

**OPTIMIZING DONOR ENGAGEMENT TO INCREASE GENEROSITY:
STRATEGIES
WHICH FOCUSES ON PROFILE DIVERSIFICATION
AND INDIVIDUAL NEEDS IN
CHARITABLE GIVING ENVIRONMENT
THE OPEN**

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Abstract

In the era of open charitable giving, optimizing donor engagement and increasing generosity requires a thoughtful and targeted approach. One key strategy is diversification of donor profiles and a deep understanding of individual needs. This article explores the role of technology in supporting these strategies and its impact on donor engagement and the overall effectiveness of nonprofit organizations. By collecting and analyzing donor data using a CRM system, organizations can better understand donor profiles, identify trends, and design more tailored approaches. Predictive analytics also allows organizations to predict future donor behavior, so they can adjust their fundraising strategies more effectively. Additionally, technology enables personalized communications with donors through email marketing, social media, and chatbots, strengthening bonds with donors and increasing their engagement. In the context of open charitable giving, transparency and accountability in fund management are important factors in influencing donor engagement. Organizations need to continue to increase transparency in fund management and utilize technology wisely to respond effectively to donor needs.

Keywords: charitable giving, donor engagement, donor profile diversification, technology, transparency, personalization of communications.

INTRODUCTION

Increasing donor engagement and optimizing generosity is a vital aspect of maintaining the sustainability and positive impact of nonprofit organizations. In a modern era characterized by the complexity of social and economic challenges, it is important for charitable organizations to continue to innovate in their approach to attracting support from society. One strategy that continues to be developed is a focus on diversifying donor profiles and recognizing individual needs in the context of an open charitable giving environment. In this context, diversification not only means attracting donors from demographically diverse backgrounds, but also broadening understanding of individual donors' motives and preferences.

The importance of diversifying donor profiles reflects the diversity of society as a whole. Each individual has a unique background, values, and interests. By understanding these differences, organizations can create strategies that are more inclusive and relevant to diverse groups of donors. Diversification is not only about seeking additional sources of funding, but also about strengthening ties with different segments of society, which in turn can help expand support networks and strengthen an organization's donor base.

The importance of understanding individual needs in an open charitable giving environment cannot be understated either. Each donor has different motives and preferences in making donations. Some may be more interested in programs that directly impact local communities, while others may be more concerned with broader global issues. By understanding and responding to these individual needs, organizations can craft more effective marketing and communications campaigns, which can ultimately increase donor engagement and resulting impact.

One of the key aspects of optimizing donor engagement is building strong and sustainable relationships with them. This involves more than just asking for donations; it's about forming meaningful connections and building trust. By broadening their understanding of donor needs and preferences, organizations can deliver a more personalized and meaningful experience for each individual who contributes. In the context of diversifying donor profiles, the role of technology and data analytics becomes increasingly important. By leveraging technology, organizations can collect and analyze data about donor behavior, their preferences, and donation patterns. This information can be used to design more targeted and effective strategies for attracting support from various donor groups.

However, in pursuing diversification and meeting individual needs, it is important to remain consistent with the mission and values of the organization. Despite the diverse profiles of targeted donors, organizations must remain committed to their goals of achieving positive impact in society. Diversifying donor profiles is not an end in itself, but a means to achieve a greater mission.

The importance of an approach that focuses on individual needs also underscores the importance of effective communication. Organizations must be able to communicate clearly and persuasively about their goals, their impact, and how individual contributions can help achieve those goals. Good communication plays a key role in building trust and ongoing engagement with donors. Additionally, in the context of an open charitable giving environment, it is important for organizations to adopt transparency and accountability as core principles. Donors tend to have more trust in organizations that are open about how their funds are used and the impact they have. By demonstrating

transparency and accountability, organizations can build strong trust with donors and encourage greater engagement.

In optimizing donor engagement, it is also important to recognize the importance of education and awareness about the issues being supported. More informed donors tend to be more committed and sustainable in their support. Therefore, organizations must act as sources of knowledge and education about the issues they support, as well as ways to get involved and contribute. Sustained donor engagement also requires ongoing attention to the donor experience. Organizations must continually evaluate and improve their donation acceptance processes, communications with donors, and other ways in which they interact with organizations. By optimizing donor experiences, organizations can build closer, more sustainable relationships with them.

It is important to understand that donor engagement is not a one-way effort. The relationship between the organization and donors must be mutually beneficial. Therefore, organizations should look for ways to provide added value to donors, such as exclusive access to events or programs, public recognition of their donations, or the opportunity to participate in the organization's strategic decisions. In pursuing optimal donor engagement, organizations must also consider the long-term impact of their strategies and decisions. Too often, focusing on short-term results can come at the expense of long-term sustainability and impact. Therefore, it is important to have a clear and sustainable vision of how organizations can achieve their mission in the long term.

