

LAZISMU KENDAL: Problem Analysis and Fundraising Strategy

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Abstract

The results of the pre-research show that the collection of zakat, infaq and shodaqoh Lazismu Kendal funds has experienced several problems. Among them, minimal regional employees and not knowing the location of Lazismu Kendal. Researchers used a qualitative method with descriptive analysis. The results of the study explained that Lazismu Kendal has two fundraising strategies, namely direct fundraising and indirect fundraising. The results of the strategy that has been implemented can be effective. This is according to data on zakat funds for 2016-2019 which has experienced a significant increase

Keywords: Strategy, Fundraising, Zakat, Infaq and Sodaqoh

INTRODUCTION

Zakat institutions are collectors and distributors of zakat that aim to achieve justice, prosperity, overcoming inequality and poverty. Muslims who can afford it are obliged to carry out zakat orders. In addition, Muslims are encouraged to infaq and alms. This has the aim of purifying wealth and heart so that they do not have arrogant and miserly traits because everything belongs to Allah. (Ridwan, 2016)

In paying zakat has an essential meaning. Has a close connection on the divine side and the economic side (Nuruddin, 2006). On the divine side, zakat includes self-approach to Allah SWT, including an obligation for Muslims. The zakat order has been contained in Surah Al-Baqarah verse 43, Allah says:

مَعَ الرَّكْعَيْنِ وَأَقِيمُوا الصَّلَاةَ وَآتُوا الزَّكَاةَ وَارْكَعُوا

Artinya: "Establish prayer, pay zakat, and bow with those who bow." (Kemenag, n.d.)

On the economic side, zakat can prevent the accumulation of wealth in some people and obliges the rich to distribute their wealth to the poor. Zakat is a very potential source of funds to alleviate poverty. Islam makes zakat instruments to improve the economic balance in society, so that the economy is not only dominated by the rich. (Rozalinda, 2017)

Indonesia as a country with the largest Muslim majority population in the world has a very large zakat potential as well. This can be proven by a number of studies and researches that try to reveal how much zakat potential one actually has. For example: research conducted by the National Amil Zakat Agency (BAZNAS) in collaboration with the Faculty of Economics and Management (FEM) IPB, tries to explore the potential for national zakat using data processed from the BPS SUSENAS (National Socioeconomic Survey), as well as data from institutions other relevant. Based on the results of this study it can be concluded that Indonesia has a potential zakat of 217 trillion from the results of collecting zakat each year. (Kompasiana.com n.d.)

According to the Chairman of BAZNAS, Didin Hafiduddin stated that the potential for zakat which reaches more than 200 trillion per year, which should be able to help the government in alleviating poverty, in its realization in the field is still not optimal. Didin hafiduddin revealed that only about 15% of the total new zakat potential could be collected. According to him, one of the factors that has become an obstacle in collecting zakat funds is public awareness of the urgency of paying zakat, which is still low, as well as public knowledge about the existence of an institution tasked with managing zakat that is not yet known. Therefore, there is a need for socialization regarding the obligation to pay zakat which is carried out by the Amil Zakat Agency or similar institutions that have the same task of managing zakat.

In the process of collecting zakat funds carried out by Amil Zakat Institutions it is usually referred to as Fundraising. Fundraising, namely an effort or activity process in order to collect zakat funds from the community, both individuals, groups, organizations and companies that will be channeled and utilized for people who are entitled to receive zakat (Mustahik) and also used to finance the Institution's programs and operations (Sutisna, 2006). In the fundraising process, there is always an influencing process. This process includes activities of informing, reminding,

encouraging, persuading, seducing or luring, including strengthening (stressing) if this is possible to do (Furqon, 2015b). Fundraising relates to the ability of individuals, organizations, legal entities to invite and influence other people so as to raise their awareness and concern.

