

## The Fundraising Strategy of Fast Response Action or Aksi Cepat Tanggap (ACT) Labuhan Batu in Improving the Funds of Zakat, Infak, Sedekah(Alms) and Waqf

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**Abstract.** Aksi Cepat Tanggap (ACT) is a new institution in the Labuhanbatu region established to increase the funds of zakat, infaq, alms and waqf. This study used descriptive qualitative methods by using primary and secondary data sources. There are ten informants selected. They are interviewed to know the ACT strategy of fundraising. This study finds that Aksi Cepat Tanggap (ACT) Labuhanbatu's fundraising strategy in increasing the zakat, infaq, alms, and waqf funds is by identifying donors, using fundraising methods (direct and indirect fundraising), managing and maintaining donors, and monitoring and evaluating fundraising. In the first year of establishing the institution, ACT started its movement by expanding its indirect fundraising strategy to form a solid branding and positive image so that ACT Labuhanbatu could quickly adapt and build public trust. ACT already knew some definite donor targets with the previous year's branding activities, and the public was familiar with the institution's activities. This initiated ACT Labuhanbatu to upgrade its strategy by increasing direct fundraising and maximizing the maintenance activities of donors who often make their donations. In addition, ACT has conducted evaluations from both internal and external institutions so that Aksi Cepat Tanggap Labuhanbatu can increase the zakat, infaq, alms, and waqf funds in 2021.

**Keywords:** Fundraising Strategy, Fast Response Action (ACT) Labuhanbatu, Zakat, Infaq, Alms, Waqf.

### Introduction

Indonesia is the country with the largest Muslim population globally, i.e., 88% of the total population of Indonesia is Muslim (BPS, 2010). This makes zakat, infaq, alms, and waqf (ZISWAF) a potential market. Therefore, the discourse on the management of ZISWAF is critical to pay attention to. The existence of initiation and encouragement to optimize the collection and distribution of ZISWAF in Indonesia is increasingly being taken seriously by the government by issuing Law No.23 of 2011 as a substitute for Law No.38 of 1999 on zakat management, as well as legislation No.41 of 2004 regarding renewal waqf management. These regulations further strengthen the existence and role of the ZISWAF institution, both from institutions managed by the government and non-governmental organizations by the community (Makhrus, 2018). If this instrument can be appropriately managed, then the graph of the Indonesian Muslim economy has

the potential to increase, and the discourse on effective and sustainable Indonesian economic development can be maximized.

Regarding the development of ZISWAF, Indonesia has also experienced a significant improvement in terms of institutional growth. This can be seen from the massive birth of ZISWAF institutions in the last few decades so that it becomes a challenge for each institution to maintain its existence. Therefore, a strategy is needed so that the institution can survive and that the institution's programs and operational wheels continue to run. In this case, ZISWAF's fundraising is the central pillar that determines the institution's success. With good fundraising, the fulfillment of the organization's operational objectives of helping the people can continue to be carried out.

Fundraising is defined as collecting zakat, infaq, alms, waqf, and other resources, from individuals, groups, organizations, companies, and the government, which will later be distributed and utilized for the entitled people as well as the operational activities of the institution. Fundraising activities themselves have 5 (five) primary objectives: raising funds, gathering donors, sympathizers, or supporters, building a brand image, and providing satisfaction to donors. The right strategy is needed according to the needs of the target. Each institution has a strategy that varies according to the accuracy and innovation of each institution, one of which is the humanitarian agency Aksi Cepat Tanggap (ACT) Labuhanbatu, North Sumatra Province.

ACT Labuhanbatu, a new institution established in 2020 when the COVID-19 outbreak entered Indonesia, was able to adapt to the crisis conditions quickly. ACT Labuhanbatu which was established in 2020, generated fundraising of Rp. 895,459,000, and only within one year of fundraising, ACT Labuhanbatu experience an increase in fundraising of Rp. 1,946,851,259 (as of the end of September).

Of course, this is interesting to study to see how the Labuhanbatu Action Quick Response (ACT) fundraising strategy increases the acquisition of zakat, infaq, alms, and waqf funds so that ACT Labuhanbatu can be a reference for other Islamic philanthropic institutions.

## Methods

This research uses a descriptive qualitative method using primary and secondary data sources. Researchers took ten informants, seven informants from institutional management, and three other informants from external institutions, namely permanent donors of Aksi Cepat Tanggap Labuhanbatu. The data sources in this study are interviews, observations, and documentation. They are supported by literature in the form of books, journal articles, and other data related to the problems in this study. Strategy done includes identifying donors, determining the method of fundraising (direct and indirect methods of fundraising), managing and maintenance of donors, as well as monitoring and evaluating fundraising (Abidin et al., 2009).

