



Marketing Strategies to Support the Effectiveness of Revolving Alms Philanthropic Institution Fundraising

Uki Masduki^{1*}, Diana Yusuf², Arif Budimanta³, Iwan Setiadi⁴

¹ Institut Teknologi dan Bisnis Ahmad Dahlan, Indonesia, ukimasduki@itb-ad.ac.id

² Institut Teknologi dan Bisnis Ahmad Dahlan, Indonesia, dianayusuf@itb-ad.ac.id

³ Institut Teknologi dan Bisnis Ahmad Dahlan, Indonesia, arifbudimanta@itb-ad.ac.id

⁴ Institut Teknologi dan Bisnis Ahmad Dahlan, Indonesia, iwansetiadi@itb-ad.ac.id

Article Info

Article history:

Received January 28, 2026

Revised May 6, 2026

Accepted May 27, 2026

Available online June 1, 2026

*Corresponding author email:

rizal@iainponorogo.ac.id

Phone number: 081230038302

Keywords:

Revolving Alms, Fundraising,
Marketing, Philanthropy

Abstract

Introduction: Revolving alms is a model of economic empowerment in which funds collected from the community are channeled to beneficiaries in the form of productive loans, not just consumptive loans. To support this concept, an effective marketing strategy is needed, especially through digital marketing, the use of social media, diversification of fundraising methods, and transparency in fund management.

Research Methods: This study uses a literature review method by analyzing articles and journals related to the marketing of philanthropic institutions during the last 10 years, especially the last 10 years. **Results:** The results show that digital marketing and social media are the most effective strategies to expand community reach, increase transparency, and speed up the fundraising process. A combination of traditional and modern approaches such as direct visits, crowdfunding, and collaboration with companies through CSR programs can maximize the impact of rolling alms.

Conclusion: This study demonstrates that digital marketing and the use of social media significantly enhance the effectiveness of revolving alms fundraising by expanding outreach, increasing donor participation, and improving operational efficiency. Fundraising diversification and transparent fund management are essential in building public trust and ensuring program sustainability. Therefore, optimizing digital platforms and strengthening transparency are key

strategies for sustainable revolving alms
institutions.

DOI: 10.21154/joipad.v6i1.13244
Page: 52-68

JOIPAD Niqosiya with CC BY license. Copyright ©
2026, the author(s)

INTRODUCTION

Zakat, infaq and alms (ZIS) have an important role in improving the welfare of the community (Elmuna and Ahdi, 2020). Because with ZIS it can distribute assets from the poor to the underprivileged. So that people are unable to work and have a positive contribution to the economy (Purwanti, 2020). Thus, ZIS also plays a role in minimizing social disparities (Tohirin and Zamahsari, 2019).

In fact, ZIS has a significant influence on poverty while economic growth does not (Syafiq, 2018). That is why Muslims are obliged to pay ZIS (Rafi, 2019). This proves that ZIS is a solution to overcome the problem of poverty (Kholid, 2019; Rusdi, et al, 2018) carried out by non-state parties in developing countries such as Indonesia (Kaukab, et al, 2020).

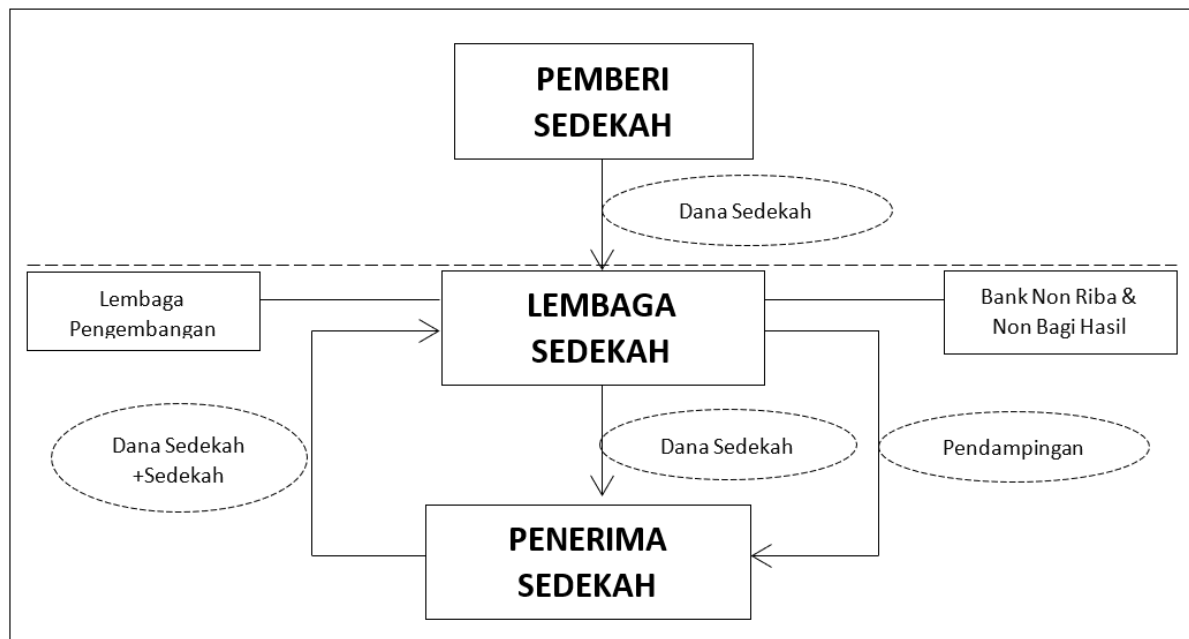
On the other hand, ZIS can also contribute to increasing happiness for givers/donors/muzaki (Kaukab, et al, 2020). In fact, ZIS is one of the keys to sustainable social and individual happiness in addition to usury-free transactions and Islamic entrepreneurship. Therefore, Islamic countries are encouraged to motivate their citizens to pay ZIS in addition to using Islamic banking in transactions (Purwatiningsih, et al, 2018). However, ironically, the highest level of happiness is not in Islamic countries, this is because the community in fulfilling the obligations and recommendations of ZIS is still low (Kaukab, et al, 2020).