Fundraising is a very important activity for zakat management institutions. If fundraising activities are not carried out by zakat management institutions, then it is certain that the institution's operational activities will be hampered, and may even be stopped. Therefore, fundraising activities must be taken seriously by zakat management institutions which rely on the running of programs and institutional operations from public funds. Fundraising will greatly affect an institution. When the funds collected from the community are dwindling, and eventually running out, the existence of the institution is also in a threatened position (Juwaini, 2005). Fundraising is not synonymous with money alone, but has a broader scope. It could be a service that is needed to support the institution's operations. To improve the quality of fundraising, a creative approach and hard work are needed by amil zakat so that prospective muzakki want to fulfill their obligations, and the number of existing muzakki can increase over time. (Sani, 2009).

To achieve success in fundraising, a good and careful plan is required. Because success in fundraising does not just happen. There is a series of processes that must be followed. This process will determine the success or failure of the fundraising process. Fundraising methods can be done in two ways, namely direct and indirect fundraising methods (Furqon, 2015c). Of course, these two methods have their advantages and disadvantages. Therefore, in fundraising activities, a good and appropriate strategy is needed so that the predetermined goals can be achieved. A good fundraising strategy will create public trust, so that people will be encouraged to channel their funds to amil zakat institutions rather than channeling them directly to mustahik. As well as people who were not yet muzakki, they might be moved to become muzakki (Muflih, 2006).

In general, strategy is a way to achieve the desired goal (Rachmat, 2014). Strategy is part of fundraising management to attract potential donors or muzakki. The right strategy can encourage the process of collecting zakat funds. So it is likely that the funds collected will reach the predetermined target.

Given the results of pre-research conducted by researchers at the Lazismu Kendal Office with Mr. Hari Sofwan Saputra S.PdI as Chair of the fundraising section, it can be concluded that in collecting zakat, infaq and shodaqoh funds Lazismu Kendal experienced several problems. Among them are the lack of regional officers, there are still many people who do not know about Lazismu's existence and the public's impression that Lazismu belongs to Muhammadiyah.

Strategy

In language (etymology), the strategy comes from the Greek, *strategos* which means general. (Pusat Bahasa Departemen Pendidikan dan Kebudayaan, 2008). According to the term (terminology), strategy is matters regarding how to control and utilize the resources of a society or nation to achieve a goal. (Murtopo, 2010).

There are three stages in the strategy process, namely: 1) Strategy formulation is the initial stage of the strategy process. Strategy formulation is the initial stage of the strategy process. In the formulation of the strategy includes developing goals, identifying internal and external opportunities and threats to the organization, finding the strengths and weaknesses of the organization, determining the long-term goals of the organization, making several alternative strategies for the organization and choosing which strategy to use. Coverage in the formulation of the strategy includes new objects to be worked on. Allocating both financial and non-financial resources, and determining the execution area of strategy formulation. 2) Strategy Implementation, the second stage after the formulation of the strategy is the implementation of the strategy. Strategy implementation is realizing the strategies that have been determined. Where several strategies and policies that have been formulated are turned into action through the development of programs, budgets and procedures. This action is carried out by implementing strategic choices through allocating budgeted resources by emphasizing the compatibility between tasks, human resources, structure and technology. (Fauzi, 2015). 3) Strategy Evaluation, the final task of the strategy process is to evaluate the success of the strategic process as input for future decision making of a company (Fauzi, 2015). Evaluation is carried out in various parts of an organization, starting from

organizational institutions to organizational staff. Managers must know the reasons why the strategies that have been implemented do not produce the results as set.

Functions and levels of strategy (Matondang, 2008) are: 1) Strategy Function; strategy as a plan, strategy as a pattern, and strategy as a perspective. 2) Strategy Level, according to Sumarsan (2013) There are three levels of strategy, namely corporate strategy and business strategy operational strategy.

Fundraising

Fundraising can be interpreted as an activity to raise funds and other resources from the community (both individuals, groups, organizations, companies or the government) which will be used to finance the program and operational activities of the institution which in the end is to achieve the mission and objectives of the institution. (Furqon, 2015a).

