

Islamic Fundraising: Increasing Donor Participation in the Development of Islamic Educational Institutions

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Abstract

This study examines the implementation of Islamic fundraising strategies to enhance donor participation in the development of Islamic educational institutions. In the context of globalization and increasing competition, Islamic educational institutions often face financial constraints that hinder educational development and quality. Through a qualitative approach based on a comprehensive literature review, this research analyzes the concepts, methods, and principles of Islamic fundraising and their impact on Islamic educational institutions. The findings indicate that Islamic fundraising, rooted in the Quran and Hadith, is not only effective in raising funds but also strengthens Islamic identity and values in education. Direct and indirect fundraising methods, combined with strategies such as face-to-face interactions, direct mail, special events, and campaigns, prove to increase donor participation. Principles such as education, ethics, professionalism, and transparency are key to building donor trust and loyalty. Significant impacts of implementing Islamic fundraising include increased financial resources, donor satisfaction, positive institutional image, and encouragement of innovation and creativity in the educational environment. This study concludes that integrated and technology-based Islamic fundraising strategies can effectively enhance donor participation and support the sustainability of Islamic educational institutions. Recommendations for future research include exploring innovative fundraising strategies and improving inter-institutional collaboration to create a sustainable Islamic education ecosystem. The study also finds that the financial independence of Islamic educational institutions through income diversification and operational efficiency is crucial to complement Islamic fundraising strategies.

Keywords: *Fundraising; Islamic Fundraising; Donor Participation; Development of Islamic Educational Institutions; Independence.*

Introduction

Islamic education plays a fundamental role in forming a generation of Muslims with knowledge and noble character.(Setiawan & Luthfi, 2024). As the main pillar in the intellectual and spiritual development of the people, Islamic educational institutions are required to continue to adapt to current developments.(Ridwan & Restu, 2023). However, reality shows that many Islamic educational institutions in various countries, including Indonesia, often face significant financial constraints.(Adelia & Mitra, 2021). These limited financial resources not only hinder the development of infrastructure and facilities but also have a direct impact on the quality of education provided.(Sunggara et al., 2024).

Fundraising is an activity to collect funds and other resources from the community, whether individuals, groups, organizations, companies, or government.(Akhlakul Karimah; Ahmad Supriyadi, 2022). In the global educational landscape, Islamic educational institutions face increasingly fierce competition with general educational institutions which often have greater financial support. (Wahid, 2023). This phenomenon increasingly emphasizes the urgency of

raising funds or fundraising as a crucial aspect in ensuring the sustainability and improvement of the quality of Islamic education. However, process fundraising must be done carefully and in line with Sharia principles to maintain the integrity and trust of the Muslim community. (Mustaqim & Yasin, 2023).

Previous studies have explored various dimensions of fundraising in an Islamic context. (Kurniaputri et al., 2020) examined the motivations of Muslim donors in giving to charity, revealing that religious and social factors have a significant influence on the decision to donate. (Fithrotin & Lathifah, 2022) examines the potential of waqf in supporting Islamic higher education, demonstrating that the waqf model can be a sustainable financing solution for the education sector. Meanwhile, (Prihartanto & Efendi, 2023) discusses the role of technology in increasing the effectiveness of fundraising for Islamic charity organizations, and emphasizes the importance of adopting digital platforms in contemporary fundraising strategies. While these studies highlight various aspects of fundraising in Islamic education, the comparison or synthesis between these approaches remains unclear. For instance, there are distinct differences between "direct fundraising" approaches and "technology-based fundraising," yet the relationship between these methods within Islamic educational institutions remains underexplored. Direct fundraising emphasizes personal interaction and traditional Islamic values, while technology-based approaches focus on digital platforms and wider reach. However, how these approaches can complement each other and be effectively integrated within Islamic educational institutions requires further investigation.

Nevertheless, there is still a significant gap in the literature regarding comprehensive strategies to increase donor participation, especially in the context of developing Islamic educational institutions. The majority of previous research has tended to focus on separate aspects of fundraising sharia, without integrating it into a holistic framework for Islamic educational institutions. This gap includes a lack of in-depth analysis of how Sharia principles can be applied effectively in strategy fundraising modern, and how technology can be utilized without ignoring Islamic values.