## Results and Discussion

As Kadir and Nafis (2017) quoted, Griffin states that strategy is a comprehensive plan for accomplishing an organization's goals. This means the strategy is a comprehensive plan to achieve organizational goals. Strategy formulation requires certain stages to determine a strategy to be designed as in fundraising. Fundraising strategy is the backbone of fundraising activity. If an organization runs without a strategy, it will travel without a map (young et al., 2007). Fundraising is an effort or process of activities in collecting funds and other resources, both from the community, organizations, institutions, governments, and companies, to finance operational activities and institutional programs in order to achieve the goals, mission, and goals of an institution (Furqon, 2015). In fundraising, there is a process of influencing. This process includes informing, reminding, persuading, encouraging, seducing, luring, and strengthening (stressing), if possible or allowed (Furqon, 2015).

Abidin et al. (2009) stated that social institutions, namely continuously carry out four fundraising strategies:

- a. Identification of Donors, namely determining who and studying the background and demographics of potential donors, both donors who have made donations and new donors. Identifying donors is done by selecting the donor database, viewing the donor database, utilizing donors' relatives,
- b. analyzing donor needs, and holding meetings with donors.  
The use of the fundraising method. That is determining the suitable method or steps to approach donors. In its implementation, the fundraising method applied by the institution can be carried out in various ways according to the innovation and accuracy of each institution or organization itself. An organization or institution carries out several fundraising methods, namely 1.) Direct fundraising methods use techniques or methods that involve direct donor participation, namely forms of fundraising. The interaction and accommodation power process towards the response Donors can be done immediately (directly). The transaction can be carried out efficiently if the donor desires to donate after receiving a promotion from the organization's fundraiser. All the complete information needed to donate is available. Examples of direct fundraising methods are direct mail, direct advertising, tele fundraising, and direct presentations. 2.) Indirect fundraising methods use techniques or methods that do not involve the direct participation of donors, namely forms of fundraising which are not carried out by providing direct accommodation to the donor's immediate response. An example of the fundraising method is carrying out promotions that lead to a robust institutional image without being specifically directed to make donation transactions simultaneously.
- c. The management and maintenance of donors are carried out with warm visits, providing services, involving donors in various institution activities, and helping to solve the problems of the donors.

- d. Fundraising monitoring and evaluation. Monitoring is a process of collecting and analyzing information based on established indicators regarding the activities of institutions and programs so that corrections and evaluations can be made. Furthermore, monitoring and evaluation are carried out by monitoring how the fundraising activities are, assessing how effective the fundraising efforts have been, ascertaining whether there are problems in the implementation of fundraising, and assessing how successful the institution is in achieving its targets.

This fundraising strategy is used by social institutions and non-profit organizations, such as Islamic philanthropic institutions that focus on the context of zakat, infaq, alms and waqf to raise funds and gather community participation to be generous. With the right fundraising strategy, an institution can continuously run its operational wheels and maintain its existence in the community.

### **1. Zakat, Infak, Sedekah (Alms) and Waqf**

Linguistically, zakat means holy, developing, and blessing. In Surah Maryam verse 13, the word zakat means holy, such as in Surah An-Nur verse 21, which uses zakat, which means clean (holy) from evil and evil (El-Fikri, 2014). In terms of zakat is a predetermined size of the obligatory zakat assets, which are distributed to eight groups of zakat recipients under certain conditions (al-Muhsin, 2018). Zakat consists of zakat fitrah and zakat mal. Zakat fitrah is zakat alms of the soul. Zakat fitrah is zakat that every Muslim must pay, both children and adults, male and female, as well as a free Muslim or an enslaved person, with a total zakat expenditure of 1 sha or 2,176 kg of rice (or rounded up). to 2.5 kg) or 3.5 liters of rice before Eid al-Fitr. Zakat mal is zakat imposed on the property (maal) owned by a Muslim or an institution with the terms and conditions that have been set (Sahroni et al., 2019). Furthermore, infaq comes from the word infaq, which means issuing a treasure for the benefit of something. Infaq is carried out for the poor and needy, fellow Muslims, infaq for natural disasters, mosque construction, humanitarian infaq, and others (Rohmawati, 2018). At the same time, Sadaqah is a gift given by a Muslim to another person spontaneously and voluntarily without any restrictions. In addition, alms also mean a gift given by someone who hopes to please Allah. The difference is that infaq is related to material things; Sadaqah has a broader meaning than non-material things. From the above definition, both zakat, infaq, and Sadaqah are forms of worship with two dimensions, namely the dimension of obligation between the individual to Allah SWT and the social dimension (Sumadi, 2017).