There are two methods for carrying out fundraising activities for ZIS funds, namely the direct method (Direct Fundraising) and indirectly (Indirect Fundraising). 1) Direct Fundraising, this method is in the fundraising process involving the muzakki directly. Where the process of interaction and power of accommodation towards muzakki's response can be immediately carried out, for example: Direct mail and Live presentation. 2) indirect fundraising, methods that use techniques in a way that does not involve the muzakki's direct participation. This method is not carried out by providing immediate accommodation power to the response of muzakki or donors immediately: Advertorials, Image Company, organizing events, establishing relationships, through intermediaries, mediation of figures (Ridwan, 2016b).

Overview of ZIS (Zakat, Infaq, Shadaqah)

In language (etymology), zakat comes from the Arabic *zaka* which means blessing, growing, clean, good and increasing (Khasanah, 2010). According to the term (terminology), zakat means the obligation of a Muslim to issue a net value and wealth that does not exceed one nishab, which will be given to mustahik with several predetermined conditions. (Soemitra, 2009).

The legal basis for zakat in the Qur'an is found in Surah Al-Baqarah: 110

وَأَقِيمُوا الصَّلَاةَ وَآتُوا الزَّكَاةَ، وَمَا تُقَدِّمُوا لِأَنفُسِكُمْ مِنْ خَيْرٍ تَجِدُوهُ عِنْدَ اللَّهِ، إِنَّ اللَّهَ بِمَا تَعْمَلُونَ بَصِيرٌ

Meaning: "And establish prayer and pay zakat. and whatever good you do for yourself, surely you will be rewarded by Allah. Verily, Allah is Seeing of what you do" (Al-Baqarah: 110). And strengthened by the hadith of zakat.

بُنِيَ الْإِسْلَامُ عَلَى خَمْسٍ: شَهَادَةِ أَنْ لَا إِلَهَ إِلَّا اللَّهُ، وَأَنَّ مُحَمَّدًا رَسُولُ اللَّهِ، وَإِقَامَ الصَّلَاةِ، وَإِيتَاءَ الزَّكَاةِ، وَالْحَجِّ، وَصَوْمَ رَمَضَانَ [متفق عليه]

Meaning: "Islam is built on five things: the testimony that there is no god but Allah and that Muhammad is the Messenger of Allah, performing prayers, paying zakat, pilgrimage, and fasting Ramadan" (Muttafaqun Alaih)

Tithe obligation according to (Undang-Undang (UU) Tentang Pengelolaan Zakat, 2011) explained as follows: "Assets that must be set aside by a Muslim or legal entity owned by a Muslim in accordance with religious provisions and given to those entitled to receive them according to Islamic law".

In general, zakat is divided into two types, namely zakat mal and zakat fitrah or soul (Ash-Shiddieqy, 2009).

1. Zakat Maal. Zakat mal is part of a person's assets that must be issued to certain groups of people after being owned for a certain period of time and a certain minimum amount. The types included in zakat mal include: a) Zakat on gold and silver. b) Zakat tijarah (trading). c) Zakat of crops and fruits. d) Zakat on livestock. e) Zakat rikaz and mining good. F) Zakat at work
2. Zakat Fitrah. Zakat fitrah is a mandatory expenditure for every Muslim who has excess of normal family needs on the eve of Eid al-Fitr.

Infaq comes from the word anfaqa which means issuing a property for the benefit of something. According to Shari'a terminology, infaq means spending a portion of assets or income/income for an interest ordered by Islam.

Sadaqoh means donating something to someone else. Sadaqah comes from the word sadaqa which means true. Sadaqah is a voluntary gift that is given by someone to another, especially to poor people whose number is not determined.

RESEARCH METHOD

The type of research used by researchers is qualitative research using a descriptive analysis approach. The type of research used by researchers is qualitative research using a descriptive analysis approach. There are two kinds of data sources for this research, namely primary data sources such as the results of interviews with LAZISMU Kendal and secondary data sources such as books, theses, journals concerned with the research title.