Indonesia as the largest Muslim country in the world should be able to easily solve welfare problems, because its population has and is encouraged to fulfill ZIS. In fact, Indonesia was named the country with the highest level of generosity in the world (World Giving Index/WGI). So that in Indonesia, the problem is not in the low number of people who fulfill ZIS, but in the mechanism of distributing ZIS funds which has less impact on welfare due to the lack of optimal management/management of ZIS (Purwatiningsih, et al, 2018).

Therefore, ZIS institutions need to manage ZIS funds properly in order to improve welfare (Hafidhuddin and Juwaini, 2007). The ZIS institution should set aside the economic benefits of the institution and prioritize welfare and social justice. For this reason, ZIS institutions must immediately convert donation funds quickly and not bureaucratically (Kailani and Slama, 2020) while still considering efficiency, effectiveness and transparency (Masduki, et al, 2020)

To increase the role of the ZIS institution in improving the welfare of the community, the concept of rolling alms was born. Through the concept of rolling alms, funds are collected from the community and then distributed to those who are entitled in the form of loans (Masduki, et al, 2022). This effort is also made to avoid/minimize alms funds only for consumptive purposes (Masduki, et al, 2022). It also avoids/analyzes public access to loan sharks. At the same time, it increases the public in accessing capital from financial institutions which has been low (Rama, (2016).

In the concept of rolling alms, alms are given in the form of "loans" and then rolled out/returned to other productive communities. The loan will be repaid 100 percent (gradually) plus alms according to ability (Setiadi, et al, 2023). Revolving alms can run well if they are run by non-profit institutions that have competence and commitment to empowerment and support from the wider community, including the government (Susilawati, 2018).



Source: Masduki, et al, 2020

Figure 1. Mechanism of the Concept of Rolling Alms

Marketing models/concepts are usually implemented in for-profit organizations. However, philanthropic institutions such as ZIS also need an effective marketing model because one of the core of how it works is to raise funds from the community/fundraising. The ZIS fundraising model greatly determines the success of the institution in collecting ZIS from the community (Susilawati, 2018).

The substance of fundraising is informing, reminding, encouraging, persuading, seducing, or luring, including exerting pressure, if it is possible or permissible (Hafidhuddin and Juwaini, 2007). There are three ways to collect ZIS funds, namely amil coming to the muzaki place, transferring funds to the management institution, and muzaki visiting the management institution directly (Khairina, 2021). The ZIS Fundraising model in zakat institutions is carried out with different models, in accordance with the institution's management system, human resources and the scope of the area of the zakat institution is located. These two methods are effective in raising ZIS funds even though they still need improvement (Susilawati, 2018). Some of the marketing models of philanthropic institutions include the use of e-wallets and social media (Fauzia, 2021; Kaukab, et al, 2020).

If previous studies have only tried to examine the forms and marketing models of ZIS institutions, this study prioritizes the study of the best fundraising models so that the most suitable marketing/fundraising models will be found for ZIS institutions in implementing the concept of rolling alms. This research is important so that the management of ZIS is carried out effectively and efficiently, and poverty alleviation can be achieved as the purpose of ZIS management in Law No. 23/2011.

The concept of rolling alms is still relatively new both in terms of literature review and practice in the field. Therefore, it is important to study the fundraising mechanism through the marketing strategy of the revolving alms concept in an effort to disseminate the concept

of revolving alms to the community. On this basis, this study aims to analyze marketing strategies to support the effectiveness of collecting funds for the revolving alms concept.

RESEARCH METHOD

The research data used is secondary data obtained from the review of reputable national and international scientific literature/journals. Referring to Cooper (2006), literature review or literature research is research that examines or analyzes or critically reviews knowledge, ideas, or findings contained in the body of academic-oriented literature, as well as formulating its theoretical and methodological contributions to certain topics. The literature review technique is carried out with the aim of revealing various theories that are relevant to the problem being researched as reference material in the discussion of the research results to be studied (Hadi, 2018).

The journals used in this study were obtained through a database of international and national journal providers, namely Proquest and Google Scholar journals with the publish or perish 8 tool. The keywords used were marketing model, philanthropic marketing, fundraising, and ZIS institution marketing. Suitable articles will be retrieved and then analyzed. The time span for publishing journals to be selected is articles published in the last ten years. Accessed in full text both in English and in Indonesian. Here are the research inclusion criteria:

Tabel 1. Research Inclusion Criteria

Criteria	Inclusions
Jangka Waktu	Year 2014-2025
Language	Indonesian and English
Subject	Marketing models, philanthropy, social institutions
Types of journals/approaches	Results of research and literature studies, qualitative and quantitative
Journal Theme	Marketing, philanthropic institutions

Secondary data were then analyzed with a descriptive-qualitative approach. Descriptive analysis is a research technique that focuses on problems or phenomena that are actual at the time the research is conducted, then describes the facts about the problem being investigated as they are accompanied by rational and accurate interpretation (Nawawi, 2001; Arifin, 2004). Meanwhile, qualitative design is the process of systematically searching and compiling data obtained from interviews, notes (field observations), and other materials, so that it can be easily understood, and the findings can be informed to others (Sugiyono, 2012)

RESULT AND DISCUSSION

This study discusses how an effective marketing strategy can support the fundraising process by philanthropic institutions that carry the concept of rolling alms. Based on the literature review approach by analyzing relevant marketing strategies to support fundraising at philanthropic institutions. Based on the results of the literature analysis, some of the

important findings obtained include digital marketing, the use of social media, fundraising diversification, and transparency.

