Digital Fundraising Innovation in an Islamic Philanthropic Institution: The Case of LAZ Yatim Mandiri

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Abstract. The Islamic philanthropy sector in Indonesia is undergoing a significant transformation driven by rapid advancements in information technology. This study explores the innovation of digital fundraising at LAZ Yatim Mandiri within the context of digital transformation. Using a qualitative approach with a case study design, this research examines how the institution integrates technological innovation with conventional services to optimize the collection of Zakat, Infaq, Alms, and Waqf (ZISWAF). The results indicate that LAZ Yatim Mandiri implements a comprehensive hybrid strategy that combines a self-developed digital ecosystem, such as the Prima application and QRIS integration, with a physical presence of 46 service offices across 14 provinces. A key finding is the strategic application of the AISAS (Attention, Interest, Search, Action, Share) communication model, which effectively manages the donor journey from initial awareness to active participation. Digital platforms, including Instagram, TikTok, and the official website, are utilized not only for promotion but also as vital tools for transparency and community engagement through real-time reporting. This multidimensional approach demonstrates that digital fundraising is not merely a technical adjustment but a fundamental shift in organizational culture and governance. The study concludes that the success of digital innovation in zakat institutions depends on the ability to balance technological sophistication with local social relations and public accountability, thereby ensuring sustainable growth in a competitive philanthropic landscape.

Keywords: AISAS Model; Digital Fundraising; Digital Transformation; Islamic Philanthropy; Zakat.

1. INTRODUCTION

The management of Islamic philanthropy in Indonesia has undergone a significant transformation in line with the rapid development of information technology(Yuliar, 2021). The digital era requires zakat management institutions to adapt to changing societal behavior that increasingly relies on digital platforms in daily life, including philanthropic activities(Saumi & Makhrus, 2025). Digital transformation has encouraged the emergence of digital fundraising models as one of the strategic innovations in collecting zakat, infaq, sadaqah, and waqf (ZISWAF) funds(Hasanah, 2023). Digital fundraising is understood as the practice of utilizing digital technologies such as websites, social media, crowdfunding platforms, and digital payment systems to reach a wider donor base while accelerating and simplifying donation transactions. This practice not only enhances operational efficiency for institutions but also expands public participation in philanthropic activities through the increasingly universal accessibility of digital technology(Kasri & Yuniar, 2021).

The implementation of digital fundraising has proven effective in strengthening efficiency, accountability, and the scope of zakat fund collection across various institutions(Mauludin & Herianingrum, 2022). The digitalization of zakat governance through official websites, mobile applications, and social media platforms has significantly increased

fundraising outcomes and enabled institutions to reach a much broader donor base compared to traditional methods. At the same time, the integration of technology into ZIS collection strategies provides greater convenience for muzaki in fulfilling their religious obligations while fostering closer engagement within the modern fundraising ecosystem. Furthermore, the adoption of digital technology opens opportunities for zakat institutions to optimize crowdfunding systems, collaborate with the fintech sector, and conduct digital campaigns aligned with societal demands for practical, fast, and secure transactions(Kasri & Yuniar, 2021).

The urgency of adopting digital fundraising has become increasingly apparent in light of the exponential shift in donor behavior, particularly among younger generations who tend to engage in social and transactional activities through digital platforms(W. N. Sari, Albahi, & Andrini, 2025). National data indicate that internet penetration in Indonesia has reached a remarkably high level, making the utilization of digital media in fundraising highly strategic for philanthropic institutions seeking to engage donors from diverse social backgrounds. Nevertheless, despite its substantial potential, digital fundraising also presents challenges, including the need to ensure data security, enhance donors' digital literacy, and establish robust digital governance systems to maintain public trust(Ahimsa, Sudarsono, Ghoni, & Affandi, 2023).

The paradigm shift in Islamic philanthropy management is clearly reflected in the increasing use of digital channels by zakat institutions to optimize both fundraising and fund distribution(Saad & Farouk, 2018). LAZ Yatim Mandiri has integrated a comprehensive digital fundraising strategy by leveraging both organic search engine optimization (SEO) and social media, as well as operating an independent digital ecosystem through the Prima by Yatim Mandiri application and the integration of QRIS and e-wallet payment systems(Amelia, Ali, Rabbani, Farel, & Musi, 2025). These initiatives aim to facilitate muzaki in channeling their donations through internal crowdfunding platforms as well as third-party partners serving as primary payment channels. This phenomenon indicates that Yatim Mandiri's technological adaptation represents a strategic, responsive, and contextual approach to strengthening its fundraising ecosystem.