Problems that arise in the context of fundraising Sharia for Islamic educational institutions cover several critical aspects. First, there is an imbalance between the increasing need for funds and public awareness of the importance of financial contributions to Islamic education. Second, there are challenges in building and maintaining long-term donor trust, especially in terms of transparency in the use of funds. Third, difficulties in integrating methods of fundraising with Sharia principles, especially in the digital era which is full of financial technology innovation.

Previous research on "Effectiveness of Fundraising for Educational Empowerment" in 2022 by Fawziyah Tansyah Siregar. Obtaining research results that Sharia fundraising has the aim of collecting funds, and gathering donors, through methods that are in line with Islamic principles, accompanied by transparency and accountability in reporting. This effort aims to improve people's standard of living, provide high-quality services, and maintain good relations and effective communication. The fundraising strategy used includes methods of direct fundraising and indirect fundraising. (Siregar, 2022).

The second research was conducted by Euis Asyiah et al in 2023 entitled "Management of zakat, infaq, sadaqah, and waqf (ZISWAF) based education financing in the Implementation of Education Programs (Case Study at Yayasan Madinah Al Hijrah Cimanuk" found that the fundraising method implemented at this institution was, namely direct fundraising, indirect fundraising, and fundraising beyond friend-raising. (Asyiah et al., 2024).

hird, Lailanur Fadillah Nasution, and Muhammad Syahbudin will analyze the strategy for 2022 fundraising towards improving ZIS management at the Medan Branch of the Nurul Hayat Amil Zakat Institution. In their research they found several strategies for fundraising that can be used

by an institution to improve its management, including a) Increasing cooperation with DKM; b) Providing scholarships to zakat study program students; c) Introducing products to target customers; and d) Recruiting muzakki among entrepreneurs.(Lailanur Fadillah Nasution & Muhammad Syahbudi, 2022).

Fourth, Ahmad Juhaidi et al. conducted research in 2022 entitled "Fundraising Strategy for Islamic Boarding Schools in South Kalimantan". It is recommended that Islamic-based educational institutions adopt a contemporary approach to fundraising. This aims to reduce excessive dependence on religious authoritative figures in the process of gathering financial resources. By implementing more innovative and diverse funding strategies, Islamic educational institutions can expand their support base and create a more independent and sustainable funding system.(Juhaidi et al., 2023).

Based on several studies above, the author explains the scientific novelty of this research, which lies in the integration of concepts of fundraising sharia with a strategy to increase donor participation specifically for Islamic educational institutions. This research does not only examine methods of fundraising sharia-compliant but also analyzes how these methods can be optimized to increase donor engagement in the long term. This approach includes an in-depth analysis of how Islamic economic principles can be synergized with modern marketing strategies and digital technology to create a model of fundraising effective and sustainable.

The main problem raised in this research is: How to strategy fundraising Can sharia be implemented effectively to increase donor participation in the development of Islamic educational institutions? This question raises several important sub-questions: (1) What are the key factors that influence donors' decisions to support Islamic educational institutions? (2) How sharia principles can be integrated into the strategy of fundraising modern without reducing its effectiveness? (3) The extent to which the use of digital technology can increase donor participation in the context of fundraising sharia?

The hypothesis proposed is that the implementation of strategy fundraising Integrated, transparent and technology-based sharia will significantly increase donor participation and financial contributions to Islamic educational institutions. This hypothesis is based on the assumption that Muslim donors have a higher tendency to participate in charitable activities that are in line with Islamic values, especially if accompanied by transparent and easily accessible mechanisms.

This study aims to identify and analyze strategies for fundraising effective sharia in increasing donor participation for the development of Islamic educational institutions. Furthermore, this research aims to provide practical recommendations for Islamic educational institutions to implement this strategy. Specifically, this research aims to: (1) Analyze donor preferences and motivations in supporting Islamic educational institutions, (2) Develop a model fundraising integrative and adaptive sharia to technological developments, and (3) Develop implementation strategies for fundraising sharia that can increase donor participation sustainably.

Previous studies have not comprehensively examined how these three approaches can be effectively integrated within Islamic educational institutions. For instance, while Juhaidi et al. (2023) suggest reducing dependency on authoritative figures, they do not offer concrete mechanisms for integrating modern technology with traditional values. Similarly, Nasution & Syahbudi's (2022) research on ZIS fundraising strategies provides valuable insights into operational aspects but lacks an in-depth discussion of technology integration.

Method

This research employs a qualitative approach through a systematic literature review, utilizing content analysis to examine the theoretical foundations and practical applications of Islamic fundraising in Islamic educational institutions. The analysis focuses on identifying themes, patterns, and insights from various academic sources published between 2021-2024, including peer-reviewed journals, scholarly books, and conference proceedings in both Islamic economics and educational management fields.

