

FUNDRAISING STRATEGY THROUGH BENEFICIARY TESTIMONIAL PUBLICATION IN STRENGTHENING DONOR TRUST

Maspupah¹, Hairus Soleh², Alfa Laila³, Putri⁴, Nazilah Nur Auliyah⁵
IAIN Pontianak, Indonesia

*e-mail Correspondence: nazilahauliyah@gmail.com

Received: 2026-07-12 | Revised: 2026-07-24 | Accepted: 2026-08-06 | Publish: 2026-08-06

Abstract

This study examines the fundraising strategy of Al-Mumtaz Berbagi Pontianak, an Indonesian Islamic philanthropic institution, focusing on how program publicity and beneficiary testimonials are used to strengthen donor trust. A qualitative descriptive design was applied. Data were collected through in-depth interviews with the institution's chairperson and head of the fundraising division, selected through purposive sampling, and triangulated with organizational documentation, including activity photographs, videos, and program reports. Data were analyzed using the interactive model of data reduction, display, and conclusion drawing. The institution builds donor trust through two interrelated mechanisms embedded within a structured management cycle: (1) consistent publication of program documentation, which signals transparency and accountability, and (2) dissemination of authentic beneficiary testimonials, which function as social proof and cultivate emotional closeness between the institution, beneficiaries, and donors. As a single-site qualitative case study, the transferability of findings should be interpreted cautiously; future research could adopt quantitative or multi-site comparative designs. The findings offer practical guidance for grassroots Islamic social organizations designing communication strategies that integrate documentary transparency with narrative-based testimonials to sustain donor loyalty. This study contributes to the limited qualitative literature on donor-trust formation in grassroots Indonesian philanthropic institutions by integrating signaling theory and social-proof perspectives within a single explanatory framework, extending prior quantitative research on nonprofit transparency and social media fundraising.

Keywords: *Fundraising Strategy, Program Publicity, Beneficiary Testimonial, Donor Trust, Islamic Philanthropy.*

PUBLIC INTEREST STATEMENT

Public trust is the lifeblood of charitable institutions. As more organizations compete for donations through social media, the public increasingly asks how their contributions are used and who benefits from them. This study examines Al-Mumtaz Berbagi Pontianak, a community-based Islamic philanthropic institution in West Kalimantan, Indonesia, to show how openly documenting program activities and sharing genuine stories from aid recipients reassures donors that their contributions are managed honestly and produce real impact. The insights are relevant for charities, mosques, zakat institutions, and humanitarian organizations seeking practical, low-cost ways to earn and retain public confidence in the digital era.

INTRODUCTION

Charitable giving has moved decisively into digital space over the past decade, and this shift has intensified public scrutiny of how nonprofit and philanthropic organizations communicate their impact. Donors increasingly expect verifiable evidence that their contributions are managed honestly and reach the intended beneficiaries before they commit further support (Chapman, Hornsey, & Gillespie, 2021). At the same time, social media platforms have become a primary channel through which philanthropic organizations disclose program activities, financial information, and beneficiary outcomes, with recent evidence showing that the content, consistency, and diversity of such disclosures shape fundraising performance in measurable ways (Bhati & McDonnell, 2025; Mao, 2026). Within this environment, trust has become the central currency that determines whether an organization can sustain, rather than merely initiate, its fundraising efforts.

A substantial body of research has examined how transparency and social media use shape donor trust and giving behavior, primarily in large, resource-rich nonprofit organizations in Western contexts (Dethier, Delcourt, & Dessart, 2024; Chu & Luke, 2023; Harris, Neely, & Saxton, 2023; Olinski & Szamrowski, 2021; Elvira-Lorilla, Garcia-Rodriguez, Romero-Merino, & Santamaria-Mariscal, 2024). A parallel stream of scholarship, grounded in signaling theory, has investigated how certification, disclosure, and creator characteristics influence donation intentions on crowdfunding platforms (Ho et al., 2021; Huang, Pickernell, Battisti, & Nguyen, 2022; Pelzer & Hogan, 2022). Concurrently, Islamic philanthropy scholarship has emphasized transparency and accountability as antecedents of muzakki (zakat payer) trust in formal Indonesian and Malaysian zakat institutions (Bonang & Baihaqi, 2022; Kasri & Sosianti, 2023; Mutaqin & Yandri, 2024; Ghufuran, Zaenal, & Endri, 2023). However, most of these studies employ quantitative survey or archival designs that measure statistical associations between disclosure and giving outcomes, offering limited insight into how trust is discursively and organizationally constructed in the everyday communication routines of small, grassroots philanthropic institutions.