There are two data collection methods in this study, namely interviews and documents. Data analysis techniques include processes such as data reduction, data presentation, drawing conclusions.

RESULT AND DISCUSSION

Strategic Fundraising Lazismu Kendal

The Qur'an has ordered issues related to the management of zakat. In the letter At Tawbah verse 103 there is the word "khudz" which means an order, namely an order to collect zakat. In Indonesia itself, there are regulations related to laws that regulate zakat issues, namely Law No. 23 of 2011. This law not only regulates collecting zakat funds, but also regulates the process of collecting, distributing and utilizing zakat. also. Based on this law, it is explained that the collection of zakat is carried out by the Amil Zakat Agency (BAZ) or the Amil Zakat Institution (LAZ) which has been appointed as an amil which is then managed for distribution to mustahik. The distribution of funds is also adjusted to the times. Because along with the development of the era mustahik have different criteria.

Along with the development of the times, the collection of funds is not only fixated on zakat. But there are also infaq and sadaqoh funds that can be collected by amil zakat institutions. However, the collection process is constrained by the public's understanding of the importance of paying zakat, infaq and sadaqoh through amil zakat institutions. Education about the importance of paying zakat, infaq and shodaqoh through amil zakat institutions needs to be done in order to maximize the fundraising process. In addition to understanding the community, amil also needs to give trust to the community by managing the collected zakat, infaq and shodaqoh funds to be distributed and utilized as best as possible.

Zakat is considered an instrument of economic transformation that can change the economic structure of underprivileged communities to become a prosperous society. To achieve this goal, a reliable organizational or institutional system is needed that manages zakat professionally (Khasanah, 2010). Zakat is a trusted fund, so the management of funds must be managed by a professional and responsible institution so that the public believes that the zakat issued is managed, distributed and utilized in accordance with sharia provisions. (Basalamah, 2005).

In the management of zakat, there is a process called fundraising and the process of distributing funds. Fundraising means raising funds. While those who collect funds are called fundraisers. In the Big Indonesian Dictionary, it is explained that what is called collection is the process, method, act of collecting, gathering, mobilizing.

Fundraising can be interpreted as an activity of raising funds and other resources from the community, whether individuals, groups, organizations, companies or the government which will be used to finance the programs and operational activities of the institution which in the end is to achieve the vision and mission of the institution. Fundraising is also interpreted as a process of influencing society, both individuals and institutions, so that they want to channel their funds to amil zakat institutions.

From the results of the research that has been carried out, the results show that there are various kinds of fundraising strategies carried out by Lazismu Kendal. Among them are: Pick Up the Ball, Thousand Fridays, KIS Cans, Social Media, Add Regional Officers and Company Image.

1. Pick up the ball

Pick up the ball is a fundraising activity by visiting directly (Face to Face) the muzakki or munfiq who want to channel their funds to Lazismu. In practice, the person responsible for picking up the ball is the fundraiser. Here the fundraiser provides an overview of Lazismu and the programs it runs so that the muzakki or munfiq will be moved to channel their funds to Lazismu.