As a zakat management institution focused on serving orphans and disadvantaged communities, LAZ Yatim Mandiri exhibits unique dynamics in its fundraising practices. Previous studies conducted in similar contexts, such as research on ZISWAF digital fundraising at Yatim Mandiri Kudus, reveal that the digitalization of fundraising processes improves accessibility for muzaki, although challenges remain, including limited digital literacy and

technical constraints(Syovi'ah & Qomar, 2022). These findings suggest that while digital fundraising has been implemented, a deeper understanding of technology optimization within institution-specific contexts such as Yatim Mandiri remains necessary(Aisyah, Rindiani, Rahmawati, & Susilowati, 2021).

Although numerous studies have examined digital fundraising in zakat institutions in general, a research gap persists, particularly regarding in-depth analyses of digital fundraising innovation within the operational context of LAZ Yatim Mandiri. Many previous studies remain general in nature or focus primarily on the implications of digitalization without thoroughly exploring the specific innovative strategies employed or examining how digital technologies are integrated with Islamic values and internal management models. Existing fundraising literature emphasizes general digital strategies but does not explicitly address how institutions formulate new fundraising innovations to strengthen donor relationships and ensure the sustainability of fundraising efforts. Meanwhile, studies on Yatim Mandiri during the pandemic period provide preliminary insights into the impact of digitalization but have yet to evaluate sustainable strategic innovations beyond the pandemic context(Syovi'ah & Qomar, 2022).

Therefore, an examination of digital fundraising innovation at LAZ Yatim Mandiri is essential within the current research landscape, as it can offer a more comprehensive understanding of how Islamic philanthropic institutions implement innovative digital strategies aligned with organizational characteristics, local challenges, and modern donor behavior. This study is expected to enrich the existing literature while addressing the limitations of previous research that remains general in scope and lacks an in-depth discussion of digital fundraising innovation within specific institutional contexts such as Yatim Mandiri.

2. METHOD

This study adopts a qualitative approach(Creswell & Poth, 2018) with a case study design(Yin, 2018), which is employed to obtain an in-depth understanding of digital fundraising innovation practices implemented by LAZ Yatim Mandiri within its operational context. This approach is particularly relevant for exploring institutional processes, strategies, and internal dynamics(Denzin & Lincoln, 2017) in integrating digital technologies into ZISWAF (zakat, infaq, sadaqah, and waqf) fundraising activities. The case study focuses on a single unit of analysis, namely LAZ Yatim Mandiri, as a representative Islamic philanthropic institution actively developing a digital fundraising ecosystem.

Data collection was conducted through in-depth interviews(Moleong, 1989) with key informants, including fundraising managers, digital marketing teams, and institutional management, to explore the strategies, innovations, and challenges encountered. In addition, non-participant observation(Yin, 2018) was carried out on the digital platforms utilized by the institution, such as its official website, the Prima by Yatim Mandiri application, social media channels, and digital payment systems. Documentation in the form of institutional reports, digital campaign content, and online publication data was also employed as supporting data sources.

Data analysis was performed thematically through the stages of data reduction, data display, and meaning-making(Braun & Clarke, 2006) to identify forms of digital fundraising innovation and their interconnections with Islamic values and the institution's sustainability strategies. Data validity was ensured through source and technique triangulation(Sugiyono, 2020).