Despite this growing body of work, three gaps remain unaddressed. First, empirical attention to how testimonial narratives function jointly with programmatic documentation rather than as isolated tactics to build donor trust remains limited outside large, well-resourced nonprofit organizations (Zhang, Cao, Zhang, & Han, 2023; She & Sanfey, 2023). Second, few studies adopt a qualitative, process-oriented lens capable of capturing the lived organizational routines of planning, documentation, and dissemination through which small Islamic philanthropic institutions operationalize transparency on a day-to-day basis. Third, existing zakat-trust literature concentrates predominantly on formal, large-scale amil zakat institutions such as BAZNAS and LAZ (Kasri & Sosianti, 2023; Irmadariyani, Roziq, & Shulthoni, 2024; Abojeib, Mahaini, & Alchaar, 2023), leaving community-based philanthropic initiatives such as Al-Mumtaz Berbagi Pontianak comparatively underexplored.

Building on these gaps, this study aims to analyze the fundraising strategy implemented by Al-Mumtaz Berbagi Pontianak through the publication of program activities and beneficiary testimonials, and to explain the mechanisms through which these communication practices strengthen donor trust. Specifically, this study addresses the following research question: how do program publicity and beneficiary testimonial disclosure function, individually and jointly, as

trust-building mechanisms within the fundraising management cycle of a grassroots Islamic philanthropic institution?

This study offers three contributions. Theoretically, it extends signaling theory (Connelly, Certo, Reutzel, DesJardine, & Zhou, 2025) and social-proof perspectives on charitable giving (Zhang et al., 2023; Batson, 2022) by integrating them within a qualitative, single-case explanatory framework tailored to grassroots Islamic philanthropy. Empirically, it provides contextualized evidence on how a community-based fundraising institution translates transparency principles into concrete communication routines. Methodologically, it demonstrates the value of triangulating interview and documentary data to capture donor-trust formation processes that quantitative designs alone cannot fully reveal. The findings are expected to inform both scholarship on nonprofit communication and the practice of small philanthropic organizations operating in resource-constrained, digitally mediated environments.

LITERATURE REVIEW

Fundraising and Donor Trust

Fundraising is commonly conceptualized as the set of organizational activities undertaken to mobilize financial and non-financial resources in support of a nonprofit mission, encompassing not only solicitation but also the cultivation of long-term relationships with supporters. Donor trust, in this context, refers to the belief that a philanthropic organization manages contributed resources honestly, competently, and in accordance with its stated mission. A systematic review and meta-analysis by Chapman, Hornsey, and Gillespie (2021) confirms that trust is a robust and consistent antecedent of charitable giving across donor populations, while Dethier, Delcourt, and Dessart (2024) further show that donors' subjective perceptions of transparency—rather than transparency as an objective organizational attribute—are what ultimately shape trust judgments. This distinction is central to the present study, which examines how an organization's communication practices are perceived and interpreted by its constituents rather than merely how much information is disclosed.