1. Digital Marketing

The use of social media and digital wallets (e-wallets) is highly recommended to disseminate philanthropic institutions to the public (Goldman, 2010). Digital platforms facilitate the donation process and increase public transparency and trust in philanthropic institutions. Digital marketing can reach a much wider audience compared to traditional methods. With platforms such as social media (Facebook, Instagram, Twitter) and philanthropic websites, information about the concept of rolling alms can quickly spread to various levels of society, both domestically and abroad (Lucas, 2016; Basco, 2018). Digital technology also allows for better market segmentation, so that institutions can target potential donors based on the preferences, demographics, and interests of potential donors (Hart et al., 2005).

The use of e-wallets or digital wallets makes it easier for people to distribute donations (Gruber et al., 2001). Philanthropic institutions can collaborate with digital wallet platforms such as OVO, GoPay, Dana, or LinkAja, so potential donors only need a few clicks to donate. This reduces technical and administrative barriers, and makes it easier for muzaki (donors) to contribute quickly and safely (Schropfer, 2008).

Marketing makes it easier for ZIS institutions to convey information about transparency and accountability of fund management in real-time (Haque & Pathrannarakul, 2013). Through websites, applications, or other digital platforms, donors can see directly where their funds are channeled, program development, and results that have been achieved (Marshall et al., 2016). These transparent reports are important for building trust with donors, which ultimately increases the amount of funds received (Stone & Truman, 2016).

Digital marketing is also more efficient in terms of cost and time compared to traditional marketing (Shanahan & Kurra, 2011). For example, placing ads on social media such as Facebook or Instagram can be done with a much lower budget than advertising in print or TV media. In addition, digital advertising can be monitored and optimized in real-time to ensure the effectiveness of campaigns, so that institutions can more quickly adjust their strategies based on the results obtained (Gray, 2001; Shanahan & Kurra, 2011; and Umeda, 2012).

Through digital media, philanthropic institutions can interact more directly and personally with donors (Park et al., 2024). For example, using platforms such as WhatsApp or chatbots on the website, potential donors can ask questions or ask for further explanation about the rolling alms program. This increases engagement and allows institutions to provide quick responses, which has the potential to drive faster donation decisions (Liaqat & Sukresna, 2024) and encourage donors to re-donate (Gao, et al, 2024).

One of the main challenges in the concept of rolling alms is public education. Many people may still not understand how this concept works and what its long-term benefits are. With digital marketing, philanthropic institutions to educate the public more effectively through educational content such as videos, infographics, and blogs that can be disseminated

on various digital platforms. These efforts help to raise awareness and understanding, as well as attract more potential donors (Miller & Andresen, 2010).

With a digital marketing model, institutions can launch crowdfunding campaigns more easily and effectively (Light & Briggs, 2017). Sites such as Kitabisa or LaunchGood provide a platform for ZIS institutions to raise funds from the wider community in a short period of time. The use of this technology provides a greater opportunity to raise funds on a large scale, especially when the campaign can be shared and viral through social media (Dulaurans, 2014).

Through digital media, ZIS institutions can also more quickly disseminate information related to program development and urgent needs (Mansfield, 2011). For example, in emergency situations or when there is an immediate need for funds, digital marketing allows institutions to immediately announce a widespread donation campaign (Okada et al., 2017). This accelerates the community's response in distributing aid.

From various sources as presented above, the digital marketing model provides many strategic advantages for philanthropic institutions in managing and promoting the concept of rolling alms. By adopting digital marketing strategies, institutions can reach more people, increase community participation, and accelerate the achievement of economic empowerment goals through philanthropy. Ultimately, the right combination of technology and digital marketing will ensure that programs such as rolling alms can be more successful and sustainable.

2. Utilization of Social Media

Social media plays an important role in educating the public about the importance of rolling alms and how the community can contribute. Through engaging content, philanthropic institutions can attract more donors and increase community participation (Sudhir, et al., 2016). One of the main strengths of social media is its ability to reach a broad and diverse audience quickly and efficiently. Platforms such as Facebook, Instagram, Twitter, and TikTok allow philanthropic institutions to reach thousands to millions of users with just one post (Saxton & Wang, 2014; Guo & Saxton, 2012). This ability is especially important in fundraising campaigns such as rolling alms, where public education and awareness must be enhanced.

Social media also allows philanthropic institutions to interact directly with potential donors or *muzaki*. Through features such as comments, direct messages, or live streaming, institutions can answer questions, provide clarifications, or simply thank donors in real-time (Mansfield, 2012). The higher the level of interaction, the greater the opportunity for the institution to strengthen relationships with donors. This continuous interaction increases the donor's sense of trust and involvement in the programs being run.

Social media platforms such as Facebook and Instagram provide paid advertising features that allow philanthropic organizations to target specific audiences based on demographics, interests, geographic location, and online behavior. This allows the institution to maximize the effectiveness of the campaign by targeting segments of society that have greater potential to donate. Through the custom audiences feature, agencies can target ads to people who have previously interacted with their content, such as people who have visited the website or been involved in previous campaigns. This increases their chances of donating.

Another feature that can be taken advantage of is Lookalike Audiences. This feature allows agencies to target ads to audiences that have similar characteristics to existing donors, improving the efficiency of ad campaigns.

Through social, philanthropic institutions can periodically publish program development reports or updates related to funds that have been collected and distributed. By posting financial statements, photos, or videos showing how funds are being used, institutions can increase transparency, which is an important factor for gaining donor trust (Gazzola et al., 2017; Gazzola & Ratti, 2014). This effort can be done with visual stories. For example, institutions can post photos or videos showing the process of distributing revolving alms or beneficiary empowerment activities. This shows donors that their contributions really have a real impact.

Social media also provides a platform to launch fundraising campaigns in the form of online events or special campaigns. For example, an institution can hold an Instagram Live or Facebook Live to share inspirational stories about rolling alms beneficiaries, hold a Q&A session with donors, or host an educational webinar on philanthropic concepts. Many social media platforms, such as Facebook, already have direct fundraising features that allow users to raise funds for philanthropic organizations without leaving the platform. This simplifies the donation process and increases conversions.

