Zakat of Center which is close to offices makes office employees like Sucofindo employees, BPJS Health to be donors at the Zakat of Center.

Research Methods

This research approach is quantitative using descriptive analysis method. Data collection techniques were used as an interview directly to the head of the Zakat of Center Branch as the first hand (key informant) as the primary data source. The secondary data used is a bibliography that is relevant to this study.

Conclusion

Based on the above research results, it can be concluded that fundraising strategies in increasing the receipt of ZIS funds made by the Zakat of Center are five. *First*, friendship to donors/muzakki. *Secondly*, socialization to private offices and government agencies. *Third*, sending broadcast messages to donors/muzakki. *Fourth*, transfer donations. *Fifth*, the Zakat of Center stand. Internal factors that influence the increase in ZIS fund revenues are: (1) Strengthening of faith by all Zakat of Center employees, especially fundraising staff; (2) the Zakat Amilin Center must have KOMAR; (3) Zakat of Center funding agent compactness; (4) Facilities and infrastructure of Zakat of Center. (5) Zakat of Center Services. While external factors that influence the increase in ZIS funds receipt are: (1) Competition with other LAZ; (2) Awareness of Muslims in implementing ZIS; (3) Government support; (4) Environment with a majority Muslim population.

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