Program Publicity as a Transparency Signal

Signaling theory posits that, under conditions of information asymmetry, organizations use observable signals to communicate underlying but otherwise unverifiable qualities such as integrity or competence to external stakeholders (Connelly et al., 2025). Applied to the nonprofit context, the routine publication of program documentation (photographs, videos, activity reports) functions as a credible signal of accountability because it is costly to fabricate consistently and can be cross-checked over time. Empirical support for this mechanism is provided by Ghoorah, Mariyani-Squire, and Amin (2025), who find that donors' perceptions of financial transparency are positively associated with both perceived organizational performance and donor trust, and by Chu and Luke (2023), who show that web-based accountability disclosures shape stakeholders' assessment of whether nonprofit organizations are genuinely fulfilling their missions. Social media further amplifies this signaling function: Olinski and Szamrowski (2021) demonstrate that active, dialogic use of platforms such as Facebook strengthens the relational bond between public-benefit organizations and their constituents, while Haruvy and Popkowski Leszczyc (2024) find that visible engagement metrics influence donation behavior.

Beneficiary Testimonial as Social Proof

Beyond documentary transparency, philanthropic organizations increasingly rely on beneficiary testimonials first-person accounts of the impact of assistance received to persuade prospective donors. Testimonials operate through the psychological mechanism of social proof, whereby individuals infer the appropriateness and effectiveness of a course of action from evidence that others have benefited from it. Batson's (2022) synthesis of empathy-induced altruism research indicates that perspective-taking narratives increase the likelihood of prosocial action by heightening empathic concern for the person in need, while Zhang, Cao, Zhang, and Han (2023) find that donation behavior is systematically related to donors' dispositional empathy and social orientation. She and Sanfey (2023) further show experimentally that transparent information about the consequences of a prosocial act strengthens self-signaling motives, suggesting that testimonials do more than inform—they allow donors to see themselves as effective agents of positive change. Within crowdfunding research, similar mechanisms have been documented: Ho et al. (2021) and Huang, Pickernell, Battisti, and Nguyen (2022) show that credibility signals, including narrative and creator characteristics, are strongly associated with fundraising success.

Social Media in Fundraising

Social media platforms are now central infrastructure for fundraising communication because they allow low-cost, high-frequency, and interactive dissemination of both documentary and testimonial content. Harris, Neely, and Saxton (2023) find that active social media investment is associated with measurable financial returns for nonprofit organizations, while Bhati and McDonnell (2025) show that the diversity and framing of solicitation messages shape donation outcomes during time-bound campaigns. Mao (2026) reports more nuanced, context-dependent effects of social media engagement on small nonprofit fundraising performance, cautioning against assuming a uniformly positive relationship. From a theoretical standpoint, the uses-and-gratifications perspective explains why audiences engage with such content: Bhatiasavi (2024) and Veriansyah (2024) show that gratifications such as informational value, emotional connection, and social interaction drive continued engagement with digital philanthropic content, including donation intention during live and social media interactions. Complementary studies by Lee (2022) and Lee and Shon (2023) demonstrate that online social capital accumulated through sustained platform engagement translates into tangible charitable support, while Lim, Bouchacourt, and Brown-Devlin (2021) show that advertising appeals and bandwagon cues on social media further shape audience response to nonprofit communication.

Islamic Philanthropy and Zakat Institution Trust

Within the Islamic philanthropic context, trust is closely tied to the religious obligation of amanah (trustworthiness) in the stewardship of zakat, infaq, and sadaqah funds. Bonang and Baihaqi (2022) find that trust, brand awareness, and social piety jointly shape donation decisions through digital platforms, while Kasri and Sosianti (2023) show that perceived institutional credibility is a significant determinant of muzakki intention to pay zakat online. Transparency-focused studies of Indonesian amil zakat institutions similarly confirm that disclosure quality shapes donor confidence: Mutaqin and Yandri (2024) develop a transparency index for Indonesian zakat institutions, Ghufran, Zaenal, and Endri (2023) link institutional efficiency to donor

confidence, and Abojeib, Mahaini, and Alchaar (2023) show that zakat disclosure practices in Islamic financial institutions shape stakeholder trust. At the level of communication practice, Abdullah et al. (2023) find that zakat institutions' social media adoption functions as an accountability mechanism, and Joanly, Wijaya, and Jaolis (2022) show that religious social media influencers shape followers' donation intentions. Ahmad and Rusdianto (2018, 2020) provide earlier but foundational evidence that accountability and transparency are directly associated with donor satisfaction and trust in Islamic microfinance and zakat contexts. Collectively, this literature indicates that the mechanisms identified in general nonprofit research signaling, social proof, and relational engagement operate analogously, but with added religious-normative weight, within Islamic philanthropic institutions.

