

**FUNDRAISING STRATEGY AND EFFECTIVENESS OF ZAKAT DISTRIBUTION AT
AMIL ZAKAT INSTITUTIONS (A Case Study of The Insiatif Zakat Indonesia
Institution, West Sumatra)**

THESIS

Submitted as One of the Requirements for a Bachelor's Degree in Management

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“Fundraising Strategy and Effectiveness of Zakat Distribution Amil Zakat Institutions (A Case Study of The Insiatif Zakat Indonesia Institution, West Sumatra)”

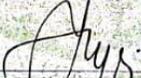
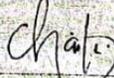
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ABSTRACT

This research aims to analyze the fundraising strategies and evaluate the effectiveness of zakat distribution implemented by the Insiatif Zakat Indonesia (IZI) in West Sumatra. The study involves zakat managers from IZI West Sumatra as informants, selected through purposive sampling based on their active involvement in fundraising and zakat distribution efforts. A total of eight informants participated in the study. Data analysis was conducted using the descriptive analysis model of Miles and Huberman (1994). Findings reveal that IZI West Sumatra utilizes a three-pillar fundraising strategy comprising individual supporters, agents of goodness, and the community, incorporating both online and offline methods. The study also demonstrates that IZI West Sumatra's zakat distribution achieves effective outcomes as evaluated through Cameron's (1986) multidimensional effectiveness indicators.

Keywords: Fundrasing, Effectiveness, Distribution, Insiatif Zakat Indonesia (IZI)

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