The literature selection process follows specific criteria: (1) relevance to Islamic fundraising and educational institution management, (2) publication in reputable academic sources, and (3) coverage of both theoretical and practical aspects of Sharia-compliant fundraising. The research draws upon foundational Islamic economic theories, particularly the principles of *takaful* (cooperation) and *maslahah* (public benefit), as well as contemporary fundraising management frameworks to develop a comprehensive analytical lens.

Through this systematic review and analysis, the research aims to explore the Sharia principles underlying fundraising practices, investigate implementation challenges, and assess prospects for Islamic educational institutions. The theoretical framework integrates Islamic financial principles with modern fundraising management concepts, enabling a nuanced understanding of how religious values influence fundraising strategies and outcomes.

This study acknowledges several limitations inherent to the literature-based approach, including (1) potential gaps between theoretical discussions and practical realities in the field, (2) limited empirical data on implementation outcomes, and (3) variations in contextual factors across different regions and institutions. Despite these limitations, this research contributes to filling a significant gap in the literature by synthesizing existing knowledge on Sharia-based fundraising and providing practical insights for educational institutions seeking to align their fundraising practices with Islamic principles.

Results

Analysis of Current Fundraising Practices in Islamic Educational Institutions

The research findings revealed significant patterns in current Islamic fundraising practices across educational institutions. Most institutions predominantly employed a combination of direct and indirect fundraising methods, with direct approaches being the most prevalent. These direct methods typically involved personal interactions with potential donors, face-to-face meetings, and targeted campaigns. The research found that institutions implementing multiple fundraising approaches demonstrated notably higher success rates in donor retention and overall fund acquisition compared to those relying on a single method.

Key Success Factors in Islamic Fundraising

In examining the elements that contribute to successful Islamic fundraising, transparency emerged as the most critical factor. Institutions that maintained clear and regular communication about fund utilization showed significantly higher donor trust levels. Sharia compliance was another crucial element, with successful institutions consistently demonstrating adherence to Islamic financial principles in their fundraising practices. The research also highlighted the importance of professional fundraising staff and robust financial management systems in achieving fundraising objectives. Institutions that invested in developing their fundraising capabilities through staff training and system improvements showed marked improvements in their fundraising outcomes.

Impact Assessment of Fundraising Initiatives

The assessment of fundraising initiatives revealed substantial positive impacts across multiple dimensions. Financial impacts were particularly noteworthy, with participating institutions reporting consistent growth in their annual fundraising revenues. These improved financial resources directly translated into enhanced educational capabilities, including expanded scholarship programs and improved faculty development opportunities. The research also found significant community impact, with successful fundraising programs fostering stronger connections between educational institutions and their surrounding communities. This strengthened relationship often led to sustained donor support and increased community participation in institutional development.

Innovation in Islamic Fundraising Methods

The research uncovered several innovative approaches in Islamic fundraising methods. The integration of digital technologies has transformed traditional fundraising practices, enabling institutions to reach broader donor bases and implement more efficient fund management systems. Sustainable funding models have emerged as a key innovation, with institutions developing creative approaches to ensure long-term financial stability while maintaining Sharia compliance. The adoption of collaborative approaches has also proven successful, with institutions forming networks to share resources and expertise in fundraising efforts.

Challenges and Barriers

Despite the successes, the research identified several significant challenges in Islamic fundraising implementation. Technical barriers presented considerable obstacles, particularly for institutions in regions with limited digital infrastructure. Operational challenges, including resource constraints and skill gaps among staff, affected the ability of many institutions to implement comprehensive fundraising programs. Cultural factors also played a crucial role, with some communities showing resistance to modern fundraising methods due to traditional mindsets and concerns about digital security. These challenges highlighted the need for balanced approaches that respect traditional values while embracing modern fundraising techniques.

These findings collectively demonstrate the evolving nature of Islamic fundraising in educational institutions and its crucial role in institutional development. The research reveals both the potential for significant positive impact and the importance of addressing various challenges to achieve successful fundraising outcomes.

Discussion

Draft Fundraising Sharia

Draft fundraising Sharia refers to fundraising practices that comply with the principles of Islamic sharia, which are generally used to collect funds for zakat, infaq, alms, and waqf. Fundraising in this context does not only focus on collecting money but also on raising other resources to support social and humanitarian activities.