3. RESULT AND DISCUSSION

Digital Fundraising in Zakat Management Institutions

The zakat management sector in Indonesia has experienced an accelerated and significant transformation in line with the rapid expansion of digital technology within the financial and social service ecosystems(Lestari, 2025). This transformation is closely associated with increasing internet penetration, widespread smartphone usage, and the adoption of digital payment systems among Indonesian society, which have collectively shaped new public expectations regarding transparency, efficiency, and accessibility in philanthropic practices(Khoiriyah & Hidayat, 2025). Zakat Management Institutions (Lembaga Amil Zakat LAZ) are therefore required to respond to these changes in order to remain relevant and effective in mobilizing religious social funds. Digital fundraising has emerged as a strategic response to the structural challenges faced by conventional zakat collection models, including limited geographic reach, administrative inefficiencies, and the growing preference of muzaki for cashless transactions(Sofiyawati & Halimah, 2022). This indicates that digitalization should not be understood merely as a technical adjustment, but rather as a fundamental shift in organizational culture, governance, and public engagement strategies, reflecting the dynamics of the digital economy and faith-based social finance. The modernization of zakat institutions through digital platforms contributes to enhanced accountability and donor trust, both of which are critical factors for the long-term sustainability of fundraising growth.

BAZNAS occupies a central position in driving digital transformation within the national zakat management framework and serves as a reference point for many other LAZ. Its initiatives include the development of internal digital infrastructure, such as integrated management information systems, as well as externally oriented platforms designed to facilitate interaction with muzaki. Website-based services and Android applications such as those developed by BAZNAS, LAZ Muhammadiyah, NU Care, Initiative Zakat Indonesia, and Yatim Mandiri reflect efforts to provide user-friendly interfaces that enable muzaki to calculate, pay, and monitor zakat distribution in real time. These platforms are also equipped with innovative payment mechanisms, such as automated M-Cash machines, which allow zakat payments through electronic channels in physical public spaces. This hybrid approach, combining digital convenience with physical accessibility, enables institutions to reach communities with varying levels of technological literacy. The development of such digital ecosystems plays a vital role in strengthening institutional legitimacy and operational efficiency, while also supporting data-driven fundraising decision-making(Hasyim, Ratnasari, & Ramly, 2023).

In addition to developing internal platforms, LAZ have actively established strategic partnerships with external digital service providers to expand their fundraising reach(Mulyono, Ayuniyyah, & Ibdalsyah, 2022). Collaborations with e-commerce platforms, crowdfunding websites, ride-hailing applications, and digital wallet providers reflect adaptive strategies that align zakat collection practices with the digital consumption habits of society. Crowdfunding platforms such as Kitabisa.com serve as important intermediaries that enable LAZ to present social programs through narrative-based campaigns that appeal to digital donors(Fatimah & Suryaman, 2024). Integration with ride-hailing services and digital wallets further embeds zakat payment options within applications that have become part of users' daily routines(S. M. Sari & Raharja, 2023).

The expansion of digital fundraising within LAZ is also reinforced by the adoption of comprehensive digital payment ecosystems capable of accommodating multiple financial technologies simultaneously. The implementation observed at LAZ Sidogiri demonstrates how QRIS barcode integration allows muzaki to use various payment applications such as DANA, OVO, GoPay, LinkAja, and ShopeePay through a single national standard system(Abdillah Mundir & Uyun Nabila, 2023). This approach reflects compliance with national payment system regulations while also responding to donor preferences for flexibility and transaction convenience. Despite the growing dominance of digital channels, many LAZ continue to implement hybrid fundraising strategies that combine online systems with offline methods,

particularly in regions where digital infrastructure remains uneven. The application of fintech within this hybrid model typically emphasizes bank transfer technologies, which are still perceived as the most trusted and accessible method for zakat payment(Hasyim et al., 2023). This pattern indicates that digital transformation in the zakat sector is multilayered and strongly influenced by institutional capacity and diverse socio-economic conditions.

Figure 1. QRIS Payment System of LAZ Yatim Mandiri.

Digital transformation in LAZ fundraising extends beyond technological aspects to include the development of human resources and communication strategies. Awareness that technology adoption depends on organizational readiness has prompted many zakat institutions to invest in digital literacy training and fundraising capacity building for amil(Hartono, 2022). These training programs aim to strengthen competencies in managing digital platforms, analyzing donor data, and designing effective fundraising campaigns. Empirical findings suggest that proximity to digital media contributes to broader outreach and increased donation volumes, as the public perceives digital channels as more accessible and responsive. Consequently, digital fundraising strategies increasingly integrate organic methods such as search engine optimization, social media management, email newsletters, and WhatsApp promotions alongside paid advertising strategies on social media platforms and search engines(Kahfi & Nurfajriani, 2025). This multidimensional approach reflects an understanding that digital fundraising is a continuous process of interaction and visibility management, rather than a one-time transactional activity.