Waqf comes from the absorption of Arabic, namely waqf, which means to hold or stop or stay in place or remain standing. Imam Abu Hanifah argues that waqf is holding objects which, according to the law, remain the property of the wakif (the person who makes waqf) for goodness. Furthermore, Imam Maliki argues that the waqf is not relinquishing the property in waqf from the ownership of the wakif. However, the waqf prevents the wakif from taking action to release his ownership rights to the property, and the wakif should donate the benefits and may

not withdraw the waqf. Meanwhile, Imam Shafi'i and Imam Ahmad bin Hambal argue that waqf is the release of the waqf property from the ownership of the wakif after the provisions or procedures for waqf have been completed (Kementerian Agama, 2013).

## 2. Labuhanbatu Quick Response Action

The Rapid Response Agency (ACT) is a humanitarian organization that focuses on emergency response, post-disaster, community empowerment, and spirituality-based programs such as zakat, infaq, alms, waqf, and qurban. Aksi Cepat Tanggap expanded to all provinces of Indonesia in 2012, both in the form of a volunteer network with an MRI (Indonesian Volunteer Society) forum and branch offices. One of ACT's branch office developments is located on Jl. SM King No. 65 E, Bakaran Batu, Rantau Selatan last January 2020, then ACT moved its office to Jl. Sirandorung No. 38, Padang Bulan Village, North Rantau District, Labuhanbatu Regency, North Sumatra Province on January 18, 2021.

In its activities, Aksi Cepat Tanggap Labuhanbatu implements a fundraising strategy to identify donors, determine fundraising methods (direct and indirect fundraising methods), management and maintenance (donor care), as well as monitor and evaluate fundraising, as follows:

### a. Donor Identification

CRO Staff Cut Mutiara Sari identifies donors with limitations on individual public donors and Partnership Staff Harris Ghazali and Dwi Mahyudi in the donor's section of corporate, organizational, and institutional partnerships. Based on the results of previous interviews, the identification of ACT Labuhanbatu donors, namely:

**1. Obtain and perform database input.** The database in this scope collects donor data, including names, addresses, and phone numbers/WhatsApp of donors, to offer institutional and maintenance programs to increase the potential for repeated donations. ACT Labuhanbatu's donor database is obtained through:

a. Relations / Relationships.

b. events. When ACT holds an event, the people who participate will be given an envelope containing a sheet of paper to be directed to fill out the donor database. ACT's initial strategy was to direct donors to write their prayers and hopes for the beneficiaries, creating a sense of concern and empathy for the donors.

Furthermore, ACT Labuhanbatu directs donors to fill in their names and phone numbers so that ACT can contact the donors again to make offers to the institution's programs continuously.

c. Friendship. ACT Labuhanbatu made a warm visit to the community, including organizations, ta'lim assemblies, women's study club, and others. ACT will ask permission to ask for their contact number, making it easier to make program offers in the future.

d. Donation Transactions. The donor database is obtained through transaction receipts so that ACT can obtain a database of potential donors.

After obtaining the donor database, the CRO staff input the database into Microsoft Excel. The next stage of donor identification is:

**2. Selection of donor data.** That is doing telemarketing and greeting Whatsapp to ensure the activity of the phone number and see the response of potential donors when a program is offered.

**3. Prospect donors.** That is assessing how likely it is that potential donors will make donations. Donors who donate in large quantities and with frequent intensity can maximize maintenance, given their excellent alms enthusiasm, so they are included in the category of potential donors.

**4. Analyzing the needs of donors.** The treatment is given both the fundraising and donor maintenance methods and is intended to be carried out on target. Each community has different needs, for example, in the government line. They like programs on poverty, health, and momentum issues, while companies like programs in line with their corporate social responsibility programs. The brief presentations on program offerings are in line with the company's needs. For individual donors, ACT builds trust by doing maintenance, while ACT organizations and communities offer collaboration and involve communities and organizations in fundraising activities and program implementation.