In the English-Indonesian dictionary, fundraising is interpreted as collecting funds. The person or institution that collects the funds is called a fundraiser. (Azmi et al., 2024). According to Nopiardo in (Amarudin et al., 2024) fundraising is a comprehensive concept implemented by institutions in growing fund collection which is done by obtaining and obtaining funds. The purpose of fundraising According to Ambok Pangikuk (2020) in (Suparwi et al., 2023) it is to: a) Collect funds; b) Increasing muzakki; c) Creating an image of the Institution; d) Gathering sympathizers and supporters; e) Increase donor satisfaction.

Fundraising Sharia is a method of raising funds that is carried out in accordance with Islamic principles and values. This concept not only focuses on collecting funds, but also pays attention to spiritual, ethical and social aspects in the process. Fundraising Sharia is based on the Qur'an and Hadith. Allah SWT says in QS. Al-Baqarah verse 261 which encourages Muslims to spend in the way of Allah.(Azizah et al., 2023). And the order of zakat is strictly ordered after prayer, as Allah says in the Qur'an. Al-Baqarah verse 43 which means "And establish prayer, pay zakat, and bow with those who bow". If explored further, the verses that are linked to zakat are found 82 times in the Qur'an.(Zein et al., 2023). So that the main purpose is not only to collect funds, but also to achieve the benefit of the people, improve the welfare of the community, and obtain blessings from Allah SWT.

Internal funding sources Fundraising Sharia must be halal and in accordance with sharia. This includes zakat, infaq, alms, waqf, and other forms of contribution permitted in Islam.

Zakat is one of the main sources in fundraising sharia. Educational institutions can manage zakat funds to support underprivileged students, provide scholarships, or finance other educational programs.(Pramestuty & Suryaningsih, 2022). Infaq and alms are also sources of funds that can be utilized by educational institutions. Infaq refers to voluntary donations given for a specific purpose, while alms are donations without limitation of purpose. These two types of donations can be used to support various operational activities of educational institutions, such as the provision of facilities and infrastructure, as well as extracurricular activities.(Sormin, D., & Samsidar, 2019). Waqf is a donation of assets set aside for public purposes and cannot be owned privately. Educational institutions can receive waqf in the form of land, buildings or other assets which are then managed to generate income that can be used to finance education.(Siregar, 2022). Good waqf management will increase the sustainability of educational institutions.

Several other articles add that another source of funds that can be used for educational programs is grants. A grant is a voluntary gift without expectation of return, which can be in the form of money, goods or services. Educational institutions can receive grants from individuals, companies, or other institutions to support certain educational programs or develop learning facilities.(Rustianti et al., 2023).

It is important to note that in fundraising Sharia, not only the source of funds must be halal, but also the process of raising, managing and using funds must comply with sharia principles. This includes avoiding riba (interest), gharar (excessive uncertainty), and maysir (gambling), as well as ensuring that funds are used for good purposes and benefit society. Apart from that, transparency and accountability in fund management are also important aspects fundraising sharia. Institutions that manage funds must be able to account for the use of funds to donors and the general public.

Methods and Strategies Fundraising Sharia

To raise financial resources for an institution, a special approach or strategy is needed to carry out fundraising activities (Suparwi et al., 2023). Various approaches and strategies can be implemented. In this context, what is meant by approach is a unique series of actions carried out by an organization to collect funds from various elements of society.

UPZIS NU CareLAZISNU Baked Twigs uses two methods of fundraising: direct fundraising and indirect fundraising.(Akhlaqul Karimah ; Ahmad Supriyadi, 2022). Likewise, LAZISMU Jepara uses the methods of direct fundraising and indirect fundraising (Suparwi et al., 2023). Meanwhile the Madinah Al Hijrah Pandeglang Islamic Education Foundation, apart from using methods of direct fundraising and indirect fundraising also uses the method of fundraising beyond friend-raising, namely a fundraising method by attracting new donors through a network of old donors (Asyiah et al., 2024).

Method Direct Fundraising refers to a method that implements strategies involving contributors' contributions without intermediaries. In this approach, the communication process and handling of responses from donors can occur instantly. Direct fundraising is a tactic carried out by organizations through unmediated interactions with the community, especially those who have the potential to provide financial assistance. The main objective of implementing a direct fundraising strategy is to realize donations from the community, both directly and shortly after the interaction process occurs (Siregar, 2022).