Digital Platforms and Payment Methods

Digital fundraising innovation at LAZ Yatim Mandiri demonstrates the increasingly diverse use of digital platforms and payment methods as a response to changing donor behavior and the evolving financial technology ecosystem in Indonesia. Digital platforms are positioned as primary instruments for expanding outreach, enhancing program visibility, and facilitating interaction between the institution and potential donors(Lovejoy & Saxton, 2012). Social media platforms such as Facebook, Instagram, and TikTok are actively utilized as

communication and fundraising channels through visual content, humanitarian narratives, and thematic campaigns tailored to the specific characteristics of each platform. Instagram is used to showcase activity documentation, brief reports on fund distribution, and donation appeals through link and bio features, while Facebook targets a broader age demographic through narrative-driven content and program information. TikTok functions as a medium to engage younger audiences through short, storytelling-based and educational videos, enabling social messages to be conveyed concisely yet emotionally(H. F. Rohman, Amrullah, & Ridha, 2024).

Figures 2. Yatim Mandiri's Social Media Platforms.

In addition to social media, Yatim Mandiri utilizes the crowdfunding platform Kitabisa.com as a campaign-based fundraising channel. This platform allows the institution to design donation programs with specific targets, deadlines, and structured narratives, enabling donors to clearly understand the objectives and urgency of each program. Campaigns published through Kitabisa.com emphasize transparency and accessibility, as donors are able to monitor fundraising progress in real time(Fatimah & Suryaman, 2024). Empirical evidence indicates that the use of crowdfunding platforms contributes to increased participation from individual donors, particularly among urban communities accustomed to digital transactions and preferring platforms integrated with multiple payment options(Belleflamme, Omrani, & Peitz, 2015).
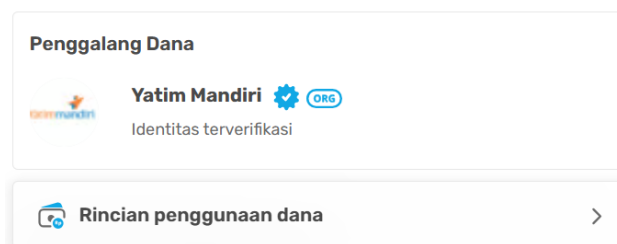

Figure 3. Yatim Mandiri's Campaigns on Kitabisa.com.

Despite digital platforms serving as the backbone of fundraising innovation, Yatim Mandiri continues to maintain physical service facilities through 52 service offices across 14 provinces(T. B. Rohman, 2026). These offices are intended for donors who still rely on face-to-face interaction or have limited access to digital technology. Service offices function as direct fundraising points, information centers, and consultation facilities for zakat and charitable donations. This approach reflects a multichannel strategy that combines digital and conventional methods, enabling the institution to reach donor segments with varying levels of digital literacy.

From a payment perspective, digital fundraising innovation is characterized by the adoption of flexible and integrated payment systems. The use of QRIS barcodes has become one of the primary methods for receiving zakat, waqf, infaq, and general donations. QRIS enables donors to make payments through various banking applications and digital wallets using a single national standard code(Purwatiningsih, Fitria, Indriani, & Kuriawan, 2025). This feature is considered effective in reducing transaction barriers and aligning with the growing public preference for cashless payments. Studies indicate that QRIS implementation facilitates spontaneous donations in both offline and online contexts(Afandi, 2023), and other findings suggest that QRIS has become one of the most frequently used payment methods in digital fundraising campaigns across several regions.

Another widely used payment method is mobile banking, which allows donors to transfer funds directly through banking applications on mobile devices. This service is considered practical due to its accessibility at any time and its direct connection to institutional accounts(Nugrahini, Purnamasari, & Alfian, 2025). Research data indicate that donors who utilize mobile banking tend to belong to productive age groups with moderate to high levels of digital literacy. Moreover, mobile banking simplifies transaction recordkeeping, as banking systems provide digital transfer receipts that can be archived by the institution(Anisah et al., 2025).