## **b. Fundraising method**

In carrying out methods, methods, or patterns of raising funds and increasing community participation, ACT Labuhanbatu uses a combined method, namely direct and indirect fundraising methods, including:

### **1. Direct fundraising**

Direct fundraising is a direct fundraising method, offering institutional programs to prospective donors to donate. In the direct fundraising strategy, ACT Labuhanbatu uses the Maneuver method, a fast and agile method to offer ACT Labuhanbatu programs directly to potential donors. The Maneuver Method consists of 1.) Telephone. That is by telefundraising, offering programs through out-of-calling via cellular telephones. 2.) Whatsapp. Greeting donors is done by providing a stimulus for religious narratives and humanism. This aims to raise the concern of donors, then direct them to the program of the institution. Whatsapp greeting is done by 2 WA Senders sending Broadcasting messages (broadcasts) to all contact numbers simultaneously and Blasting. A paid feature of WhatsApp is used to send messages to many numbers simultaneously. This message can be sent in bulk without saving contact numbers; first, it only requires a database of phone numbers. 3.) Visits, namely visiting donors for fundraising early morning alms donations and picking up donations to the donor's house. 4.) Field Action. They raised donations and opened a donation boot at a potential place and time. For example, during Ramadan,

donations are opened at the shopping center and on Fridays at the mosque. 5.) Presentation, namely conducting a brief program presentation to potential donors. Before making a presentation, ACT's partnership staff made the list of donor targets and set a target for donations to achieve fundraising optimally. 6.) Emails. This formally invites institutions to collaborate in the Labuhanbatu Rapid Response Action program.

In addition to direct fundraising, ACT also has a volunteer network that helps ACT direct fundraising, namely MRI (Indonesian Volunteer Society). She is a volunteer for Aksi Cepat Tanggap, whose of her movements is also involved in fundraising, such as raising donations for disasters. And RFI (Indonesian Philanthropy Volunteers). RFI is an influencer of ACT volunteers to educate and invite the public to do philanthropy. RFI will get a kafala incentive for every fundraising movement from the fundraising results.

## **2. Indirect fundraising**

That is the fundraising method without involving the direct participation of donors and does not offer programs to ask donors to donate at that time, but methods with institutional branding, campaign (socialization) programs, and others, both offline and online. ACT Labuhanbatu conducts indirect fundraising by:

### **a. Digital Channel Utilization**

#### **1. Crowd Funding**

Crowdfunding is fundraising facilitated by internet sites (Nugroho & Rachmaniyah, 2019). Crowdfunding is a donation page where the public can see what campaign programs are currently taking place at an institution online. ACT conducts a campaign program by paying attention to the diction and narrative of the campaign and conducting a strict filter on the selection of cases that will be uploaded to the crowdfunding site to attract donors' interest in making donations. ACT has a crowdfunding platform and app called [indonesiadermawan.id](http://indonesiadermawan.id). The platform and apps present campaign programs and information about the number of donations collected, transaction history, achievement targets, and stories. It shares programs on website links that can be connected on several social media such as Facebook, Twitter, and WhatsApp. The central ACT also established a narrative writing procedure for [indonesiadermawan.id](http://indonesiadermawan.id) to maximize the campaign program. All ACT branches have the same writing framework as the institution's branding. Furthermore, the central ACT media also did a little editing of the final refinements before being officially uploaded for public consumption. In addition, to expand the campaign program network, Aksi Cepat Tanggap affiliates with external crowdfunding platforms, such as the [kitabisa.com](http://kitabisa.com) platform, [sharinghappiness.org](http://sharinghappiness.org), [Amalsholeh.com](http://Amalsholeh.com), and others.

#### **2. E-Commerce**

E-Commerce is a process of buying, selling, transferring, or exchanging products in goods and services and information through the internet network (Pradana, 2015). Aksi Cepat Tanggap has an E-Commerce online shopping market called the alms

market. E-commerce acts as an intermediary between sellers and consumers who want to carry out a buying and selling transaction. What distinguishes the E-Commerce alms market from other e-commerce is the alms market; every time consumers purchase goods, they donate to the community through Quick Response Action. ACT also sells programs on several other e-commerce sites such as shopee and Bukalapak. The central ACT manages program uploads to related e-commerce pages in the mechanism. Marketing communication staff Wahyu Muhammad Rizky said that the implementation of e-commerce strategies in Labuhanbatu is not in line with the needs of potential donors because the majority of Labuhanbatu people are not proficient in technology, especially related to e-commerce.

