Capacity Building in Fundraising and Organizational Digitalization of LAZISMU Turkey Based on Muhammadiyah Values

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ABSTRACT

In the era of globalization and digitalization, philanthropic organizations are required to be adaptive in managing donations, strengthening ideological values, and developing sustainable institutional capacity. This community service proposal aims to strengthen the institutional capacity and philanthropic governance of LAZISMU Turkey through a series of integrated programs. The main activities include: (1) a Global Fundraising & Digital Marketing Workshop conducted in a blended format to develop fundraising strategies that reach Turkish and international donors, with the target of launching two digital campaigns; (2) strengthening AIK (Al-Islam and Muhammadiyah Values) and the Muhammadiyah philanthropic ethos through online activities and cadre development discussions to enhance understanding of AIK and to establish an internal cadreization team; (3) the development of a professional LAZISMU Turkey website through redesign, optimization of donation features, and technical training so that the website functions as a primary communication and donation channel; and (4) the formulation of an organizational development and cadreization roadmap using a participatory approach through focus group discussions (FGDs) and mentoring, resulting in a three-year roadmap for institutional strengthening.

All activities involve a multidisciplinary team from the fields of management, accounting, informatics, and AIK to ensure sustainability and strategic impact in strengthening the role of LAZISMU in the global arena. The outputs of these activities include the publication of an article in the DINAMISIA Community Service Journal (https://journal.unilak.ac.id/index.php/dinamisia), a popular article on the PWM Central Java portal (https://pwmjateng.com),

1. Introduction

Universitas Muhammadiyah Surakarta (UMS), as part of the Muhammadiyah Higher Education institutions (Perguruan Tinggi Muhammadiyah/PTM), bears a strategic responsibility in realizing the vision of internationalizing the tridharma of higher education, particularly in the area of Community Service (Pengabdian kepada Masyarakat / PkM). Through the International Partnership Community Service Grant Program (PkM-KI) initiated by the Institute for Community Service and Organizational Development (LPMPP) of UMS, it is expected that strong synergy will be established between UMS and overseas partners to expand the impact of academic

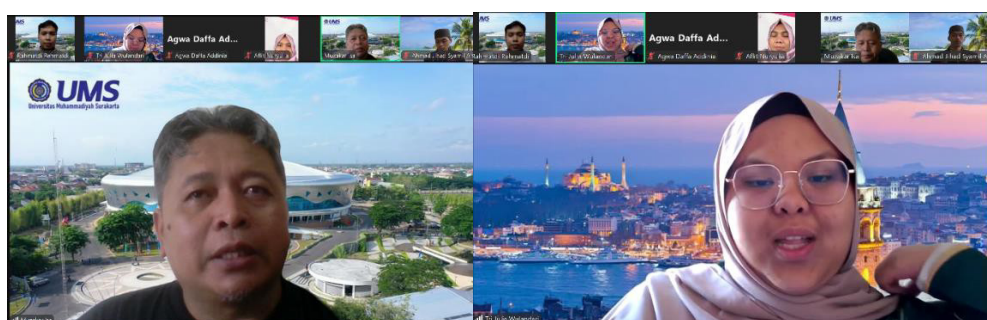expertise, strengthen international collaboration networks, and disseminate the values of Islam Wasathiyah globally.

Figure 1. Discussion Between the Proposal Team and the LAZISMU Turkey Partner

The results of discussions between the proposing team and the management of LAZISMU Turkey identified several priority problems currently faced by the partner, including:

1. Suboptimal Fundraising Strategy. LAZISMU Turkey still focuses primarily on donors from Indonesia, while strategies to attract donations from local Turkish communities have not yet been optimized.
2. Poorly Organized Website and Digital Media. Digital media have not been professionally managed to support transparency, accountability, and the attractiveness of digital fundraising efforts.
3. The Need to Strengthen Ideology and Muhammadiyah Values (AIK). Student volunteers require strengthening of AIK values as the foundation of da'wah activities and organizational management based on Muhammadiyah principles.
4. Limited Cadreization and Organizational Capacity Development. There is no established cadreization roadmap or continuous training program to support organizational sustainability.

Efforts to strengthen social justice through zakat require innovation in management systems, including the utilization of donation-based digital crowdfunding (Adnan et al., 2023). In many Muslim countries, despite

having large Muslim populations, zakat management remains informal and is not centrally coordinated, which may lead to inefficiencies. Under conditions of minimal state involvement, alternative approaches are needed to optimize the still underutilized potential of zakat, particularly through the use of digital technology and the expansion of global donor networks (Bin-Nashwan, 2022; Eniola & Entebang, 2015).

Urgency of the Issues

1. Expansion of International Donor Networks As an overseas-based philanthropic institution, LAZISMU Turkey has strategic potential to expand its fundraising reach to international communities, especially Turkish citizens. However, current fundraising activities remain limited to the Indonesian diaspora, leaving significant opportunities to broaden resource mobilization unexploited. Without adaptive and innovative fundraising strategies, the sustainability of humanitarian assistance programs becomes vulnerable.