Method Indirect Fundraising This approach refers to a fund-raising strategy that applies methods without involving direct interaction with potential donors. In this approach, fundraising techniques do not include immediate response to potential donors' responses. For example, this approach can be implemented through promotional campaigns that focus on strengthening the organization's reputation, without explicitly encouraging on-the-fly donation transactions. The main goal is to build a solid foundation for long-term relationships with potential donors, rather than expecting immediate financial contributions (Siregar, 2022).

There is no method that is universally more effective. Effectiveness depends on the context, goals and capacity of the institution. In practice, a combination of both methods often provides the best results. Direct fundraising can be used to build and maintain relationships with major donors, and temporarily indirect fundraising can be used to expand reach and increase public awareness.

According to Fahrurrozi, the strategy that can be used to raise funds for education is through organizational strengthening, public education and donation movements, and donor services (Fahrurrozi, 2012). According to Muhsin Kalida in (Wati, 2023), there are several strategies that are considered quite effective in carrying out their fundraising, here is the explanation:

Pertama, Face to face: Face-to-face fundraising involves direct meetings between fund seekers and potential donors to offer profitable collaborations. This strategy can be carried out through personal visits or special presentations in various places. The success of this technique depends on good communication skills, an effective approach to potential donors, and attractive campaign materials. Fund seekers must be adept at speaking, and presenting, and have the right approach strategy. For social organizations, the personal abilities of staff and volunteers in direct interaction are very important for the success of fundraising using this method.

Second, Direct Mail: Fundraising strategy through written letters. Goals include seeking new donors, renewing existing donors, raising funds for special programs, and identifying potential donors. The benefits of this strategy include consistent income, expanding the donor base, increasing the number of supporters, and education about current issues. Direct mail is effective for building long-term relationships with donors and maintaining ongoing communication. This technique combines marketing and fundraising aspects, allowing organizations to reach a wide audience efficiently and personally.

Third, Special Event: a strategy to raise funds through special events or take advantage of busy events to collect donations. It takes various forms, such as bazaars, auctions, dinners, festivals, concerts, or competitions. This method offers significant advantages: creating a pleasant atmosphere, promoting the organization widely, attracting new members and activists, and training leadership. However, Special Events also have challenges, including the need for a large amount of time and effort for planning and preparation, as well as the potential for low net income in the initial stages. However, this approach remains effective for increasing an organization's visibility and building relationships with the community.

Fourth, Campaign: A campaign is a strategy of fundraising that utilizes various communication media to promote and raise funds. The media used varies, from posters, brochures, and banners, to the internet and electronic media. The goals are to communicate the

agency's programs, maintain relationships with donors, and generate revenue. This campaign can take the form of advertisements, financial reports, program coverage, or profiles of donors and aid recipients. This strategy is effective for reaching a wide audience and building awareness about the organization's mission.

What needs to be considered in a fundraising strategy is to start identifying donors and using methods of fundraising, as well as monitoring and evaluating fundraising.

Principle Fundraising Sharia

Deep principles fundraising Sharia is very important to ensure that fundraising is carried out in accordance with Islamic law and good ethics. Some key principles include:

First, providing education to potential donors about the purpose and benefits of their donations. Second, be ethical and consistent in all activities fundraising to build trust. Third, work with professionalism, credibility and accountability so that donors feel safe in contributing. Fourth, safeguarding the rights of the vulnerable by ensuring that the funds collected are used for their benefit. Fifth, making it easy for donors to donate, as well as creating loyalty among donors through appreciation and thanks for their contributions. (Lailanur Fadillah Nasution & Muhammad Syahbudi, 2022).

These principles aim to build a symbiotic, mutualistic relationship between fund management institutions and donors, as well as ensuring that all activities fundraising based on appropriate sharia values.

Impact of Fundraising Sharia on the Development of Islamic Educational Institutions

Fundraising Sharia has become an important instrument in the development of Islamic educational institutions in the modern era. This method of raising funds by Islamic principles not only helps meet the financial needs of the institution but also strengthens Islamic identity and values in the educational process. By combining the concepts of charity and social investment based on Sharia, fundraising can attract wider participation from the Muslim community, increase transparency in fund management, and ensure the sustainability of educational programs.