Another advantage of social media is the ability to measure and analyze campaign performance in real-time. Institutions can see how many people have viewed, interacted, or engaged with the content posted. Platforms like Facebook and Instagram provide insights that allow agencies to monitor metrics such as reach, engagement, and conversions from each post or ad. With this data, institutions can continue to refine their marketing strategies to get optimal results (Kamenský et al., 2024; Balakumaraguru & Ganesh, 2024).

From the literature search, social media is a very powerful and flexible marketing tool in the context of rolling alms. By leveraging the various features and strategies offered by the platform, philanthropic institutions can increase awareness, expand reach, build closer relationships with donors, and significantly increase fundraising effectiveness. The combination of creative content, transparency, direct interaction, and in-depth data analysis makes social media an important pillar in modern marketing strategies for philanthropy.

3. Diversify Fundraising

In addition to the use of technology, strategies such as direct visits by amil or zakat managers are still effective for certain target audiences. This approach remains relevant especially among more conservative or less technologically accessible societies. Fundraising diversification is a strategy in which philanthropic institutions do not rely on just one method or approach to raise funds, but rather use a variety of different ways according to the needs and characteristics of their audience (Hamdard et al., 2023). In the context of philanthropy such as revolving alms, fundraising diversification is essential to ensure more stable and diverse funding resources.

Each donor has different preferences when it comes to how to contribute. Diversification of fundraising allows philanthropic institutions to offer a variety of ways to

potential donors so that they can participate according to their convenience. Some people are still more comfortable with traditional approaches such as direct visits by amil (zakat managers), which give a personal touch. Donors may feel more emotionally engaged when there is face-to-face interaction (Saputra et al., 2024). But on the other hand, younger donors or those who are familiar with technology may prefer digital donation methods through platforms such as e-wallets or online bank transfers. They want a fast, safe, and practical process (Laylo, 2023; Muslim et al., 2023).

Diversifying fundraising reduces the risks associated with over-relying on one particular funding source or method. For example, if the institution relies only on donations from one channel (e.g., direct donations through visits), then when there are obstacles or problems in that channel, fundraising can be disrupted (Hamdard et al., 2023). By expanding fundraising methods to various channels such as social media, event fundraising, crowdfunding, and cooperation with companies through CSR (Corporate Social Responsibility), institutions can ensure that the institution's income remains stable despite changes or disruptions in one of the channels (Flórez-Parra et al., 2020).

Diversification of fundraising can combine personal and mass approaches. A personalized approach, such as a direct visit by an amil or zakat manager, can provide a deeper and more personal experience for large donors or those who are older (Waldelmi & Aquino, 2024). Meanwhile, mass approaches through social media, crowdfunding, and online campaigns can reach thousands of people in a short period of time at a lower cost (Yasifah & Makhrus, 2024; Irawan, 2024).

The Personal approach is used mainly for *high-net-worth individuals* or regular donors who need more attention. They prefer a personal approach such as face-to-face meetings or exclusive correspondence (Kazanskaia, 2025 & Röhr, 2016). While mass approaches such as social media campaigns, email marketing, or digital advertising are designed to attract participation from a wider group, even with smaller but large contributions (Urselmann, 2014).

A community-based approach is also a very effective form of fundraising diversification. By engaging the community directly, either through offline activities (such as community events) or online (through Facebook or WhatsApp groups), institutions can build a stronger sense of belonging and togetherness among donors. Community events such as charity bazaars, philanthropic concerts, or charity runs can encourage donors to participate while interacting directly with institutions and beneficiaries. In addition, this event provides a space to build social bonds between donors. Through platforms such as Facebook or WhatsApp, institutions can form a solid digital community, where they can share inspiring stories, program updates, and increase engagement. This solid community can be a loyal base for sustainable donations (Kazanskaia, 2025).

With dmeikian, diversifying fundraising is not only important to reach a wider audience, but also helps ensure the stability and sustainability of philanthropic institutions' funding. By using a variety of methods and approaches, institutions can be more flexible in addressing challenges and maximizing opportunities in fundraising. Through a combination of digital

strategies, personalization, and collaboration with various parties, ZIS institutions that run revolving alms programs can achieve higher and sustainable donation targets.

4. Transparency

Transparency in the context of philanthropy, especially in institutions that run programs such as rolling alms, is one of the key factors that determine the level of public trust in these institutions. Transparency means that philanthropic institutions provide clear, open, and accurate access to the use of funds that have been raised, as well as how the program is implemented. One of the important points found is that philanthropic institutions must increase transparency in fund management in order to gain public trust. Accountable and open reporting will help attract more donors (Zidny & Hasbi, 2024 and Aisy, 2024).

Transparency is also very important to build and maintain donor trust. Donors want to know clearly how the funds they donate are managed, channeled, and utilized. If a philanthropic institution is transparent about the process and results of using funds, donors will feel safer and confident that their contributions are actually having a positive impact. This aspect also has an impact on increasing donor participation. When people feel that the philanthropic institution is responsible and transparent, they are more motivated to participate again in the future, perhaps even inviting others to donate (Aisy, 2024).

Transparency can be done by providing detailed financial reports that are easily accessible to the public. This report should contain information about revenue earned, expenditures on various programs, and allocation of funds. A clear report will show that the institution manages the funds in an accountable manner. For example, institutions can display annual reports on the official website that show how revolving alms funds have been used, the amount of funds redistributed, and the impact that has been achieved (Mutaqin, M., & Yandri, 2024). Donors who see this report will feel at peace that their contributions are being used correctly (Fitria et al., 2025). In addition, the use of infographics, video testimonials, or photos of activities in the field can also help make information easier to understand and more interesting for prospective *Muzaki*. This allows the institution to display transparency visually, which is often more impactful than a written report alone.