2. Friday Thousand
The Friday thousand strategy is to raise funds by visiting schools directly which persuades students to want to donate through Lazismu. In this strategy, Lazismu does not require students to donate a thousand rupiahs, but according to the students' wishes, what amount will be donated? Not only students. But teachers, staff employees are also allowed to donate whatever amount will be given through Lazismu.
3. KIS cans
Canned KIS is a fundraising strategy carried out by Lazismu by visiting the munfiq's house to provide a complete description of Lazismu and given a can so that the munfiq want to channel their infaq and alms funds through the KIS can which will later be taken by the Lazismu fundraising officer who is called a fundraiser.
4. Social Media
Lazismu Kendal made a call to give alms, give alms and give alms by utilizing social media as well. Lazismu Kendal uses social media as an effort to convey messages regarding zakat, infaq, shodaqoh and the role of Lazismu itself. The more access the community gets regarding the importance of tithe, infaq and almsgiving through Lazismu Kendal it is hoped that the greater the public's understanding and interest in channeling their funds to Lazismu. The social media used include: Instagram, Facebook and Website.
5. Added regional officers
Increasing the number of regional officers is one of the indirect fundraising strategies implemented by Lazismu Kendal. Because by adding regional officers indirectly collecting funds will be maximized. For now, the existing regional officers are said to be minimal and ineffective in coordinating all areas that have been reached in collecting zakat, infaq and shodaqoh funds.
6. Image Company
Company image or building an institution's image is one of the fundraising strategies that need to be carried out. Because at this time there are still many people who don't know about the existence of your Lazis and also don't know what the duties of your Lazis are. Here Lazismu Kendal tries to explain that Lazismu is an institution that deals with issues of zakat, infaq and almsgiving which will later be used for the common good, not only for the Muhammadiyah sphere. To build the image of the Lazismu institution through organizing events, distributing brochures, making bulletins and sponsorships.

In theory there are two methods of conducting fundraising activities, namely the direct fundraising method and the indirect fundraising method.

1. Direct Fundraising
The direct fundraising method is a method in the fundraising process involving muzakki directly. Where the process of interaction and accommodation power towards muzakki's response can be immediately carried out. With this method, if a muzakki has a desire to donate after getting a promotion from an institutional fundraiser, then it can be done immediately because all the complete information needed to make a donation is already available. Examples of direct fundraising methods are: Direct Mail, Face to Face Presentations.
2. Indirect fundraising
The Indirect Fundraising Method is a method that uses techniques that do not involve the participation of muzakki directly. This method is not carried out by providing immediate accommodation power to the immediate response of muzakki or donors. This method, for example, is carried out by way of promotion which leads to the establishment of a good institution and enhances a positive institutional image, without going through the direction

of a donation transaction at that time. Examples of this method are: Image Company, Advertorial, Building Relationships, Organizing Events, Mediation of Figures.

Based on the description of the theory above, the fundraising strategies carried out by Lazismu Kendal which include direct fundraising strategies are: Pick Up the Ball, Friday Thousand and KIS Cans.

Discussion

This study was conducted to see the impact of zakat distribution on the practice of Islamic teachings for converts under the guidance of the Indonesian Zakat Management Institute (LPZ). This study.

To achieve success in fundraising, a good and careful plan is required. Because success in fundraising does not just happen. There is a series of processes that must be carried out. This process will determine the success or failure of fundraising activities. Therefore, in carrying out fundraising activities, a good and appropriate strategy is needed so that the specified goals can be achieved. A good and appropriate strategy will create public trust, so that people will be encouraged to channel their funds to amil zakat institutions rather than channeling them directly to mustahik. Also, people who have not become muzakki before can be moved to become muzakki (Muflih, 2006).

The results of the interviews show that in determining the fundraising strategy, there are several steps taken by Lazismu Kendal to produce effective results. The steps taken are as follows:

1. Determine muzaki, In this case, Lazismu Kendal determines who are the potential and loyal muzakki candidates so that later they will channel their zakat, infaq and shodaqoh funds to Lazismu Kendal.
2. Formulate strategy. After determining who are the potential muzakki, then Lazismu Kendal will formulate what strategies will be used so that the fundraising goes according to plan and produces results.
3. Strategy Implementation. After formulating a strategy, the next step is implementing or applying the strategy that has been determined. Where several strategies and policies that have been formulated are continued into action.
4. Evaluation. After determining the muzakki, formulating the strategy and implementing the strategy, the last step taken by Lazismu Kendal will be evaluating how the process and results of the fundraising activities are producing effective results or not. If the strategy that has been implemented is not in accordance with the plan, then in the future a new strategy will be determined in fundraising activities.