Research Proposition

As this study adopts a qualitative approach, research propositions rather than statistically testable hypotheses are formulated to guide the analysis: Proposition 1 (P1): Consistent publication of program documentation functions as a transparency signal that strengthens donors' perceptions of institutional accountability. Proposition 2 (P2): The dissemination of beneficiary testimonials functions as social proof that fosters emotional engagement and reinforces donor trust. Proposition 3 (P3): The combined and consistent use of documentary transparency and testimonial narratives contributes to donor loyalty and the long-term sustainability of fundraising activities. Figure 1 illustrates the conceptual model guiding this study. Program publicity and beneficiary testimonials, embedded within routine organizational management practices, operate through a signaling and transparency mechanism to strengthen donor trust, which in turn is theorized to sustain donor loyalty and the long-term viability of fundraising activities.

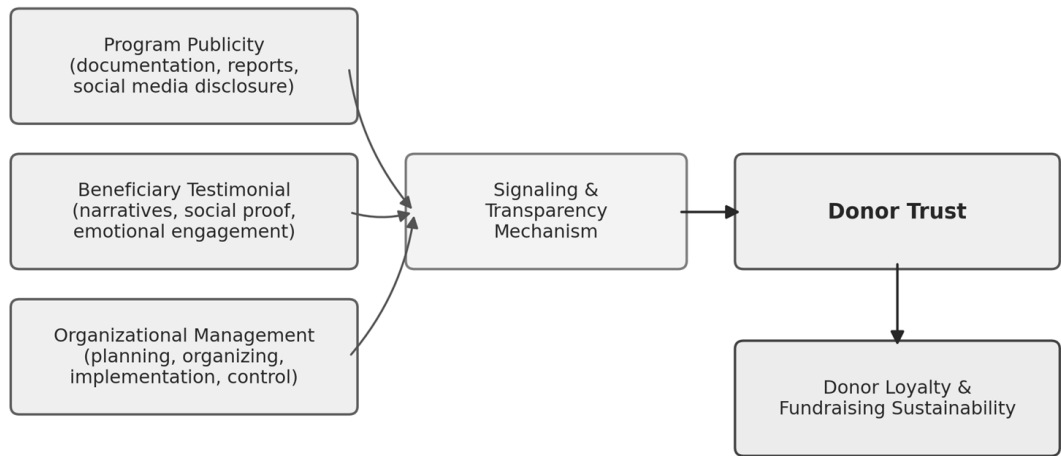


Figure 1. Conceptual framework of trust-based fundraising strategy

Source: Developed by the authors based on Connelly et al. (2025) and Batson (2022).

METHOD

This study employs a qualitative approach with a descriptive case study design. This design was selected because the research aims to understand, in depth, how Al-Mumtaz Berbagi Pontianak constructs donor trust through program publicity and beneficiary testimonials a process-oriented phenomenon that is more appropriately explored through the perspectives and lived experience of organizational informants than through the testing of pre-specified statistical relationships (Creswell, 2014). The descriptive-qualitative design allows the researchers to capture the meanings that organizational actors themselves attach to their communication practices, consistent with the exploratory nature of the research question.

The study was conducted at Yayasan Al-Mumtaz Berbagi Pontianak, a community-based Islamic philanthropic institution located in Pontianak, West Kalimantan, Indonesia. Informants were selected using purposive sampling, a non-probability technique appropriate for identifying information-rich participants with direct knowledge of the institution's fundraising communication practices. Two informants were involved: the Chairperson of the Yayasan and the Head of the Fundraising Division. Although limited in number, these informants occupy the two organizational positions most directly responsible for designing and implementing the institution's publicity and testimonial strategies, and their accounts were triangulated with documentary evidence to strengthen the credibility of the findings.