2. Donor Trust Determined by Transparency and Digital Professionalism In the digital era, public trust is largely determined by the quality and transparency of information presented through digital platforms. A poorly managed LAZISMU Turkey website may hinder the effectiveness of donation campaigns and reduce trust among potential local and international donors.

3. Ideological Values as the Foundation of a Global Da'wah Movement Strengthening the values of Al-Islam and Muhammadiyah (AIK) is essential to safeguard the identity and direction of Muhammadiyah organizations abroad. Without strong AIK reinforcement, the sustainability of the da'wah movement may lose its spiritual essence and become vulnerable to local cultural influences that are not aligned with the organization's core values.

4. Lack of a Cadreization Roadmap for Organizational Sustainability LAZISMU Turkey is driven primarily by students who face time constraints due to their academic responsibilities. Without clear cadreization planning, the organization risks stagnation or losing its future generation of leaders. This urgency calls for capacity development and a sustainable cadre training system.

2. Method

This community service program employed a participatory action approach combined with blended learning methods. The participatory approach ensured active involvement of the partner institution at every stage of the program, fostering ownership and sustainability of outcomes. Implementation was conducted in four main stages: needs assessment, program design, implementation, and evaluation.

The needs assessment stage involved online discussions, document analysis, and interviews with LAZISMU Turkey management to identify priority challenges related to fundraising, digital governance, ideological reinforcement, and cadreization. Based on these findings, the program design phase formulated integrated interventions tailored to the partner's organizational context.

Implementation activities were carried out through both online and onsite methods. Online sessions were used for coordination meetings, AIK reinforcement classes, and follow-up mentoring, while onsite activities in Turkey included the Global Fundraising and Digital Marketing Workshop, focus group discussions (FGDs), and technical assistance for website development. The four core intervention components consisted of: (1)

capacity building in international fundraising strategies and digital marketing; (2) strengthening of Al-Islam and Muhammadiyah Values (AIK) through applied studies and cadre discussions; (3) professional website redesign and donation feature optimization accompanied by technical training; and (4) participatory formulation of a three-year organizational and cadreization roadmap through FGDs and mentoring sessions.

Program evaluation was conducted qualitatively through participant feedback, reflective discussions, and observation of changes in digital platform utilization and organizational planning outputs. This evaluation approach allowed the identification of both process outcomes and early indicators of institutional strengthening.

3.　Results and Discussion

The implementation of the community service program yielded several important outcomes. First, the Global Fundraising and Digital Marketing Workshop significantly enhanced participants' capacity to design fundraising strategies beyond the Indonesian diaspora.

Participants gained practical knowledge on donor segmentation, storytelling for humanitarian campaigns, utilization of social media and website analytics, and compliance with international fundraising ethics. As a result, LAZISMU Turkey initiated digital fundraising campaigns with broader international targeting.

Second, the redevelopment of the LAZISMU Turkey website played a crucial role in strengthening digital governance. The redesigned website now functions as a primary information and donation channel, featuring clearer organizational profiles, program transparency, donation reports, and user-friendly donation features. This improvement aligns with previous findings highlighting that professional digital platforms increase donor

trust and accountability in zakat institutions (Adnan et al., 2023).

Third, AIK reinforcement activities contributed to strengthening the ideological foundation of volunteers. Through structured online sessions and cadreization discussions, volunteers developed deeper understanding of Islamic philanthropy, Muhammadiyah values, and ethical organizational management. This ideological grounding is essential for maintaining consistency of da'wah orientation and institutional identity, especially within a multicultural global context.

Fourth, the formulation of a three-year organizational and cadreization development roadmap addressed sustainability challenges inherent in student-based volunteer organizations. The roadmap outlines strategic priorities for leadership regeneration, capacity development, and program continuity. The participatory formulation process increased organizational commitment and clarity of direction, reducing the risk of stagnation or leadership gaps.

Overall, the findings demonstrate that strengthening Islamic philanthropic institutions requires an integrated approach that simultaneously addresses governance, digital capacity, and ideological values. The synergy between digital innovation and value-based management enhances both operational effectiveness and institutional legitimacy (Bin-Nashwan, 2022).

4.　Conclusion

This International Partnership Community Service Program successfully strengthened the institutional capacity of LAZISMU Turkey through integrated interventions in fundraising, digitalization, ideological reinforcement, and organizational planning. The participatory and multidisciplinary approach ensured relevance, ownership, and sustainability of program outputs. The program highlights the

importance of combining digital innovation with strong ideological foundations in strengthening Muhammadiyah philanthropic institutions operating in the global arena.

Future programs are recommended to focus on continuous mentoring, expansion of international donor networks, and further integration of digital analytics to enhance fundraising performance. The experience of LAZISMU Turkey also provides valuable insights for other overseas Muhammadiyah institutions facing similar challenges.

5.   Acknowledgement

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