Additionally, organizations must also pay attention to trends and changes in donor behavior and preferences. The world is constantly changing, and organizations must be able to adapt quickly to remain relevant and effective in attracting support from the public. This includes monitoring trends in technology use, preferences in the types of programs or projects supported, and shifts in the values and interests of society as a whole. Finally, it is important to recognize that each organization has a unique context. There is no one-size-fits-all approach to optimizing donor engagement. Organizations must investigate and understand their own context, as well as the needs and preferences of their donors, to design the most effective and relevant strategies.

By taking all of these factors into account, organizations can develop more holistic and effective strategies for optimizing donor engagement and increasing their generosity. Diversifying donor profiles and a deep understanding of individual needs are key to building strong, sustainable relationships with donors, which in turn will help organizations achieve their missions and create a greater positive impact in society.

METHOD

The desk study research method is an effective approach in understanding and investigating the topic "Optimizing Donor Engagement to Increase Generosity: Strategies that Focus on Diversifying Individual Profiles and Needs in an Open Charitable Giving Environment." This research will begin with an extensive literature search through academic databases, scientific journals, and other trusted sources related to philanthropy, charitable giving, donor engagement, and diversification strategies. The next step is to compile a list of relevant literature and identify the main themes, key concepts, and important findings related to the topic. In this process, a comprehensive analysis of the selected articles will be carried out to understand the various approaches and strategies that have been implemented to increase donor engagement and generosity.

The literature review will also involve a critical evaluation of the methodologies used in previous research, noting the strengths and weaknesses of each approach. In addition, there will be a synthesis of data and findings from various sources to develop a comprehensive understanding of effective strategies for diversifying donor profiles and meeting individual needs in the context of open charitable giving. Throughout the research process, an emphasis will be placed on gaining in-depth insight into how nonprofit organizations can increase donor engagement and create significant impact in communities through strategies tailored to individual needs and preferences.

DISCUSSION

Effective strategies for diversifying donor profiles in an open charitable giving environment

Diversifying donor profiles is a key strategy for optimizing donor engagement and increasing generosity in an open charitable giving environment. Diverse donor profiles not only encompass demographic differences, but also take into account individual motives, preferences and interests. Through this approach, organizations can attract support from various segments of society, expand support networks, and increase the positive impact generated. There are several strategies that have proven effective in diversifying donor profiles, including market segmentation, personalizing communications, creating participation opportunities, and leveraging strategic partnerships.

- 1) **Market Segmentation:** Market segmentation is an approach that divides the donor population into groups that have similar characteristics, needs, or preferences. By understanding the characteristics of each segment, organizations can develop more targeted and relevant strategies. For example, organizations can divide donors by demographics such as age, income, or geographic location, or by preferences for programs or issues supported. This

segmentation allows organizations to tailor their messaging and approach to better suit the needs and preferences of each segment.

- 2) **Personalization of Communications:** Personalization of communications involves delivering messages tailored to an individual's preferences and needs. This could take the form of using the recipient's name in an email or letter, conveying information relevant to the donor's donation history or interests, or offering participation opportunities that match their preferences. By personalizing communications, organizations can build closer relationships with donors, increase their engagement, and strengthen ties with the organization.
- 3) **Create Participation Opportunities:** Providing donors with active participation opportunities can increase their involvement in the organization's mission. This could be an opportunity to volunteer for an event or program, participate in a poll or discussion about the direction of a program, or contribute to the organization's strategic decision making. By actively involving donors in organizational processes, they feel more involved and have a greater sense of ownership of the organization's mission and goals.
- 4) **Leverage Strategic Partnerships:** Strategic partnerships with other organizations or companies can be an effective way to reach various donor groups. For example, organizations can partner with local companies to host charity events or volunteer programs, or collaborate with other nonprofits to create joint campaigns that combine their resources and reach. By leveraging strategic partnerships, organizations can access a new donor base and expand the scope of their message.

Table: Example of Donor Market Segmentation Based on Demographic Characteristics

Market Segment	Demographic Characteristics	Information
Young generation	Age 18-30 years	Young donors tend to be more interested in social and environmental issues, and tend to be more active online.
Professional	Age 30-50 years	Professional donors have stable incomes and tend to be interested in educational or skills development programs.
Seniors	Age 50 years and over	Elderly donors often have more free time and interest in programs that support elderly well-being or health.
Local	Specific geographic location	Local donors have a tendency to support programs that have a direct impact on their communities, such as local social service programs.

Through targeted donor profile diversification strategies, organizations can achieve broader donor engagement and increase the positive impact generated in society. By understanding individual needs, preferences, and interests, organizations can craft a more personalized and relevant approach, which in turn strengthens relationships with donors, increases their engagement, and expands the reach of the organization's mission.