Transparency not only applies to the relationship between philanthropic institutions and donors, but it is also important in terms of internal accountability. Internal transparency helps ensure that all staff and managers of the institution work in accordance with the standards that have been set, so that there is no misuse of funds or inappropriate policies (Middin et al., 2024). One way to ensure internal accountability is to conduct independent audits on a regular basis. These audits are conducted by a third party to verify that all funds are properly managed and in accordance with the institution's mission. The results of these audits should be published to show that the institution is committed to full transparency (Glenn, 2015).

Philanthropic institutions can use a digital financial management system that can track funds in *real-time*. With this system, fund management becomes more transparent both for internal staff and for interested external parties (Haq & Lutfi, 2025). When philanthropic institutions are transparent, donors not only feel like funders, but also have a sense of

involvement and ownership of the programs they support. Transparency creates a closer relationship between donors and institutions, where donors feel their contributions are directly related to the success of the program.

Transparency can also be through providing direct feedback to donors on how their contributions have a positive impact on increasing their sense of involvement. For example, institutions can send special reports to major donors detailing how their funds are being used, along with testimonials from beneficiaries. In some cases, philanthropic institutions may invite donors to participate in discussions or decisions related to the allocation of funds, for example through surveys or voting about the program to be run. This can increase donor active participation and strengthen a sense of engagement (Kazanskaia, 2025 and McConville, 2017). Impact reporting is another way to demonstrate program efficiency. Charitable institutions can provide information on how much money raised has helped change the lives of beneficiaries, for example through reports detailing the number of families helped by the rolling charity program, or how much economic improvement the beneficiaries have felt.

One of the biggest risks that philanthropic institutions face is fraud and misuse of funds. Transparency helps prevent these issues by ensuring that every step in the fund management process can be monitored and checked. For this reason, an open report is needed. By providing open reports on sources of income and expenses, philanthropic institutions can demonstrate that they conduct their operations with integrity (Setiayani et al., 2023). The publication of this report is accessible to donors, governments, and other authorities, thus preventing possible abuse. In addition, institutions that consistently implement transparency will also find it easier to comply with government regulations related to philanthropy, as they are used to open reporting. This will help the institution in terms of credibility in the eyes of the public and official authorities (Fadilla et al., 2025).

Transparency is also important in building cooperation with third parties, such as companies through CSR (Corporate Social Responsibility) programs, international donor agencies, or the government. These potential partners are more likely to work with institutions that have a transparent track record, as they want to ensure that their funds are being used appropriately (Alvarado et al., 2024). Many companies with CSR programs prioritize philanthropic institutions that are open about their financial statements and the impact of their programs. This transparency ensures that the company's reputation remains good as they work with accountable partners (Portulhak et al., 2015 and Kazanskaia, 2025).

Thus, transparency is one of the important foundations in the success of philanthropic institutions, especially in maintaining public trust and ensuring the sustainability of programs such as rolling alms. With high transparency, philanthropic institutions can build strong relationships with donors, increase community participation, and prevent the risk of misuse of funds. It also serves as a tool to optimize program effectiveness, improve internal efficiency, and facilitate collaboration with external partners. Thus, transparency is key to achieving the long-term goals of philanthropic institutions.

CONCLUSION

Based on the research conducted, there are several important points that can be concluded related to marketing strategies in supporting revolving alms fundraising, namely first, digital marketing and social media are key instruments in disseminating information about the revolving alms program and attracting more donors. Through platforms such as Facebook, Instagram, and e-wallets, philanthropic institutions can reach a wider audience and speed up the donation process. Second, diversifying fundraising, both through digital methods such as *crowdfunding* and traditional methods such as direct visits, increases the effectiveness of fundraising by accommodating various donor preferences. Third, transparency in fund management is very important in building public trust. Open and *real-time reports* on the use of funds increase donor participation and ensure the sustainability of the rolling alms program. Fourth, the application of digital technology can improve the efficiency of fund management and facilitate communication with donors, so that the fundraising process becomes faster and more effective.

Recommendations

The recommendations of this study emphasize the importance of optimizing digital technology in the marketing and management of philanthropic institutions, such as the use of e-wallets, interactive websites, and social media to reach more donors, especially the younger generation. In addition, revolving alms institutions need to prioritize transparency through the publication of regular, detailed, and easily accessible financial statements, as well as utilize digital platforms for *real-time updates* related to the distribution of funds and their impact. Expanding funding sources can also be done by collaborating with companies through CSR programs, as well as strengthening public education about the concept of rolling alms as an instrument for sustainable economic empowerment.

Further research is suggested to examine the influence of social media on donor participation through interaction analysis on various digital platforms, as well as examine the role of CSR in increasing the effectiveness of fundraising and program expansion. In addition, case-study-based research in areas that have successfully implemented revolving alms needs to be conducted to identify success factors and challenges. Further studies are also important related to the use of digital technology and *blockchain* in improving the transparency, efficiency, and security of philanthropic fund management.

Acknowledgment

The author would like to express his gratitude to the Ministry of Higher Education, Science, and Technology of the Republic of Indonesia (Kemdiktisaintek RI) for supporting this research through the provision of research funding.

