# STRATEGY FOR INCREASING THE ROLE OF EDUCATIONAL STAKEHOLDERS IN OVERCOMING FINANCING PROBLEMS

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*The financing problem is a classic problem that is still the main enemy of educational institutions. Funding that is not managed well will give rise to new problems and is vulnerable to hampering educational programs that have been created. This research aims to discuss qualitative research methods for literature study. The method used is library research, collecting data by searching for sources and reconstructing them from various sources such as books, journals and existing research.This article presents the concept of managing and raising educational funds (fundraising) which can be applied by educational institutions as an alternative to exploring financial resources in addition to using financial resources from the government and school/madrasah committees.*

*Keywords: Stakeholders, Financing, Strategy*

## INTRODUCTION

In advancing education, financing factors play an important role in realizing the national goals of educators. Through healthy financing, educational institutions will run in accordance with the standards set by the government. For this reason, professional management is needed so that the funding obtained by educational institutions either comes from government assistance such as Bantuan Operasional Sekolah (BOS), the Program Indonesia Pintar (PIP) or from other sources such as donations from the community organized by the school committee/ madrasa.[1]

In financial administration terminology, especially financial administration in the education sector, a distinction is made between costs and expenses. Cost is the estimated amount of funds that need to be provided to finance certain activities, for example academic activities, student activities, and so on. Meanwhile, expenditure is the real amount of funds spent to finance certain activity units, for example student practicum activities. Therefore, differences often arise between budgeted costs and real expenditure. In language costs can be

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[1] H.M Zainuddin, Reformasi Pendidikan ( Yogyakarta: Pustaka Pelajar, 2017),78

interpreted as expenditure, in economic terms costs/expenses can be in the form of money or other monetary forms.

Meanwhile, when discussing education costs, It can be said that the educational process cannot run without financial support. Education costs are one component of instrumental input which is very important in the provision of education.[2]

Managers of educational institutions, in this case, principals of schools/madrasahs, must be able to formulate and plan financing management which not only includes routine and temporary financing allocated to meet the 8 (eight) Standar Nasional   Pendidikan (SNP) but is required to raise funds (fundrasing) from sources from other parties who care about education as well as from school/madrasah investment costs such as school cooperatives and other forms of business which all lead to fulfilling the SNP. The aim of raising funds is an effort so that managed educational institutions do not depend entirely on government assistance but can draw from other sources.

There are also those who interpret management or financial management as management and accountability, both central and regional governments, from funders, individuals and institutions. Management is an integral component and cannot be separated from the overall educational process. The logical reason is that without management it is impossible for educational goals to be realized optimally, effectively and efficiently. This concept also applies to Islamic educational institutions which require effective and efficient management to achieve the goals of Islamic education. So the management of Islamic educational institutions becomes a necessity in order to achieve the goals of Islamic education optimally, effectively and efficiently. In the management framework of Islamic educational institutions, it can be translated as a process or science for planning,[3]

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[2]Ulfa dj. Nurkamiden dan  Herson Anwar. *Konsep Manajemen Pembiayaan Pendidikan Pada Lembaga Pendidikan Islam* (Tadbir:Jurnal Manajemen Pendidikan Islam Vol. 11. No. 01. Tahun, 2023,54

[3]Mukhamad Ilyas, *Nanik Nurhayati, Manajemen Pendidikan Islam; Konstruksi Teoritis dan Praktis*, (Malang, Aditya Media Publishing, 2012), hlm 169-171

The ability of the school principal/marasah in managing education funds plays a very important role. To achieve this, school principals need brilliant strategies and careful planning so that education financing will be easy to obtain so that it will be able to support the implementation of the planned educational program.[4]This article will explain strategies for raising education funds that can be obtained from the Dunia Usaha /Dunia Industri (DU/DI), school committee assistance, as well as assistance from other institutions that care about education.

**RESEARCH METHODS**

This research uses a type of library research or what is usually called library research, where the data in this research comes from various literature, both physical data (books, magazines, newspapers, etc.) and online media. The research data obtained in this research it is then studied using a theoretical and philosophical approach. As stated by Noeng Muhajir, in literature studies, apart from forms of study that require empirical significance, theoretical and philosophical processing is required.[5]

**A.  COMMUNITY FUNDRAISING CONCEPT**

Educational institutions in general cannot be separated from community participation. The community can play an active role in education through various methods, one of which is fundraising. With the many programs prepared by school/madrasah principals to fulfill the SNP, not all of them can be financed from government assistance, whether from BOS or other assistance. Therefore, community participation and empowerment to reduce the mounting budget burden on educational institutions needs to be promoted so that it can help reduce this burden.