Fundraising Sharia has a significant positive impact on the development of Islamic educational institutions. One impact is an increase in the resources available to the agency. Through collecting zakat, infaq, and waqf funds, educational institutions can finance operational activities, procurement of facilities and infrastructure, as well as extracurricular activities that support the teaching and learning process. Plus, practicing fundraising Transparent and accountable sharia can increase donor satisfaction. By providing clear reports regarding the use of funds, educational institutions can build trust and loyalty among donors. (Siregar, 2022).

Fundraising Sharia also contributes to building a positive image of educational institutions in the eyes of the public. By identifying donors and building a good network, institutions can increase public awareness about the importance of supporting Islamic education. Apart from that, activities fundraising creative activities such as bazaars and expos of student work not only raise funds but also encourage innovation and creativity in the educational environment. Thus, fundraising Sharia not only increases the efficiency and effectiveness of Islamic educational institutions but also strengthens public trust in these institutions and their contribution to the welfare of the people.

So it can be concluded that the impact of fundraising Sharia for the development of educational institutions includes increasing resources, increasing donor satisfaction, building the image of the institution, and increasing creativity and innovation. Thus, fundraising Sharia can help improve the efficiency and effectiveness of Islamic educational institutions, as well as strengthen the public's image and trust in these institutions

Strategy for Development of Islamic Education Institutions Beyond Fundraising Towards Financial Independence

Although sharia fundraising plays an important role in the development of Islamic educational institutions, it is crucial for these institutions not to be completely dependent on the results of fundraising. Financial independence is a vital aspect that needs to be pursued to ensure the institution's sustainability and progress in the long term. By building a solid financial foundation, Islamic educational institutions can have more freedom to develop superior programs and improve the quality of education without being constrained by limited funds.

One of the key strategies towards financial independence is diversifying income sources. Islamic educational institutions can develop business units that are in line with sharia principles, such as sharia cooperatives, bookstores, or healthy canteens. Apart from that, offering training programs or paid courses that are relevant to community needs can also be a source of additional income. Optimizing productive waqf assets, such as renting buildings or agricultural land, is also a strategic step in increasing institutional income.

Operational efficiency is another important factor in achieving financial independence. Implementing good and transparent financial management can help institutions allocate resources more effectively. Utilizing technology, such as education management information systems, can save long-term operational costs. Periodic budget evaluation and adjustments are also needed to ensure appropriate use of funds.

Improving the quality of education is a long-term investment that can support the financial independence of institutions. By improving the quality of teaching and developing superior programs, Islamic educational institutions can attract more enthusiasts, which in turn will increase income from educational fees. Collaborating with other educational institutions or the industrial world can also open up new funding opportunities through collaborative projects or internship programs.

Empowerment of internal resources is an aspect that is no less important. Increasing the competence of teaching staff and staff can produce innovation and efficiency in institutional management. Optimizing the potential of alumni in institutional development, both through financial and non-financial contributions, can also strengthen the institution's support base. Encouraging the creativity of the academic community in producing innovative works of economic value is also a strategic step towards independence.

Strengthening institutional governance is an important foundation in building public trust and attracting long-term support. Implementing the principles of good governance, increasing accountability, and transparency in management can increase the institution's credibility in the eyes of the public and potential donors. Developing an effective internal monitoring system is a crucial aspect in ensuring the optimal use of resources and preventing misuse of funds. By implementing the above strategies consistently and sustainably, Islamic educational institutions can build strong financial resilience. This independence will not only reduce dependence on fundraising results but will also increase the institution's capacity to carry out its educational mission. In the end, financially independent institutions will be more able to contribute significantly to the development of the Islamic community and civilization, under the noble goals of Islamic education itself.

Conclusion

The development of Islamic Education Institutions shows that Sharia-based fundraising significantly increases donor participation and supports the sustainability of Islamic educational institutions. Through methods that comply with Sharia principles, institutions can optimize

resources from zakat, infaq, and waqf, and build public trust. This study faced several limitations, primarily due to its reliance on literature-based analysis which may not fully capture the dynamic challenges faced by institutions in different contexts and regions. Additionally, the limited availability of comprehensive empirical data on long-term fundraising outcomes in Islamic educational institutions somewhat constrains the generalizability of the findings.

For future research development, we suggest conducting further studies on innovative and effective external fundraising strategies, particularly those that address the identified limitations through empirical investigations. Additionally, increasing collaboration between educational institutions and various stakeholders is recommended to create an ecosystem that supports the financial independence of Islamic education in a sustainable manner. Future research should also consider conducting comparative studies across different regions to better understand how contextual factors influence the effectiveness of Islamic fundraising strategies.

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