Digital wallets or e-wallets also constitute a key component of the digital payment system. Integration with various e-wallet services offers fast and convenient payment alternatives, particularly for donors who do not rely on conventional bank accounts(Sudhian Aryadipura, Muhammad Fikrinala Margaliu, & Miranda Tanjung, 2025). This method is especially prevalent in digital campaigns disseminated via social media, as donation links can directly redirect users to payment applications already installed on their devices(H. F. Rohman et al., 2024). Studies indicate that the use of e-wallets contributes to an increased frequency of

small but recurring donations, which cumulatively make a significant contribution to the total funds collected(Syahrin, Arisandy, & Handika, 2025).

In addition to digital methods, transfers through partner bank accounts are retained as one of the main fundraising channels. This conventional method is perceived as having a high level of trust, particularly among institutional donors or individuals who are more comfortable with formal banking systems. Bank accounts also serve as the backbone that integrates various other payment methods, including mobile banking and QRIS. Research shows that although the use of digital payments has increased significantly, bank transfers remain the preferred option for donations involving larger amounts.

Fundraising innovation also includes the use of donation vouchers with predetermined denominations distributed by field officers to the community. These vouchers are designed to reach micro-donors and groups that are not fully connected to digital payment systems. Vouchers can be redeemed or paid through designated channels, thereby functioning as a bridge between conventional and digital methods. This approach has proven effective in increasing grassroots-level donation participation, particularly during social and religious activities(Awaliah, Una, Septianingsih, & Ratnasari, 2025).

Donation pick-up services or direct collection services are also maintained as part of the multichannel approach. Under this scheme, officers or amil visit donor locations to collect donations directly. This service is typically utilized by regular donors or institutions requiring time flexibility and personalized service. The continued availability of donation pick-up services indicates that digital innovation does not entirely replace conventional methods, but rather operates alongside them to accommodate diverse donor needs(Kufile et al., 2021).

Digital Marketing Strategies

The digital marketing strategies implemented by zakat management institutions today indicate a significant shift from conventional fundraising models toward technology-based indirect fundraising approaches. Within this framework, digital marketing is positioned as a primary instrument for building public awareness, expanding information outreach, and fostering long-term relationships with donors. Institutions combine direct fundraising methods such as donation pick-up services and face-to-face interactions with indirect methods that utilize digital media as communication and promotional tools. This approach enables institutions to reach potential donors more broadly without spatial and temporal constraints, in line with changing societal behavior that increasingly relies on digital media for information seeking and transactional activities(Rohim, 2019).

Social media has become the main channel in implementing these digital strategies through the use of multiple platforms tailored to audience characteristics. Instagram is employed to present visual content, including activity documentation, beneficiary testimonials, and concise program infographics. Facebook functions as a platform for delivering longer narratives and activity reports aimed at more senior audience segments. Meanwhile, TikTok is utilized as a creative medium to engage younger audiences through short videos that emphasize storytelling, zakat education, and emotionally driven donation appeals. Overall, the multi-platform use of social media has been shown to contribute to increased levels of engagement and interaction between institutions and potential donors(Amelia et al., 2025).

Beyond social media, LAZNAS Yatim Mandiri also leverages a broader digital ecosystem as part of its digital marketing strategy. The institution's official website serves as a central information hub containing organizational profiles, flagship programs, activity reports, and online donation features. The website functions as a primary reference for prospective donors seeking more comprehensive information before making donation decisions. In addition, YouTube is used to present longer-form video content such as program documentation, social activity coverage, and beneficiary testimonials that cannot be fully accommodated by short-form video-based social media platforms. The integration of the website, YouTube, Instagram, and TikTok as core promotional platforms reflects the institution's effort to establish a consistent and interconnected digital presence.

The core focus of Yatim Mandiri's digital marketing strategy lies in content management and community engagement. Produced content is designed not only to attract attention but also to build institutional trust and credibility. Yatim Mandiri Sidoarjo, for instance, emphasizes the development of engaging, informative, and reliable content as a means of reaching a broader donor base. Such content includes activity reports, success stories of empowerment programs, and educational information related to zakat, infaq, and sadaqah. This approach indicates that digital marketing is not solely oriented toward donation promotion but also toward shaping public understanding and social awareness(Aristyanto & Edi, 2023).