Understanding individual needs can help nonprofit organizations design charitable giving programs that are more relevant and attractive to various donor segments

A deep understanding of individual needs plays an important role in designing charitable giving programs that are relevant and attractive to various donor segments. In an open charitable giving environment, each donor has unique preferences, interests, and values. By understanding these factors, nonprofit organizations can develop programs that better meet the hopes and desires of individual donors, thereby increasing their engagement and overall program effectiveness. Understanding individual needs allows organizations to identify issues that are important to donors, adjust communications and fundraising strategies, and create more personalized and meaningful experiences.

Table: Examples of Individual Donor Preferences and Needs

Donor Segment	Preferences and Needs	Appropriate Strategy
Young generation	Have more active involvement in programs that adopt innovative and technological approaches.	Develop online fundraising campaigns that are interactive and focused on social impact.
Professional	Have a desire to make contributions that have a direct impact on areas or issues they care about.	Host fundraising events that highlight concrete achievements in specific programs.
Seniors	Prioritize transparency and trust in fund management, and value recognition for their contributions.	Send regular reports on the use of funds and program results, as well as giving appreciation to senior donors.
Local	More interested in programs that focus on social services or community development in the surrounding environment.	Host local volunteer activities and host community meetings to strengthen local ties.

Through understanding individual preferences and needs, nonprofit organizations can design charitable giving programs that are more relevant and attractive to various donor segments. For example, for the younger generation who are more connected to technology, organizations can develop interactive online fundraising campaigns and adopt innovative approaches in conveying their messages. On the other hand, for professional donors who have a desire to make donations that have an immediate impact, organizations can highlight concrete achievements in specific programs through engaging fundraising events. Senior donors, on the other hand, may value more transparency and recognition of their contributions, so organizations can send regular reports on how their funds are used and show appreciation to them. Meanwhile, for local donors, volunteer activities and community meetings can be an effective way to strengthen local ties and increase their involvement in charitable giving programs.

Through a personalized approach tailored to individual needs, nonprofit organizations can create closer relationships with donors, increase their engagement, and expand the support provided. However, it is important for organizations to ensure that the understanding of individual needs is based on accurate and comprehensive data, and is equipped with mechanisms to monitor and evaluate the effectiveness of the strategies implemented. In this way, organizations can ensure that the charitable giving programs they design are not only relevant and engaging, but also have a significant positive impact in society.

Transparency and accountability in the use of charitable funds can influence donor engagement

Transparency and accountability in the use of charitable funds have a significant impact on donor engagement, especially in the context of open charitable giving. When donors decide to make a donation, they want to ensure that their funds are used efficiently and effectively to achieve their desired goals. Therefore, the level of transparency and accountability implemented by non-profit organizations can be a determining factor in donors' decisions to engage and contribute sustainably. By providing clear and transparent information about how funds will be used, organizations can build trust with donors, increase their engagement, and strengthen ongoing relationships. In addition, a high level of accountability can also help organizations maintain a good reputation and meet public expectations regarding ethical standards and integrity in managing charitable funds.

Table 1: Examples of Transparency Categories in the Use of Charitable Funds

Transparency Category	Description
Financial Disclosure	Organizations publish their financial reports openly and transparently, including information about sources of income, allocation of funds, and program expenditures.
Performance Reporting	Organizations provide regular reports on the achievements and impact of their programs, as well as critical evaluations of the effectiveness of the use of funds.
Transparency Policy	The organization has formal policies that establish standards for transparency in the use of funds and mechanisms for responding to donor questions or concerns.
Donor Participation	The organization involves donors in decision-making processes related to fund allocation and program development, as well as providing access to relevant information.

Transparency in the use of charitable funds includes comprehensive financial disclosure, including information about sources of income, allocation of funds, and program expenditures. By providing open and transparent financial reports, organizations provide a clear picture of how donor funds are used and ensure accountability in the management of funds. Donors have the right to know how their donations are used and expect to see that funds are managed efficiently and effectively. Therefore, timely and detailed financial disclosures can build trust with donors and encourage greater engagement.

Table 2: Impact of Transparency Level on Donor Engagement

Transparency Level	Impact on Donor Engagement
Low	Donors may feel distrustful or hesitant about making a donation, which can reduce their level of engagement and financial contributions.
Currently	Donors may feel confident enough to make a donation, but may still have doubts or uncertainty about how their funds will be used.
Tall	Donors feel confident that their funds will be used efficiently and effectively, so they are more likely to be actively involved and make large donations.

Apart from financial disclosure, organizations can also increase transparency through regular performance reporting. By publicly providing information about program achievements and impacts, organizations provide donors with concrete evidence of the results of their work. Clear and detailed performance reporting also allows donors to see the extent to which their donations have contributed to achieving organizational goals and creating the desired impact in society. This not only strengthens trust with donors, but also increases the transparency and accountability of the organization as a whole.