In fundraising activities, growing the level of public trust in amil zakat institutions is very important. If the level of public trust is high in the amil zakat institution, then automatically the activities of collecting funds from the community will be optimally collected. If this happens, of course it will also affect the course of the programs that have been planned.

The need for creativity by amil zakat institutions in establishing good and effective fundraising strategies for institutions so that fundraising activities can be optimally collected. Because if the strategy implemented is not effective, then the results of the funds raised will not be according to the specified plan.

In determining a strategy there are several steps that are carried out so that the results of the implemented strategy can be effective or as planned. According to theory, there are three stages of strategy, namely strategy formulation, strategy implementation and strategy evaluation (Fauzi, 2015).

1. Strategy formulation. Formulation of the strategy is the initial stage of the strategy. In the formulation of a strategy that includes developing goals, determining strategies to be implemented, identifying internal and external opportunities and threats, finding the strengths and weaknesses of the organization and determining the long-term goals of the organization.
2. Strategy implementation. Strategy implementation is realizing the strategies that have been determined. Where several strategies and policies that have been formulated are turned into action. This action is carried out by implementing strategic choices through the allocation

of budgeted resources by emphasizing the suitability between tasks, human resources, structure and technology..

3. Strategy evaluation. The final step of the strategy stage is to evaluate the success of the strategic process as input for decision making in the future of a company. There are three basic activities in evaluating strategy (David, 1998) :a)Review internal and external factors. Internal factors, including ineffective strategies or ineffective activities can have a negative impact on the results to be achieved. Likewise with changes in external factors such as what actions to take. Existing changes will become an obstacle in achieving goals. b) Measuring achievement, namely comparing the expected results with the reality obtained. c)Take corrective action to ensure that the achievements to be obtained are in accordance with what was planned.

From the research that the researchers have done on Lazismu Kendal, it can be concluded that in determining the strategy so that the results are effective and as expected according to the theory described above. The steps taken by Lazismu Kendal are determining muzakki, formulating strategies, implementing strategies and evaluating strategies.

From the strategy implemented by Lazismu Kendal, both direct and indirect strategies can be said to be quite effective. This can be seen from the financial report data that researchers got. The results of the direct fundraising strategy in collecting zakat, infaq and sodaqoh funds have increased from year to year. Even though in 2019 the amount of infaq and almsgiving funds has decreased, the total amount of zakat, infaq and sodaqoh funds has increased quite significantly. And also the result of the indirect fundraising strategy which has increased the number of muzakki from year to year and made the image of the institution known to the people of Kendal.

According to Mr. Hari Sofwan Saputra, the most effective fundraising strategy in raising funds is the direct strategy. Because with a direct strategy, fundraisers can meet face to face with muzakki. And with good communication, and explaining the development of Lazismu's programs that have been running, it makes muzakki feel satisfied and trust until finally muzakki becomes loyal and can provide more funds when doing fundraising. However, the direct strategy cannot be separated from the indirect strategy. Because these two strategies are equally supportive in raising funds. The strategy can also indirectly increase the number of muzakki and build the image of the institution through social media, organizing events, distributing flyers and sponsorship. The following is a financial report regarding the amount of funds collected from 2017-2019.

CONCLUSION

The fundraising strategy implemented by Lazismu Kendal are direct fundraising strategy and indirect fundraising strategy. The results of the direct and indirect fundraising strategies implemented by Lazismu Kendal can be said to be effective. The direct fundraising strategy makes zakat, infaq and sodaqoh funds collected from year to year always increase. And the fundraising strategy does not directly increase the number of muzakki and make the image of the institution known in the minds of the public.

The need for area expansion in collecting ZIS funds carried out by Lazismu so that the funds collected can continue to increase to the maximum. Because until now in raising funds has not covered the author's area. The need for outreach to areas that are classified as remote or far from the city. Because there are still many people who live in rural areas far from cities who do not know about the existence of Lazismu Kendal.

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