In order to reduce the burden on educational institutions' budgets, the involvement of other parties in fundraising is absolutely necessary. With goals like this, educational institutions need to formulate concepts that will later be used in raising funds. These concepts are important so that the

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[4]Suparjo Adi Suwarno and Iffah Nur Aeni, Academic Supervision of Madrasah Heads in Improving Teacher Professional Competence, (Jurnal At Tahsin, Vol. 2 No. 2 of 2022), 19

[5]Noeng. Muhadjir, *Metode Penelitian*, (Yogyakarta: Rake Sarasin, 2011), hlm. 15

implementation of fundraising will be obtained optimally. Because in general, educational institutions, especially madrasas, still use old methods of raising funds.The tendency of educational institutions to raise funds by chatting here and there, asking for help by bringing proposals for funding requests and other methods can show that the institution is still not professional enough in developing fundraising. Moreover, religious educational institutions such as the development of TPA (Al-Qur'an Education Park), construction mosques, rehabilitation of Islamic boarding schools which often even use verses from the Koran or Al-Hadith as weapons of donor intervention so that they have solidarity and are willing to open their wallets. This culture is primitive, because it has no shame (shameless). For this reason, a mature concept and effective strategy are needed to raise funds from the public, private institutions, government and other donors.

For that, raising funds for educational institutions becomes important as stated by Michael Norton in his book The Worldwide Fundraiser's Handbook. A Guide to Fundraising for NCOs and Volunteers *Organizations, mentions the importance of fundraising in an organization* community.[6]

In raising funds, educational institutions not only seek funds from outside educational institutions but can also optimize from internal sources, especially religious-based schools/madrasahs, such as through infaq, zakat mal, charity and other similar forms.[7]For more details, extracting funds can take the form of:

1. Charity. This form is realized in the form of donations from parents of new students. Donation forms are distributed after students are declared accepted as students at a school. The nature of this charity is non-binding, voluntary and payment can be paid in installments.

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[6] Michael Norton, *The Worldwide Fundraiser's Handbook. A Guide to Fundraising for NGOs and Voluntary Organizations*, Copyright @ International Fundraising Group and Directory of Social Change 1996, 4

[7]Sulistyarini, *Manajemen Pendidikan Islam* : Konsep, Strategi dan Aplikasi,(Yogyakarta: Teras, 2012), 132

2. Zakat Mal. In this case, the school/madrasah committee can circulate zakat mal forms to students' parents every month of Ramdhan. .

3. Thanksgiving Money. Parents are asked to fill the educational institution's treasury as a form of gratitude when students have moved up to grade

4. Charity Friday. As a means of giving charity sincerely, the school/madrasah committee distributes charity boxes to students voluntarily.

The encouragement or motivation for parents of students to finance their children's education is:

1. Society views that paying for education is an obligation inherent in parents, as a religious calling that must be carried out. Thus, parents will try to work hard and sweat to meet the costs of their children's education.

2. Society perceives that the progress and learning achievements achieved by their children can raise their honor and dignity. Parents will feel proud and honored if their children are successful in their studies. For this reason, he tries to meet his children's expenses.

3. Parents view that spending on education is a profitable investment. It is believed that the funds spent will return in a much larger and more profitable amount, if one day the child graduates from his education and enters a prestigious and money-making job market, such as becoming a doctor, lawyer, pilot, big businessman and so on.[8]

Meanwhile, forms of raising funds originating from other parties outside educational institutions are:

1. Customer Social Responsibility (CSR). A form of responsibility for a company is in the form of providing funds in the form of assistance, both

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[8]Abudin Nata, *Ilmu Pendidikan Islam*, (Jakarta: Kencana Prenada Media Group, 2010), hlm 224..

cash and non-cash, which is given almost every year. Educational institutions can submit proposals regarding these funds.

2. Zakat, Infaq and Shodaqoh distribution institutions. With so many ZIS institutions, educational institutions can submit proposals requesting funds directly with the programs they have. ZIS institutions that have programs for education include YDSF, Yatim Peduli, RIZKI, Dhompet Dhuafa and so on.

3. Government institutions outside the Ministry of Education and Culture and the Ministry of Religion. Many government agencies also have budgets for education. Usually this institution provides a lot of funds in the form of grants. By seeking information from these government institutions, educational institutions can apply for collaboration, especially in the field of raising education funds.

## B.  EDUCATION FUNDRAISING STRATEGY

*Fundraising*Education involving the community requires careful planning. Educational institutions as fundraisers need to prepare effective strategies. One thing that needs to be prepared is a strategy for attracting involvement from parties who care about education, both from the community and other parties as already mentioned. The right steps in embracing the community will have a positive impact on changes in educational institutions in the future.[9]

AsAs mentioned above, fundraising is offering programs, but institutions must also anticipate that many people will not make donations with the main reason being that they have never been asked to make donations.[10] Fundraising is getting something, therefore, an effective fundraiser must ask clearly what must be given, with the consequence that there must be a calculation of the donor's ability and willingness to make a donation. Fundraisers must be able to understand the donor's point of view,