Primary data were collected through semi-structured, in-depth interviews guided by an interview protocol covering program planning, documentation practices, testimonial collection, and publication channels. Secondary data were obtained through documentation analysis, including activity photographs, promotional posters, video recordings, and program publications disseminated through the institution's social media accounts. Field data collection was conducted over a two-month period in early 2026. Interviews were recorded with informant consent, transcribed verbatim, and supplemented by field notes.

Data were analyzed descriptively using the interactive analysis model comprising data reduction, data display, and conclusion drawing/verification. Interview transcripts and documentary materials were coded thematically to identify recurring patterns related to program publicity and testimonial practices. To enhance the credibility of the findings, methodological triangulation was applied by systematically comparing interview accounts with documentary evidence, following the triangulation procedure recommended by Sugiyono (2021).

RESULT

Informant Characteristics

Table 1 summarizes the characteristics of the two informants involved in this study, both of whom hold organizational positions directly responsible for the institution's fundraising communication strategy.

Table 1
Informant Characteristics

No.	Position	Organizational Role	Relevance to This Study
1	Chairperson of Yayasan	Overall strategic leadership and program approval	Provides institutional perspective on planning and organizational trust-building strategy
2	Head of Fundraising Division	Coordination of program documentation, publication, and donor communication	Provides operational perspective on program publicity and testimonial dissemination

Source: Interview data, 2026.

Thematic Findings

Four interrelated themes emerged from the thematic analysis of interview and documentary data, corresponding to the stages of Al-Mumtaz Berbagi Pontianak's fundraising management cycle: program planning, organizational division of labor, documentation-based transparency, and testimonial-based social proof. **Program Planning.** Both informants explained that fundraising activities begin with a structured planning stage in which programs are designed, target beneficiaries identified, and fundraising targets set according to programmatic needs. This planning stage anchors subsequent communication activities by ensuring that documentation and testimonials are collected in relation to clearly defined program objectives rather than in an ad hoc manner.

Organizational Division of Labor. The institution assigns distinct responsibilities for program implementation, documentation, publication, and reporting to different members of the fundraising team. Informants indicated that this structured division of labor reduces errors in program execution and ensures that documentation and publication activities are carried out consistently rather than depending on individual initiative. **Documentation-Based Transparency.** Every program activity is documented in the form of photographs, videos, and short activity reports describing the number and characteristics of beneficiaries reached. This documentation is published regularly through the institution's social media accounts, both immediately following program implementation and at other institutionally significant moments. Informants described this practice as central to demonstrating that donated funds are used as intended.

Testimonial-Based Social Proof. In addition to programmatic documentation, the institution actively collects and publishes direct testimonials from beneficiaries describing the impact of the assistance received. Informants explained that such testimonials are considered more persuasive than statistical reporting alone because they allow prospective and existing donors to witness, in the beneficiaries' own words, tangible evidence that donations translate into real improvements in recipients' lives.

Table 2
Summary of Thematic Findings

Theme	Description	Illustrative Organizational Practice
Program Planning	Structured determination of program design, beneficiary targets, and fundraising goals prior to implementation	Pre-program planning meetings involving the chairperson and fundraising division
Division of Labor	Clear allocation of roles across program implementation, documentation, and publication	Designated documentation team accompanying every field activity
Documentation-Based Transparency	Regular publication of photo, video, and narrative reports of program implementation	Weekly social media publication of program activity reports
Testimonial-Based Social Proof	Collection and dissemination of first-person beneficiary accounts of program impact	Recorded beneficiary testimonial videos shared alongside program reports

Source: Interview and documentation data, 2026.

Taken together, these four themes indicate that donor trust at Al-Mumtaz Berbagi Pontianak is not the product of a single communication tactic, but rather emerges from the cumulative and mutually reinforcing operation of structured planning, organized documentation, and testimonial storytelling within a consistent institutional routine.