Additionally, clear transparency policies and mechanisms for responding to donor questions or concerns are also important in building strong and sustainable relationships. By having formal policies that set standards for transparency in the use of funds and providing access for donors to ask questions or raise concerns, organizations demonstrate their commitment to maintaining open, trusting relationships with donors. It also creates an effective communication channel between the organization and donors, which can help in clarifying decision-making and improving fund management processes if necessary.

The role of technology in supporting donor profile diversification strategies and understanding individual needs in increasing donor engagement and overall nonprofit organizational effectiveness

The role of technology in supporting strategies to diversify donor profiles and understanding individual needs is critical in increasing donor engagement and the overall effectiveness of nonprofit organizations. Technology provides tools and platforms that enable organizations to collect, analyze, and utilize data more efficiently and effectively. This allows organizations to better understand their donor profiles, identify individual preferences and needs, and design a more personalized and relevant approach to interacting with donors.

Table 1: Examples of Technology in Analyzing Donor Data

Technology	Description
CRM System	A CRM (Customer Relationship Management) system allows organizations to collect and manage donor data in one centralized place, making analysis easier.
Predictive Analytics	Predictive analytics technology uses algorithms to analyze patterns and trends in donor data, helping organizations predict donor behavior and their preferences.
Online Fundraising Platform	Online fundraising platforms provide tools to collect donations online, as well as automatically track and analyze donor data.

One of the key ways in which technology supports donor profile diversification strategies is through its ability to collect and analyze data more efficiently. A CRM (Customer Relationship Management) system is an example of technology that allows organizations to collect and manage donor data in one centralized place. By using a CRM system, organizations can track donor donation history, preferences and activities in detail. This allows them to better understand their donor profile and identify patterns or trends that may exist among certain groups of donors. For example, by analyzing data from CRM systems, organizations may find that younger generation donors tend to be more interested in programs that focus on environmental issues.

Additionally, predictive analytics technology also plays an important role in helping organizations understand and respond to individual donor needs. Predictive analytics uses algorithms to analyze patterns and trends in donor data, and then predict future donor behavior and preferences. This allows organizations to tailor their approaches more precisely and design strategies that are more effective in attracting support from different donor groups. For example, by using predictive analytics, organizations can predict which programs are likely to be of interest to donors from various segments, and then allocate their resources more efficiently to promote those programs.

Table 2: The Role of Technology in Personalizing Communication with Donors

The Role of Technology	Description
Email Marketing	Email marketing platforms allow organizations to send messages tailored to donors' individual preferences and needs via email.
Social media	Social media provides an interactive communication channel, where organizations can interact directly with donors and deliver personalized messages.
Chatbots	Chatbots can be used to provide quick, personalized responses to donor questions or requests, improving their engagement and experience.

Additionally, technology also plays an important role in personalizing communications with donors. Email marketing platforms, for example, allow organizations to send messages tailored to donors' individual preferences and

needs via email. By using data collected from CRM systems, organizations can design email campaigns that are more relevant and attractive to various donor segments. They can include information about programs that might interest particular donors, or offer participation opportunities that suit their preferences. Social media is also an effective tool in personalizing communications with donors. Social media platforms provide interactive communication channels, where organizations can interact directly with donors and deliver personalized messages. They can post inspiring stories about the impact donors' donations have made, or invite donors to participate in polls or online discussions about issues they care about.

Additionally, chatbot technology can also be used to increase donor engagement by providing quick, personalized responses to their questions or requests. Chatbots use artificial intelligence to respond to questions asked by donors, providing relevant information or offering assistance in real time. This enables organizations to increase donor engagement and enhance their experience by providing a fast and efficient response to their needs.

Overall, technology plays a crucial role in supporting strategies to diversify donor profiles and understanding individual needs in increasing donor engagement and overall nonprofit effectiveness. By using technology to collect, analyze, and utilize donor data more efficiently, as well as to personalize communications with donors, organizations can design more appropriate and relevant approaches to interacting with donors, thereby increasing their engagement and overall program effectiveness.

CONCLUSION

In optimizing donor engagement to increase generosity, strategies to diversify donor profiles and a deep understanding of individual needs play a critical role. In the context of open charitable giving, transparency and accountability in fund management are key factors influencing donor engagement. Through the implementation of technology such as CRM systems, predictive analytics, and online fundraising platforms, organizations can collect data more efficiently, analyze donor patterns, and design a more personalized approach. The use of technology also allows organizations to personalize communications with donors through email marketing, social media, and chatbots, increasing their engagement. As a suggestion, non-profit organizations need to continue to increase transparency in fund management, utilize technology wisely to understand and respond effectively to donor needs, and continue to innovate in designing fundraising strategies that are relevant and attractive to various donor segments. In doing so, they can create stronger relationships with donors, increase their engagement, and achieve greater impact in society.

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