### 3. Social Mediapurwanto

Social media is used as an institution's branding to share program implementation and education and share the latest information related to the institution. ACT Labuhanbatu has a Facebook social media account, namely @ActLabuhanbatu, which has 4.3 thousand friends, an Instagram account, and @actlabuhanbatu has 1,434, and a TikTok account, @actlabuhanbatu, which has 109 followers. To maximize social media content so that potential donors are interested in donating, ACT Labuhanbatu does the following:

**a. Copywriting Optimization.** According to Frank Jefkins, as cited by Tarigan (2021), Copy Writing is the art of writing persuasive sales messages. The writing must be able to attract attention, interest, desire, and belief (conviction) (Tarigan, 2021) so that it can lead to a decision to act (action). In line with this theory, ACT Labuhanbatu does copywriting by considering choosing the correct language diction to attract the empathy of potential donors.

**b. Visual Optimization** of ACT Labuhanbatu creates a unique visual branding of flyers/posters so that when someone sees it, they can spontaneously know that the flyer belongs to ACT. ACT consistently sets flyer fonts, namely canaro medium, canaro semibold, and regular myriadpro. ACT also applies bold colors in the flyer program, such as red and black dominating the flyer colors to attract people's attention, and green and white in the flyer program.

**c. Posting Time.** ACT Labuhanbatu pays attention to possible posting times so that many people can see the content. Usually, the times that have a greater intensity of viewers are in the morning and evening, so content uploads are carried out at least 1-2 times a day.

### 4. Media Partners

Media partners are news media willing to cooperate with ACT Labuhanbatu to issue news related to ACT Labuhanbatu's new programs and program implementation. The impact on the institution's branding rating is increased. These media partners are Kompas, Sumut24.co, Medan Business Daily, North Sumatra Information Window, etc.

### 5. Online Webinars

Online webinars are seminars conducted online using meeting applications, such as the Google Meet and Zoom Meeting apps. ACT conducts online webinars to provide education and outreach to the public. ACT massively conducts webinars to provide education. For example, in an online webinar with the theme "The Enjoyment of the Barokah Al-Qur'an" by Umm Hanifah, a Hafidzah 30 Jus on 15 May 2020, conducting tausiah, socialization, and so on.

### **b. Radio**

Mass communication media that can convey a broadcast message is radio. Aksi Cepat Tanggap Labuhanbatu conducted a humanity talk show broadcast on the radio to deliver the latest program moments, outreach, and education. ACT broadcasts radio at Pas FM Rantau Prapat studio as ACT's humanitarian partner.

### **c. Institutional branding**

ACT Labuhanbatu does this to introduce its programs to the public. The institutional branding carried out by ACT Labuhanbatu is by 1.) Event. Labuhanbatu's quick response action is to hold significant events in quantity as much as 2-3 times a year. Quick Response Action Labuhanbatu will look for talents and public figures favored by the community. One example of the procurement of an event during Ramadan in April 2021 was the Roadshow of Ustadz Zulfikarullah in Labuhanbatu. 2.) Program socialization to the Ta'lim and Perwiratan Councils. Socialization is carried out to introduce the institution to the community. ACT Labuhanbatu has mapped the area based on the recapitulation of the number of existing mosques. This aims to meet the takmir of the mosque so that they can question how many ta'lim assemblies and women lawmakers are in the area. Knowledge of the number of ta'lim assemblies is fundamental because the partnership will more easily set the list of the targets for the ta'lim and perwiratan assemblies so that in 1 month, the intensity of visits can be measured. The partnership with the CRO staff only introduced the institution and ACT programs, but it has not yet reached the closing fundraising stage (directions to donate right away). 3.) Program Implementation

According to Phillip Kotler, as cited by Marfu'ah and Sulthon (2015), the institutional program is a broad part of the brand because the product of the institution's program is anything that can be offered to the market. ACT Labuhanbatu implements stimulants to attract public trust. The central ACT provides initial stimulant funds for implementing derivative programs (programs that come from the center), resulting in reports, documentation, and supporting narratives uploaded to various digital media and offered to potential donors. ACT Labuhanbatu has implemented local scale programs to implement infrastructure programs. The infrastructures include the Al-Qur'an Al-Fatih house founded in Tebangan village on 20 September 2021. Other programs are the Friday sharing program and micro and medium enterprise waqf (WMUM) for the Labuhanbatu community.

