

## **CHAPTER V**

### **Conclusion and Suggestions**

#### **5.1 Conclusion**

Based on research that has been conducted on fundraising strategies and the effectiveness of zakat distribution by the Insiatif Zakat Indonesia (IZI) of West Sumatra, several things can be concluded as follows:

1. **Fundraising Strategy**, IZI West Sumatra implements a fundraising strategy that combines traditional and modern methods, utilizing a personal approach to individuals and collaboration with companies and communities. IZI uses a data-based approach and emotional appeal in its fundraising campaign, which has succeeded in increasing donor engagement. Diversification of media and channels, both online and offline, such as WhatsApp, social media, and digital donation platforms, also plays an important role in expanding donor reach. Collaboration with various external partners, including foundations, companies, and student communities, shows that IZI is able to optimize its collaborative role in raising and distributing zakat funds. The IZI Point partnership model provides an opportunity for other institutions that do not yet have a zakat management permit to be involved in zakat management through IZI, which strengthens synergy in empowering the community.

2. **Zakat Distribution Process and Evaluation**, In terms of zakat distribution, IZI West Sumatra prioritizes the accuracy of determining mustahiq through field surveys and comprehensive assessments. Zakat distribution is carried out based on the Budget Plan adjusted to the needs of mustahiq, with priority on the poor. Distribution evaluation is carried out through sampling methods and factual surveys to ensure that zakat funds reach those who are entitled and are used according to their purpose, both in charity and empowerment programs.

3. **Effectiveness of Zakat Distribution**, Based on the organizational effectiveness indicators put forward by Cameron, it can be concluded that the distribution of zakat by IZI West Sumatra has shown significant effectiveness, especially in terms of achieving goals, adaptability, and stakeholder satisfaction. The application of digital technology, development of empowerment programs, periodic evaluations, transparency, and increased collaboration show that IZI is trying to meet the various dimensions of effectiveness required. However, in order to be more optimal, IZI needs to continue to improve internal efficiency and innovation in zakat management, as well as ensure the sustainability of empowerment programs to realize the independence of mustahiq.

Overall, this study shows that IZI West Sumatra has succeeded in implementing professional and integrity-based zakat management, by prioritizing efficiency, transparency, and accountability. The use of digital

technology, strategic partnerships, and data-based and emotion-based approaches have increased the effectiveness of zakat fundraising and distribution strategies.

## 5.2 Implications

The following is the development of research implications based on the data provided:

These findings provide practical guidance for other zakat institutions to adopt strategies that have been proven to increase donor engagement, such as data-based and emotional approaches in fundraising campaigns. The combination of online and offline methods, including collaboration with companies and communities, can be a strategy that is replicated by other zakat institutions to expand reach and raise funds more effectively. In addition, the use of partnership models such as "IZI Point" allows the involvement of other institutions in zakat management, which can strengthen synergy between institutions in empowering the community.

IZI's approach to ensuring the accuracy of zakat recipients and conducting periodic evaluations can encourage the creation of policies that support the standardization of zakat distribution based on surveys and field evaluations. The implementation of strong transparency and accountability also shows the need for regulations that encourage zakat managers to openly report the distribution process.



This study adds insight into the study of the effectiveness of zakat management organizations, especially related to indicators of organizational effectiveness such as adaptability, stakeholder satisfaction, and goal achievement. This study shows that strategic collaboration, utilization of digital technology, and periodic evaluation are important factors in ensuring the effectiveness of zakat management. These results can enrich the literature on the effectiveness of non-profit organizations, especially zakat institutions, and become a basis for further research on innovation and sustainability of mustahiq empowerment programs.

Overall, the implications of this study can encourage other zakat institutions to implement more efficient, innovative, and mustahiq empowerment-oriented practices, while maintaining transparency and accountability to donors and the wider community.

This study provides several practical implications for other zakat management institutions. The fundraising and zakat management strategies implemented by IZI West Sumatra can serve as a reference for enhancing donor engagement and the effectiveness of zakat distribution. The utilization of digital technology and data-driven approaches can also form a basis for other institutions to optimize organizational performance, particularly in ensuring transparency and accountability. Academically, this research contributes to the study of organizational effectiveness in

zakat management by highlighting the importance of collaboration, technology, and continuous evaluation.

### 5.3 Limitations

This study has several limitations, including:

1. This research is limited to one zakat institution in a single region, so the findings may not fully represent zakat management practices in other regions or by other zakat institutions.
2. The data obtained primarily comes from interviews and internal documentation, so there is a potential for bias that could influence perceptions of the effectiveness of the implemented strategies.
3. The evaluation of organizational effectiveness is based on Cameron's indicators, which may need adjustment if applied to other zakat institutions with different structures and challenges.

### 5.4 Suggestions

**Strengthening the Mustahiq and Donor Database,** Strengthening the mustahiq database is a strategic step to make the zakat distribution process more effective and in accordance with needs. With complete and up-to-date data, zakat distribution will be more targeted and measurable. In addition, improving the donor database is very important, not only to expand the donor network, but also to build long-term

relationships. Detailed profiling will make it easier for institutions to develop personal and impactful distribution strategies for donors

**Programs that Provide Real Solutions for Mustahiq,** Zakat institutions are advised to prioritize programs that provide direct and solution-oriented impacts for mustahiq, based on research and analysis of community needs. This program should focus on solving real problems faced by the community, so as to provide concrete benefits. In addition, it is important for zakat institutions to maintain and improve the quality of the programs they run in order to continue to attract the attention and support of donors. Transparency in reporting the impact and results of program activities needs to be conveyed clearly to muzakki and partners, so that it can build sustainable trust and increase support for programs that are oriented towards real solutions for mustahiq.

**Creativity and collaboration in attracting donors,** Creative strategies need to be developed to attract the attention of muzakki and potential donors. Innovation in fundraising can be done by holding digital-based campaigns that involve collaboration with influencers or public figures. This can help increase reach and appeal to new donors, especially from the younger generation who are active on social media. In addition, the quality of human resources needs to be improved so that zakat management is more professional and impactful. Zakat institutions are advised to expand their partnership networks with both social organizations and corporations.

This will facilitate zakat distribution activities and open up opportunities to garner wider support. In addition, collaboration with external partners can enrich perspectives and resources in developing innovative and solution-oriented programs for the community.