REFERENCES

- Adil, Liaqat., I, Made, Sukresna. (2024). 2. Investigating the moderating role of altruistic beliefs on negative emotional appeals in digital charity advertising: A study on guilt, shame, and donation intention among Indonesian donors. *World Journal Of Advanced Research and Reviews*, doi: 10.30574/wjarr.2024.23.1.1989
- Anjelina ED, Salsabila R, Fitriyanti DA. Peranan Zakat, Infak dan Sedekah dalam Meningkatkan Kesejahteraan Ekonomi Masyarakat. *Jihbiz: Jurnal Ekonomi, Keuangan dan Perbankan Syariah*. 2020 Jul 21;4(2):136-47.
- Arifin Z. Penelitian pendidikan metode dan paradigma baru. 2004)
- Balakumaraguru, B., & Ganesh, R. S. (2024). Role of Social Media Campaign: New Era of Election War and their Impacts in India. *Shanlax International Journal of Arts, Science and Humanities*, 11(4), 138-144.
- Basco, J. (2018). *Digital Fundraising Strategies for Nonprofit Marketing Leaders in International Markets* (Doctoral dissertation, Walden University)..
- Cooper, D.R dan Schindler P.S. 2006. Business research methods. Ninth Edition. Mc Graw-Hill
- Creswell JW. Reflections on the MMIRA the future of mixed methods task force report. *Journal of Mixed Methods Research*. 2016 Jul;10(3):215-9.
- Crole, B., & Crole-Rees Besson, N. (n.d.). *Profi-Handbuch Fundraising*. <https://doi.org/10.5771/9783802922213>
- Dulaurans, M. (2014). Digital social innovation: the crowdfunding model.
- Elmuna N, Ahdi MW. Implementasi Pengelolaan Dana Infaq dan Sedekah Dalam Meningkatkan Kesejahteraan Masyarakat. *Istismar*. 2020 Dec 1;3(02):26-38.
- Fauzia A. Islamic philanthropy in Indonesia: Modernization, islamization, and social justice. *Advances in Southeast Asian Studies*. 2017 Dec 30;10(2):223-36. <https://doi.org/10.14764/10.ASEAS-2017.2-6>
- Fauzia IY. [nd] Peran E-wallet dalam Penghimpunan Zakat, Infak, dan Sedekah (Studi Kasus pada OVO, Go-Pay, Dana, dan Link-Aja). *Journal of Business and Banking*. 2021;11(1):113-27. 10.14414/jbb.v11i1.2590
- Fitria, L., Tarigan, C. A. B., Ramadhan, A. W., & Nurbaiti, N. (2025). Peran Sistem Informasi Manajemen Data dalam Meningkatkan Transparansi dan Kepercayaan Publik pada Lembaga Zakat, Infak, dan Sedekah (ZIS). *Jurnal Mahasiswa Kreatif*, 3(3), 01–14. <https://doi.org/10.59581/jmk-widyakarya.v3i3.4947>
- Flórez-Parra, J. M., Rubio Martín, G., & Rapallo Serrano, C. (2020). Corporate social responsibility and crowdfunding: The experience of the colectual platform in empowering economic and sustainable projects. *Sustainability*, 12(13), 5251.
- Gao, C., Mei, H., & Mao, X. (2024). The impact of social media intervention based on functional motivation on repeat blood donation behavior: A prospective randomized controlled trial study. *Transfusion*
- Gazzola, P., Ratti, M., & Amelio, S. (2017). CSR and sustainability report for nonprofit organizations. An Italian best practice. *Management Dynamics in the Knowledge Economy*, 5(3), 355-376.
- Glenn, D. A. (2015). Transparency and Accountability. *Journal of Government Financial Management*, 64(1), 56.

- Goldman, Elliot S. "System and method for providing online donations." U.S. Patent Application 12/229,126, filed February 25, 2010.
- Gray, J. I. (2001). Looking Forward, Looking Back: Analyzing the Digital, Interactive, and E-Marketing Horizon..
- Gruber, H., Chen, J., Jan, Y. Y., & Feig, E. (2002). *U.S. Patent Application No. 09/782,722*.
- Guo, C., & Saxton, G. D. (2014). Tweeting social change: How social media are changing nonprofit advocacy. *Nonprofit and voluntary sector quarterly*, 43(1), 57-79.
- Hadi S. Metodologi penelitian research. Yogyakarta: Andi Offset. 2018.
- Hafidhuddin D, Juwaini A. Membangun peradaban zakat meniti jalan gemilang zakat. Ciputat: Divisi Publikasi Institut Manajemen Zakat. 2007.
- Hamdard, M. Y., Anwar, S., & Zamani, M. (2023). Kardan Journal of Economics and Management Sciences (KJEMS). *Sciences*, 6(2), 77-90.
- Haq, H. H., & Lutfi, M. (2025). Kesejahteraan karyawan, pengendalian internal, dan akuntabilitas terhadap pencegahan fraud di lembaga filantropi. *Madani Syari'ah.*, 8(1), 1–12. <https://doi.org/10.51476/madanisyariah.v8i1.729>
- Hart, T., Greenfield, J. M., & Johnston, M. (2005). *Nonprofit internet strategies: best practices for marketing, communications, and fundraising success*. John Wiley & Sons.
- Hernández Alvarado, I. Y., Medellín de Dios, E. M., & Casanova Rivera, J. A. (2024). La esencia de la transparencia en la responsabilidad social corporativa. *Latam*, 5(6). <https://doi.org/10.56712/latam.v5i6.3068>
- Idel, Waldelmi., Afvan, Aquino. (2024). 1. Model kewirausahaan sosial pada lembaga amil zakat di lihat dari sudut pandang bisnis. *Jurnal Bisnis Kompetitif*, doi: 10.35446/bisniskompetif.v3i2.1850
- Imam, Muslim., Serli, Wijaya., Ferry, Jaolis. (2023). 4. Market segmentation for qurban donors of zakat amil institution. *Journal of Indonesian Islam*, doi: 10.15642/jiis.2023.17.2.403-422.
- Irawan, F. (2023). STRATEGI FUNDRAISING DANA ZAKAT LEMBAGA AMIL ZAKAT. *Mu'amalatuna: Jurnal Ekonomi Syariah*, 6(2), 9-21.
- Kailani N, Slama M. Accelerating Islamic charities in Indonesia: zakat, sedekah and the immediacy of social media. *South East Asia Research*. 2020 Jan 2;28(1):70-86. <https://doi.org/10.1080/0967828X.2019.1691939>
- Kamenský, J., Laudárová, L., & Mikulášová, Z. (2024). Facebook vs. Instagram: Which Social Network Can Help One Become President?. *Journal of Management and Business: Research and Practice*, 16(1).
- Kandhro, D. S., & Pathrannarakul, P. (2013). The role of technology in enhancing transparency and accountability in public sector organizations of Pakistan. *International Journal of Economics Business and Management Studies*, 2(1), 20-24
- Karshiboyeva, Laylo. (2023). 2. The Impact of AI and Information Technologies on Islamic Charity (Zakat): Modern Solutions for Efficient Distribution. *International journal of law and policy*, doi: 10.59022/ijlp.83
- Kaukab ME, Sukawi Z, Haryanto S. Why the Happiest Country in the World is Not a Muslim Country?. In 1st Borobudur International Symposium on Humanities, Economics and Social Sciences (BIS-HESS 2019) 2020 May 4 (pp. 1039-1044). Atlantis Press. [10.2991/assehr.k.200529.217](https://doi.org/10.2991/assehr.k.200529.217)