### **c. Donor Management and Maintenance**

Management and maintenance (care of donors) are generally carried out in several ways, such as making warm visits to donors, providing information and services, involving donors in program activities, sending gifts, or helping to solve donor problems. In line with this, Aksi Cepat Tanggap Labuhanbatu manages and maintains donors by: 1.) With zakat consulting services, known as zakat care line and program consulting services. 2.) A program report is a program report that has been implemented and compiled in the form of a brief (short report sheet), which will then be submitted to potential donors who have participated and donated to the institution's program to increase their trust. 3.) Involve the participation of donors. The ACT includes donors in program implementation so that donors are emotionally connected to the beneficiary. This aims to build a sense of concern so that donors are continuously encouraged to participate in future programs for the ACT community. 4.) Friendship. ACT Labuhanbatu made a warm visit to the donors as a step to strengthen *ukhuwah* and build relationships. 5.) Giving Thanks. A token of gratitude to donors. ACT expressed its gratitude by praying for the goodness of the donors and giving gifts to active donors. For institutional or organizational donors, ACT Labuhanbatu gives symbolic gifts in the form of humanitarian certificates. In contrast, public/community donors who are intensely giving monthly donations to ACT will give gifts in snacks and hampers.

The researchers also conducted interviews with three regular donors of ACT Labuhanbatu, namely Maria (58 years), Sri (32 years), and Ahmadi (34 years), to see their perception of ACT Labuhanbatu's maintenance. In their perception, ACT Labuhanbatu has a positive image because ACT's maintenance, namely program reporting, gathering, and giving gifts, creates trust and builds good relations between institutions and donors.

### **d. Monitoring and evaluation**

ACT Labuhanbatu conducts monitoring and evaluation by looking at the supporting and inhibiting factors of the fundraising process. Supporting factors help evaluate what activities and programs can be maintained to become potential prospects, while inhibiting factors help correct any problems for evaluation and improvement. The following are the supporting and inhibiting factors for ACT Labuhanbatu:

#### **1. Supporting factors**

a. Qualified human resources. ACT Labuhanbatu has qualified human resources because the human resources have a background in line with their job descriptions. For example, Branch Manager Muhammad Dhani Aswin has experience as regional head of a private bank in North Sumatra province for the working areas of Danamon, Btpn, CIMBniaga, and Mega Syariah banks. Dhani's experience correlates with the success of managing the non-profit organization ACT Labuhanbatu sustainably. Furthermore, the partner staff of Harris Ghazali has worked as an assistant marketing manager at the finance company FIF (Federal International Finance) Astra for 15 years. This causes Harris to already know the

prospects and market of Labuhanbatu very well as a partner. Likewise, with other staff with similar work experience backgrounds, maximizing the performance and achievement of the institution's targets.

**b. Creative distribution.** ACT has the creative distribution of zakat, infaq, alms, and waqf programs. Some of the implementations of ACT Labuhanbatu's creative programs are the Fleet Humanity Food Truck program to share free food, where the food processing is carried out on a food truck by the central ACT chef. This implementation was carried out for two days, namely on Monday, 25 October 2021, at the Al Aman Aek Kanopan Grand Mosque and Tuesday, 26 October 2021, at the Rantau Prapat Grand Mosque. This creative distribution has received attention and enthusiasm from the community, thus initiating ACT to continue to innovate and renew programs.

**c. Wide distribution capabilities.** ACT has programs across the Islamic world, such as programs for Palestine, Rohingya, Uighurs, and others. This cross-Islamic world program, especially the Palestine care program, is a program that the Labuhanbatu community is interested in so that the Islamic world program can be innovated as needed.

**d. Superior digital technology.** Aksi Cepat Tanggap won awards as Top Leader on Digital Implementation and Top Digital Implementation 2020 level 4 star on social Institution. ACT successfully implemented digital technology in internal performance management, raising donations to implement public assistance on Tuesday, 22 December 2020. ACT also received an award from Warta Ekonomi at the Indonesia Millennial's Brand Choice Awards 2021 on 24 June 2021, ranking first and best in the online social donation category. This success is an evaluation for creating digital fundraising that is more creative and can become a donation trendsetter platform that the community likes in the future.

## 2. Inhibiting factor

**a. The number of human resources is limited.** ACT Labuhanbatu has limited human resources, for example, in marketing communications. The number of the list Markom jobs causes digital marketing to be limited. Markom can only maximize performance in making flyers, photography, crowdfunding narratives, and posting to Instagram and Facebook accounts. Because of this, CRO staff had a double job of creating TikTok content and helping Wahyu with copywriting and design. The Branch Manager plans to submit Markom 2 in 2022 to the center to maximize online marketing.

**b. Donor contact is disabled.** The donor's phone number or WhatsApp is sometimes deactivated, so maintenance cannot be done.