Promotional strategies emphasize message consistency and publication intensity to maintain visibility in the digital space. Institutional activities and programs are shared regularly across multiple channels to strengthen brand awareness and reinforce the institution's image as an active and responsive philanthropic organization. Furthermore, audience engagement through interactive features, comment sections, and direct messaging serves as a mechanism for building a solid digital community. These interactions enable institutions to obtain direct feedback and gain a more accurate understanding of donor preferences.

The effectiveness of digital marketing efforts is further supported by the application of the AISAS (Attention, Interest, Search, Action, Share) model as a communication framework. At the Attention stage, institutions attract audience awareness through visually compelling content aligned with current social issues. The Interest stage is developed through emotional narratives that appeal to humanitarian values. Subsequently, the Search stage is facilitated by providing easily accessible information on websites and social media platforms, enabling potential donors to independently verify information before deciding to contribute(Zulfikri, 2022).

The Action stage in the AISAS model is realized through seamless donation access integrated with various digital payment methods. Donation links embedded in social media content and websites allow audiences to transition directly from interest to concrete action in the form of donations. The Share stage then encourages donors to disseminate their donation experiences through social media or personal networks, enabling fundraising messages to spread organically. The implementation of the AISAS model assists LAZNAS Yatim Mandiri in managing digital communication flows systematically and in a conversion-oriented manner, moving from mere information exposure toward active donor participation(Azmi, Zen, & Fatmawati, 2024).

Within an increasingly competitive philanthropic landscape, the application of digital marketing strategies based on the AISAS framework provides zakat institutions with a strategic advantage. The ability to continuously manage audience attention and interest becomes a crucial factor in maintaining institutional relevance amid the growing number of organizations utilizing digital channels. Consistent strategy integration enables institutions to compete effectively at both national and regional levels, as reflected in increased digital interaction and public participation in fundraising campaigns.

Overall, the implementation of these strategies demonstrates that digital marketing functions as a strategic instrument for relationship building, visibility enhancement, and donor engagement. The integrated use of multiple platforms, emphasis on content quality, and application of structured communication models reflect a planned approach to managing digital fundraising activities. This dynamic illustrates that digital marketing serves not merely as a promotional tool but also as a medium of social interaction that shapes a modern fundraising ecosystem within zakat institutions.

Operational Implementation and Service Delivery

The operational implementation of digital fundraising in philanthropic institutions reflects an integration between technological renewal and the strengthening of conventional

services that have long characterized religious social organizations. The operational infrastructure developed does not entirely eliminate traditional service models; rather, it enhances them to accommodate diverse donor characteristics. The institution manages 46 service offices across 14 provinces in Indonesia, which function as physical service centers for individuals wishing to channel zakat, infaq, sadaqah, and waqf through face-to-face interactions. The presence of these offices represents a decentralized service strategy that enables the organization to maintain close proximity to local communities while preserving accessibility for donors who have not fully adapted to digital systems(T. B. Rohman, 2026). These service offices do not merely serve as donation transaction points but also operate as centers for education and program socialization. Through direct communication, staff members are able to explain empowerment programs, fund management mechanisms, and the social impact of donations. This model demonstrates that physical services continue to play a crucial role in trust building, particularly among donors who prefer direct interpersonal communication. Within the context of digital fundraising, physical services function as a source of institutional legitimacy, ensuring that digital innovation is supported by established local social relations.

In addition to office-based services, LAZ Yatim Mandiri implements a flexible fundraising system tailored to the needs and circumstances of donors. One operational service that has been maintained is the donation pick-up service, whereby staff or amil visit donors' locations to collect ZISWAF funds directly. This service is intended for donors who face time constraints, mobility limitations, or restricted access to digital technology. Research findings indicate that donation pick-up services serve as a practical solution to reduce barriers to donor participation while simultaneously strengthening personal relationships between the institution and its contributors.

The practice of donation pick-up also reflects a service convenience oriented approach that aligns with public service principles and Islamic philanthropic values. In the context of digital innovation, this service illustrates that digital transformation does not necessarily entail the elimination of direct interaction, but rather can coexist with conventional approaches. The integration of digital systems and manual services allows the institution to accommodate a broad spectrum of donors, ranging from urban groups accustomed to digital transactions to communities that continue to rely on face-to-face engagement.