- Kazanskaia, A. N. (2025). *Building Relationships with Major Donors: Strategies for Trust, Engagement, and Long-Term Partnerships*. <https://doi.org/10.64357/neva-gjnps-dn-cl-gft-04>
- Kanter, B., & Fine, A. (2010). *The networked nonprofit: Connecting with social media to drive change*. John Wiley & Sons.
- Khairina N. Analisis pengelolaan zakat, infak, dan sedekah (ZIS) untuk meningkatkan ekonomi duafa (Studi kasus di lembaga amal zakat nurul hayat cabang Medan). AT-TAWASSUTH: Jurnal Ekonomi Islam. 2021 Sep 30;4(1):160-84. 160-184. <http://dx.doi.org/10.30829/ajei.v4i1.4091>
- Kholid AN. Dampak Zakat, Infak Dan Sedekah (ZIS) Terhadap Penurunan Tingkat Kemiskinan dan Percepatan Pengentasan Kemiskinan: Studi Kasus LAZDAI dan DPU-DT di Bandar Lampung. Jurnal Bina Ummat: Membina dan Membentengi Ummat. 2019;2(01):65-105. <https://doi.org/10.38214/jurnalbinaummatstidnatsir.v2i01.40>
- Leech NL, Dellinger AB, Brannagan KB, Tanaka H. Evaluating mixed research studies: A mixed methods approach. Journal of mixed methods research. 2010 Jan;4(1):17-31.
- Light, A., & Briggs, J. (2017, May). Crowdfunding platforms and the design of paying publics. In *Proceedings of the 2017 CHI Conference on Human Factors in Computing Systems* (pp. 797-809).
- Lucas, E. (2016). *Reinventing the Rattling Tin Explaining the Dynamics of Social Networking Site Fundraising*. University of Salford (United Kingdom)
- Malina MA, Nørreklit HS, Selto FH. Lessons learned: advantages and disadvantages of mixed method research. Qualitative Research in Accounting & Management. 2011 Apr 12;8(1):59-71.
- Marshall, M., Kirk, D. S., & Vines, J. (2016, May). Accountable: Exploring the inadequacies of transparent financial practice in the non-profit sector. In *Proceedings of the 2016 CHI Conference on Human Factors in Computing Systems* (pp. 1620-1631).
- Masduki U, Sujatna Y, Istimal I. Konsep Sedekah Bergulir Untuk Pemberdayaan Masyarakat Duafa. In Prosiding Seminar Nasional Program Pengabdian Masyarakat 2020.
- Masduki, U., Purwana, D., dan Sariningsih, T., Sedekah Bergulir dalam Persepektif Agama Islam dan Peraturan Perundang-Undangan. *AL-URBAN: Jurnal Ekonomi Syariah dan Filantropi Islam*, Volume 6 (1), 2022. https://doi.org/10.22236/alurban_vol6/is1pp87-99
- Masduki, U., Purwana, D., dan Sariningsih, T., Sedekah Bergulir dalam Persepektif Agama Islam dan Peraturan Perundang-Undangan. *AL-URBAN: Jurnal Ekonomi Syariah dan Filantropi Islam*, Volume 6 (1), 2022. https://doi.org/10.22236/alurban_vol6/is1pp87-99
- Masrizal, M.,. Mixed method research. *Jurnal Kesehatan Masyarakat Andalas*, 2012;6(2), 53-56.
- McConville, D. (2017). New development: Transparent impact reporting in charity annual reports—benefits, challenges and areas for development. *Public Money & Management*, 37(3), 211-216.
- Middin, M., Nirwana, N., & Haliah, H. (2024). The Role of Internal Audit in Maintaining Financial Accountability and Transparency in Government Agencies: Literature Review.