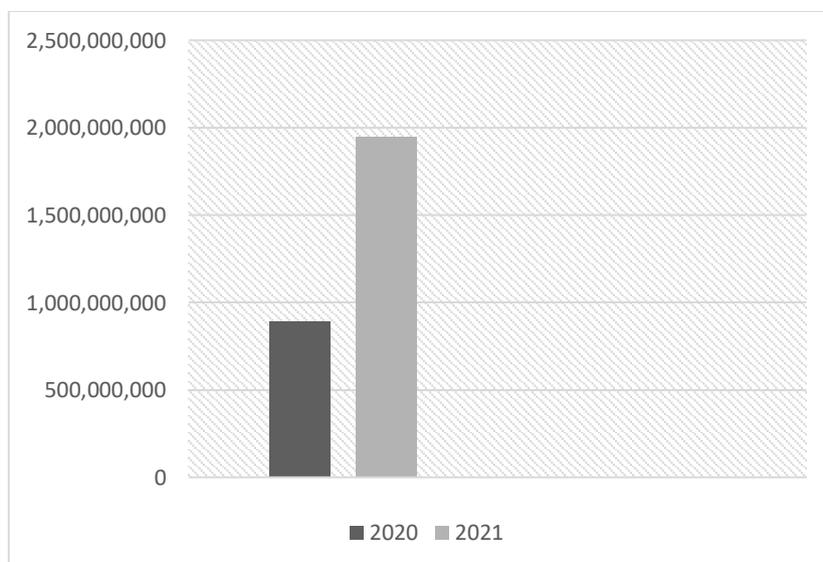
**c. Local people's knowledge of institutions.** Not all people know about ACT Labuhanbatu, especially in rural areas no longer covered by ACT Labuhanbatu's working area. This is an evaluation of ACT Labuhanbatu to increase campaign/socialization in the community.

**d. Lack of public knowledge about digital technology** People's backwardness in using technology makes it difficult to campaign and offer programs by presenting digital technology. A simple example of using the WhatsApp application for communication media, there are still many Labuhanbatu people aged 40 years and over who cannot use it. This age is a strategic target for offering programs because many people have fixed and stable incomes. Therefore, ACT also increases offline fundraising.

**e. The lack of public understanding of zakat, infaq, alms, and waqf.** A Muslim's understanding of the laws and obligations of zakat is one of the causes of a person's decision to pay zakat. According to Cut Mutiara Sari CRO staff, high-intensity zakat payments are made during Ramadan, but most Labuhanbatu people only pay zakat fitrah. For zakat mal, about 2-3 people in one year pay it, but it is done inappropriately. They just give a nominal amount of money intended for zakat mal, without calculating the total amount of their assets. In addition, many people do not know about cash waqf; they still know that the payment of waqf revolves around land and buildings. Rapid Response Action Labuhanbatu, in its activities, still focuses on fundraising donations and waqf. ACT only provides zakat education through social media and opens zakat booths in shopping centers during Ramadan, so it is necessary to increase the quantity of zakat education and socialization.

**Increased Acquisition of Zakat, Infaq, Alms, and Waqf Funds for Rapid Response Action (ACT) Labuhanbatu**

Through all channels and the implementation of fundraising strategies, Aksi Cepat Tanggap Labuhanbatu has experienced an increase in fundraising results in the past year. Historically, ACT Labuhanbatu is a new institution established in 2020 when the economic crisis took place due to the COVID-19 pandemic. This was initiated with ACT Labuhanbatu's strategic planning so that ACT was able to adapt and obtain increased fundraising results in the following year, as shown in the following graph:



**Graph 1. The Fundraising Data**

The success of the fundraising is about raising funds obtained and through the success of ACT Labuhanbatu in branding and introducing the institution's existence. Kotler, as cited by Karsono, said that branding begins with an image formed from the institution's operational activities and services so that a positive value image will attract consumers to transact (Karsono et al., 2021). This is in line with the success of ACT Labuhanbatu in branding the institution, maximizing operational activities, implementing programs, and socializing the approach, thus causing the community to participate and support the ACT Labuhanbatu program voluntarily.

Furthermore, Aksi Cepat Tanggap Labuhanbatu carried out strategic planning, where at the beginning of the formation of the ACT Labuhanbatu institution, it focused more on indirect fundraising strategies (indirectly), introducing institutions with powerful brandings, such as the following ACT activities:

**1. To the government.** Quick Response Action Labuhanbatu introduced institutions and invited the government to collaborate.