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[9] Suparjo Adi Suwarno, *Manajemen Pendidikan Islam: Teori , Konsep dan Aplikasinya dalam Pendidikan Islam*, (Bandung : Penerbit Adab), 94

[10] Ghaybiyyah, Faatihatul et al. *Manajemen Pendidikan Islam*.Bandung: Media Sains Indonesia, 2021. 94

because raising funds is always related to people as is selling goods. Fundraising is less about asking, and more about selling. The technique must of course convince people to want to donate and show reasons why the activity in question is important.Some techniques for raising funds include the following:

1. Direct Meeting

Fundraising using the face to face technique is a meeting between two or more people, between the fundraiser and potential donors (funders) to hold a dialogue with the aim of offering a mutually beneficial cooperation program. This face to face activity can be done with a personal visit to someone's home, office, company, with the same goal, or making a presentation at a special meeting.

In raising a model like this, several techniques are needed, including the fundraiser must have good speaking and presentation skills, the staff and volunteers of the institution must have the ability to make effective approaches to potential donors, have campaigners at various events and opportunities, and the institution should have actual campaign material so that it can illustrate what the institution has done with such results. This component is very important for social institutions to have, because the face to face fundraising activities that are needed are the personal capabilities of the institution's human resources.[11]

2. Via Correspondence

Direct mail is a technique of writing a request/offer to donate which is distributed and returned by letter. The aim of this direct mail model of fundraising is to find donors by attracting new donors, renewing donors who have had at least one year, seeking donations from existing donors for special purposes or special programs, planned donations, identifying donors, and creating potential regular donors. and prospective. The benefits of direct mail fundraising usually include continuous and

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[11]Muhsin Kalida, " Fundraising dalam Studi Pengembangan Lembaga Kemasyarakatan (Jurnal Aplikasia Vol. Vol. Nomor.2 , 2004 ), 157

reliable profits, expanding the network of donors and increasing the number of donors.

There are several components that social institutions must pay attention to when developing this direct mail model of fundraising, for example envelopes must have high selling and bargaining value. Because generally the institutions around us, such as mosques, TPA( Qur'an Education), or perhaps student organizations don't pay attention to the face of the envelope, even though the first thing a donor sees is the envelope, and not its contents. Therefore, we must design the envelope in such a way, with colors that are certainly attractive, so it is hoped that before opening the contents of the letter, a donor will feel happy and inspired to see the beautiful envelope.

Another component that may need attention is the letter and its contents, the color of the letterhead is also a segment that needs attention. Maybe we need to provide return postage so that it is not burdensome for potential donors. Moreover, if we add a coupon or a form of willingness to donate, of course a donor will feel that the institution that will be given the mandate to distribute funds is a professional institution. Not to mention, we also attach other supporting instruments, such as institutional profile brochures, leaflets, photos, and so on.[12]

There are several factors that determine the success of this direct mail model, namely the identification of prospective donors, the time of sending the letter must also be taken into account, the image or appearance of the letter, the contents of the letter, donor management and the data base. Identify the donor, if possible, even the smallest information is recorded as literature. Apart from the name, you also need to note down the place, date of birth, occupation, religion, how many children you have, what you do now, where you live, what you do, what your monthly income is, and there are many more things that we need. get from this information.

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[12]Rohmat Mulyana, " Optimalisai Pemberdayaan Madrasah" (Semarang : Aneka Ilmu, 2009),234

3. Holding an Event

Holding events isthe practice of raising funds by holding special fundraising events or taking advantage of certain events attended by many people to raise funds. The form can be a bazaar, auction, festival, tour, concert or music performance, tournament or competition, and so on. This special event mode fundraising activity has big advantages, namely this program activity will be fun, this activity will publicize and socialize the institution/organization on a large scale because of the institution's position as an event organizer. Apart from that, it also attracts the attention of new members and activists, exercises good leadership, and these activities attract the attention of many people. But one side also has big disadvantages, for example it requires a lot of time in planning and preparation,[13]

PatternraisingThis Special Event model fund will require basic components that must be considered to support the success that will be achieved. For example, you have to partner with sponsors, print and electronic media, event supporters who already have extensive capabilities, determine the audience, including thinking about the method of collecting donations that is considered most appropriate.

**CONCLUSION**

Fundraising through participation of educational stakeholders aims to help reduce the burden on educational institutions' budgets. With an effective strategy, fundraising can be carried out by educational institutions involving all school/madrasah families. Careful preparation, choosing the right strategy and reporting the results of fundraising can be determining factors for the success of fundraising. Choosing the right strategy can be an alternative for raising much larger funds in the hope of making a positive contribution to the sustainability of education, especially Islamic educational institutions.

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[13] Fahrurrozi, Strategi Penggalangan Dana Untuk Pendidikan Jurnal Adminisistrasi Pendidikan Vol.Xiv No.1 April 2012, 135

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