- Formosa Journal of Multidisciplinary Research*, 3(11), 4313–4326.
<https://doi.org/10.55927/fjmr.v3i11.11887>
- Miller, K. L. (2021). The nonprofit marketing guide. *Journal of Nonprofit Education and Leadership*, 11(4), 99-102.
- Mohammad, Yasin, Hamdard., S., M., Rakibul, Anwar., Muhibullah, Zamani. (2023). 1. Impact of Revenue Diversification on Financial Health with Mediating Role of Felxibility: Non-Profit Organizations of Afghanistan. *Kardan journal of economics and management sciences*, doi: 10.31841/kjems.2023.143
- Mutaqin, M., & Yandri, P. (2024). Analysis of Transparency Index Measurement of Amil Zakat Institutions in Indonesia. *Jurnal Ekonomi Syariah Teori Terapan*, 11(1), 1–20.
<https://doi.org/10.20473/vol11iss20241pp1-20>
- Nawawi H. Manajemen sumber daya manusia untuk bisnis yang kompetitif, cetakan keempat. Penerbit Gajah Mada University Press, Yogyakarta. 2001.
- Okada, A., Ishida, Y., & Yamauchi, N. (2017). Effectiveness of social media in disaster fundraising: Mobilizing the public towards voluntary actions. *International Journal of Public Administration in the Digital Age (IJPADA)*, 4(1), 49-68
- Park, G., Chung, J., & Lee, S. (2024). Scope and limits of AI fundraisers: Moderated serial multiple mediation model between artificial emotions and willingness to donate via humanness and empathy. *Technological Forecasting and Social Change*, 201, 123211..
- Patrizia, G., & Massimo, R. (2014). TRANSPARENCY IN ITALIAN NON PROFIT ORGANIZATIONS. *Annals of the University of Oradea, Economic Science Series*, 23(1).
- Portulhak, H., Delay, A. J., & Pacheco, V. (2015). *Prestação de Contas por Entidades do Terceiro Setor e seus Impactos na Obtenção de Recursos: um Olhar Sobre o Comportamento dos Doadores Individuais*. 17(64). <http://www.atena.org.br/revista/ojs-2.2.3-08/index.php/pensarcontabil/article/view/2622/2204>
- Purwanti D. Pengaruh zakat, infak, dan sedekah terhadap pertumbuhan ekonomi Indonesia. *Jurnal Ilmiah Ekonomi Islam*. 2020 Apr 15;6(1):101-7.
- Purwatiningsih AP, Yahya M. Literature Review Filantropi Islam antara Tahun 2008 hingga 2018. *Al-Muzara'ah*. 2018;6(2):129-38. <https://doi.org/10.29244/jam.6.2.129-138>
- Rafi M. Living Hadis: studi atas tradisi sedekah nasi bungkus hari Jumat oleh komunitas Sijum Amuntai. *Jurnal Living Hadis*. 2019;4(1):133-58.
<https://doi.org/10.14421/livinghadis.2019.1647>
- Rama, A. S. (2016). Peranan religiusitas dan preferensi resiko terhadap akses kepada Lembaga Keuangan Mikro. *JEBI (Jurnal Ekonomi dan Bisnis Islam)*, 1(1), 83-96.
- Rihadatul Aisy, A. H. (2024). Tingkat kepercayaan donatur terhadap pendistribusian dana zis dengan prinsip keadilan dan transparansi di lazisnu doro kabupaten pekalongan. *Jurnal Manajemen Dakwah*. <https://doi.org/10.15408/jmd.v12i2.40880>
- Röhr, T. (2016). *Face-to-face-Fundraising: Zwischen wirtschaftlichem Erfolg und Ethik* (pp. 287–304). Springer Gabler, Wiesbaden. https://doi.org/10.1007/978-3-658-08191-1_20
- Rusdi A, Wicaksono KA, Ardiyantara N, Saputro TA, Peduk A, Ramadhani K. Sedekah sebagai prediktor kebahagiaan. *Jurnal Psikologi Islam*. 2018 Jun 27;5(1):59-68.

- Sahran, Saputra., Mujahiddin., Yurisna, Tanjung. (2024). 1. Enhancing Sustainability through Agricultural Zakāt -Based Philanthropy Movement: A Comprehensive Study on Social Welfare Capital. *Journal of Islamic thought and civilization*, doi: 10.32350/jitc.141.14
- Saxton, G. D., & Wang, L. (2014). The social network effect: The determinants of giving through social media. *Nonprofit and voluntary sector quarterly*, 43(5), 850-868.
- Schropfer, D. W. (2008). *U.S. Patent Application No. 12/213,133*
- Setiadi, I., Maduki, U., dan Syamsu, M., 2023. Implementasi Konsep Sedekah Bergulir Sebagai Instrumen Pembiayaan Pelaku Usaha Non-Bankable. Institut Teknologi dan Bisnis Ahmad Dahlan
- Setiayani, I., Setyowati, N. E., & Kusumadewi, R. (2023). Transparansi dan Akuntabilitas Pelaporan Keuangan BAZNAS Kota Cirebon berdasarkan PSAK 109. *Journal of Sharia Accounting and Tax.*, 1(1), 36–48. <https://doi.org/10.70095/jsat.v1i1.6>
- Stone, S. E., & Truman, E. M. (2016). *Uneven progress on sovereign wealth fund transparency and accountability* (No. PB16-18)..
- Sudhir, K., Roy, S., & Cherian, M. (2016). Do sympathy biases induce charitable giving? The effects of advertising content. *Marketing Science*, 35(6), 849-869.
- Susilawati N. Analisis Model Fundraising Zakat, Infak Dan Sedekah Di Lembaga Zakat. Al-Intaj: Jurnal Ekonomi dan Perbankan Syariah. 2018 Mar 27;4(1). <http://dx.doi.org/10.29300/aij.v4i1.1204>
- Susilawati N. Analisis Model Fundraising Zakat, Infak Dan Sedekah Di Lembaga Zakat. Al-Intaj: Jurnal Ekonomi dan Perbankan Syariah. 2018 Mar 27;4(1). <http://dx.doi.org/10.29300/aij.v4i1.1204>
- Syafiq A. Peningkatan kesadaran masyarakat dalam menunaikan Zakat, infaq, sedekah dan wakaf (ZISWAF). ZISWAF: Jurnal Zakat dan Wakaf. 2018;5(2). <http://dx.doi.org/10.29040/jiei.v6i1.896>
- Tohirin T, Zamahsari Z. Edukasi Zakat, Infaq Dan Shadaqoh (Zis) Pada Siswa/Siswi Sma Muhammadiyah 1 Bengkulu. SYUKUR (Jurnal Inovasi Sosial Dan Pengabdian Masyarakat). 2019 Oct 31;2(2):141-6.
- Umeda, S. (2013). *U.S. Patent Application No. 13/540,528*
- Urselmann, M. (2014). *Fundraising bei Privatpersonen* (pp. 13–300). Springer Gabler, Wiesbaden. https://doi.org/10.1007/978-3-658-01795-8_2
- Yasifah, N. A. N. N. (2024). Peningkatan dana ZISKA melalui digital fundraising oleh organisasi pengelola zakat di Kabupaten Banyumas. *Jurnal Kebijakan Ekonomi dan Keuangan*, 42-50.
- Zidny, M., & Hasbi, N. (2024). *Transparency of Zakat Funds to Increase Public Trust in Zakat Institutions*. <https://doi.org/10.24235/jiesbi.v1i1.94>