**2. To the community and the organization.** ACT conducts the socialization of institutions and involves them in program implementation activities. For example, in raising funds to help Izmi Turki, ACT Labuhanbatu invited the Labuhanbatu community (Dakwah Istiqomah Hijrah), Ierantauprapat (Indonesian Escorting Ambulance) and golab for 3 days starting on 12, 13, 14 November 2020. ACT built a close relationship by inviting the community to climb to the top of the Manalese hill to commemorate the Youth Pledge Day on 28 October 2020. This activity was attended by MRI ACT and several communities, namely Kebas Adventure, GPS, Gojek Labuhanbatu, PPU, Salam Labura, Sigambal Camp Outdoors, Sans, Freedom Of Adventure, Youth above the clouds, Bocah Semprul Labuhanbatu, Nekbet Family and Kojek Labuhanbatu.

**3. To the Community.** ACT created a shopping charity program to help offer MSME products during the early 2020 COVID-19 pandemic. ACT offers collaboration to MSMEs to use the name ACT Labuhanbatu in branding their products and promote their MSME products through ACT's social media. That way, ACT Labuhanbatu gets feedback that the community will be more familiar with it through the MSMEs from the shopping charity program.

ACT also increases the intensity of branding through digital channels and holds webinars on Islamic knowledge education. For example, on 13 May 2020, with Ustadz Ahmad Mulkan, a webinar with the theme of zakat cleaning assets, sharing time with hafidzah Umm Hanifah on the theme of the enjoyment of the blessing of the Qur'an on 15 May 2020, and other online activities. ACT massively uploads institutional activities, appreciates community participation through social media, and increases the frequency of program introduction broadcasts and humanity talk on the radio. The Labuhanbatu ACT program has also been implemented, thereby increasing public trust.

In 2022, ACT Labuhanbatu will improve its direct fundraising strategy. ACT Labuhanbatu will massively conduct program presentations to the public, conduct

visits to pick up donations, fundraise for early morning alms donations, routinely open donation booths in mosques on Fridays, conduct telephony fundraising, and maximizes maintenance for donors. ACT has collected several regular donors, which causes the fundraising cycle to tend to stabilize in 2021.

ACT has also evaluated the internal and external of the institution so that ACT Labuhanbatu can carry out its activities better. For example, in the evaluation of the inner side of the institution in 2020, ACT experienced a shortage of staff due to a lengthy recruitment process, so the CRO staff also served as finance admin and marketing communications. HR performance can be maximized when the finance admin staff Devi Amalia enters the fifth month and Wahyu Muhammad Rizky entered the fourth month in 2020. The institution's operations can run stably and optimally. Meanwhile, in the external evaluation, ACT Labuhanbatu already knows the identification of donors and is more careful in analyzing the needs of donors. For example, in the case of inappropriate program offerings to the company PT PLN, ACT offered development and waqf programs that were out of sync with their CSR (corporate social responsibility) program in the form of food package assistance. By providing the appropriate program brief last October 2021, PT. PLN gave a sizeable donation after almost two years.

Looking at the analysis carried out by the researchers, it can be seen that Aksi Cepat Tanggap Labuhanbatu implements a fundraising strategy through proper timing planning. ACT Labuhanbatu adjusted the intensity of the implementation of the fundraising strategy to the needs of the institution in the first year so that ACT expanded its indirect fundraising strategy to form a positive image. Quick Response Action Labuhanbatu pays attention to forecasting, planning, and estimating trends that may occur in the future, both in the form of opportunities and obstacles by developments around them in all aspects (Yunus, 2014). This has caused ACT, as a new institution, to adapt and build public trust quickly. In 2021, ACT Labuhanbatu already knew some definite target donors. The community is familiar with the institution's activities, so ACT upgrades its strategy by increasing its direct fundraising strategy by asking donors to donate at that time and maximizing the maintenance of donors who often donate. ACT has also been evaluated so that it can perform better. This causes Labuhanbatu's Rapid Response Action to increase the acquisition of zakat, infaq, alms, and waqf funds in 2021.

## Conclusion

Aksi Cepat Tanggap (ACT) Labuhanbatu increases the acquisition of zakat funds, alms infaq, and waqf by identifying donors using fundraising methods (direct and indirect fundraising), managing and maintaining donors, as well as monitoring and evaluating fundraising. In the first year of establishing the institution, ACT started its movement by increasing its indirect fundraising strategy to form a solid positive branding and image. ACT Labuhanbatu could quickly adapt and build public trust. ACT already knew some definite targets for donors with the previous year's branding activities, and the public was familiar with the institution's activities. This initiated ACT

Labuhanbatu to upgrade its strategy by increasing its direct fundraising strategy and maximizing the maintenance activities of donors who often donate. In addition, ACT has evaluated both internal and external institutions so that the Rapid Response Action Labuhanbatu can increase the acquisition of zakat, infaq, alms, and waqf funds in 2021.

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