Another form of operational service involves the distribution of donation vouchers with predetermined denominations, ranging from IDR 10,000 to IDR 50,000, which are disseminated by amil during specific activities. These vouchers function as practical and

accessible fundraising instruments for the community. They are commonly used in social events, religious gatherings, and community programs to encourage small-scale yet widespread donation participation. This approach demonstrates an adaptive fundraising strategy that takes into account the socio-economic conditions of the community by aligning donation amounts with donors' financial capacities.

From an operational perspective, the use of donation vouchers also serves as a philanthropic education tool, particularly for individuals who are not yet accustomed to making regular donations. The relatively small denominations enable first-time donors to participate without significant financial burden. This mechanism illustrates that service innovation does not always rely on high-level technology, but can also involve simplifying donation instruments in ways that are socially contextualized. When combined with digital channels, donation vouchers become part of a complementary multichannel fundraising strategy.

Another crucial aspect of LAZ Yatim Mandiri's digital fundraising operations is adherence to the principles of transparency and accountability in fund management. The institution regularly publishes monthly reports on the collection and distribution of ZISWAF funds through its official website. These reports provide detailed information on total funds collected, program allocations, and the range of distribution activities implemented. Research indicates that online reporting practices constitute a vital component in building donor trust, particularly within the context of digital fundraising, which is highly sensitive to issues of credibility.

The publication of online financial reports also demonstrates the utilization of digital technology in organizational governance. The website functions not only as a promotional and donation collection platform, but also as a tool for public accountability. Donors are able to access financial information at any time without the need to visit service offices, thereby removing physical barriers to information transparency (Alshehadeh, Al-Zaqeba, Elrefae, Al-Khawaja, & Aljawarneh, 2024). This practice aligns with the expectations of a digital society that demands fast, open, and verifiable access to information. From a service perspective, transparent monthly reporting also influences perceptions of institutional professionalism. Donors who receive clear information regarding fund utilization tend to exhibit higher levels of trust and loyalty. This indicates that digital fundraising innovation extends beyond collection channels to include post-donation reporting and communication mechanisms. Transparent digital operations thus function as a continuous cycle linking fundraising, fund management, and accountability.

The integration of digital services, physical services, and online reporting mechanisms forms a comprehensive operational framework. This model enables LAZ Yatim Mandiri to reach diverse donor segments with varying preferences. Digitally literate donors can utilize online platforms and reports, while those who prefer direct interaction continue to be served through service offices and donation pick-up services. This operational flexibility reflects the organization's adaptive response to evolving social and technological dynamics(Khairuddin, Pipir Romadi, Muhlasin, & Ryan Pratama, 2024).

More broadly, the operational implementation and service delivery practiced by LAZ Yatim Mandiri reflect a hybrid approach to digital fundraising. This approach combines technological innovation with social service values oriented toward convenience, proximity, and trust. Extensive physical infrastructure, donation pick-up services, voucher distribution, and online reporting collectively form an interconnected service ecosystem. This dynamic illustrates that the success of digital fundraising is determined not solely by technological sophistication, but also by the institution's capacity to manage services in an inclusive, accountable, and socially grounded manner.

4. CONCLUSIONS

The implementation of digital fundraising strategies at LAZ Yatim Mandiri reflects a process of institutional transformation through the integration of digital technology with conventional services in response to the dynamics of Islamic philanthropy in the digital era. The institution adopts a hybrid approach by combining the utilization of digital innovations such as the Prima application, QRIS-based payment systems, and the optimization of social media with the presence of physical infrastructure in the form of 46 service offices distributed across 14 provinces. This pattern indicates that digitalization is not positioned as a replacement for conventional services, but rather as a mechanism to strengthen existing fundraising systems.

The digital marketing strategy implemented refers to the AISAS model (Attention, Interest, Search, Action, Share) as a framework for building public awareness, increasing engagement, and facilitating information-seeking behavior and donation conversion through integrated channels. The use of platforms such as Instagram, TikTok, and the official website is not solely directed toward program promotion, but also functions as a space for social interaction between the institution and the public, as well as a medium for transparency through the online publication of fundraising and distribution reports. This practice illustrates the institution's efforts to adapt its fundraising strategies to the behavioral characteristics of digital donors while simultaneously maintaining local and personal social relationships.

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