DISCUSS

The findings of this study support Proposition 1, indicating that the consistent publication of program documentation functions as a transparency signal that strengthens donors' perceptions of institutional accountability. This result is consistent with signaling theory (Connelly et al., 2025), which holds that costly, verifiable, and repeated disclosures allow external stakeholders to infer otherwise unobservable organizational qualities such as integrity and competence. The finding also corroborates Ghoorah, Mariyani-Squire, and Amin (2025), who report a positive relationship between perceived financial transparency and donor trust, and extends Chu and Luke's (2023) argument that web-based accountability disclosures shape stakeholder assessments of nonprofit performance to the specific context of a small, community-based Islamic philanthropic institution. Unlike the large, well-resourced organizations examined in much of the Western nonprofit literature, Al-Mumtaz Berbagi Pontianak achieves this signaling function through relatively low-cost, routine social media documentation, suggesting that transparency signaling need not require sophisticated financial disclosure systems to be effective at the grassroots level.

The findings also support Proposition 2: beneficiary testimonials function as social proof that fosters emotional engagement and reinforces donor trust. This is consistent with Batson's (2022) synthesis of empathy-induced altruism, which explains why narratives centered on identifiable beneficiaries are more persuasive than abstract statistical claims, and with She and Sanfey's (2023) experimental evidence that transparent information about the consequences of giving strengthens donors' self-signaling motivation. The finding further aligns with Zhang, Cao, Zhang, and Han (2023), who show that dispositional empathy shapes charitable donation

behavior, and with signaling-based crowdfunding research showing that credibility narratives are strongly associated with fundraising success (Ho et al., 2021; Huang et al., 2022). Within the Islamic philanthropic context specifically, this finding extends Bonang and Baihaqi (2022) and Kasri and Sosianti (2023), who identify institutional trust and credibility as determinants of donation intention, by showing the concrete communicative mechanism—testimonial narrative—through which that credibility is discursively constructed.

The joint operation of documentary transparency and testimonial storytelling, as anticipated in Proposition 3, is consistent with uses-and-gratifications explanations of donor engagement with digital philanthropic content. Bhatiasavi (2024) and Veriansyah (2024) show that audiences engage with social media content to satisfy informational, emotional, and social gratifications simultaneously; the present findings suggest that program documentation primarily satisfies informational and accountability-related gratifications, while testimonials satisfy emotional and relational gratifications, and that their combined presence produces a more complete trust-building communication package than either element alone. This is broadly consistent with social media fundraising research showing that message diversity, rather than a single content type, is associated with stronger fundraising outcomes (Bhati & McDonnell, 2025), although Mao's (2026) more cautious findings regarding the inconsistent financial returns of social media engagement suggest that the effectiveness of such strategies may still depend on contextual factors such as organizational size, audience composition, and platform algorithmic visibility factors that a single qualitative case study cannot fully disentangle.

Theoretically, this study contributes by demonstrating that signaling theory and social-proof/empathy-based persuasion operate not as competing but as complementary mechanisms within the same organizational communication strategy, extending prior work that has generally examined transparency and testimonial-based persuasion as separate research streams (Dethier et al., 2024; Zhang et al., 2023). Practically, the findings suggest that small Islamic philanthropic institutions with limited financial resources can nonetheless build credible donor trust by systematically pairing routine documentation with authentic beneficiary storytelling, rather than relying on costly formal audit disclosures alone (Abojeib et al., 2023; Mutaqin & Yandri, 2024). Contextually, the study highlights a distinctive feature of Islamic philanthropic communication: because donor trust is intertwined with the religious obligation of amanah, transparency and testimonial narratives may carry additional normative weight in this setting compared with secular nonprofit contexts, an interpretation consistent with findings on social piety and donation decisions in Indonesian Islamic philanthropy (Bonang & Baihaqi, 2022; Joanly, Wijaya, & Jaolis, 2022).

CONCLUSION

This study concludes that Al-Mumtaz Berbagi Pontianak strengthens donor trust through the combined and mutually reinforcing use of program publicity and beneficiary testimonials, embedded within a structured cycle of program planning, organizational division of labor, documentation, and dissemination. Consistently published program documentation functions as a transparency signal that reduces donors' uncertainty about fund management, while beneficiary testimonials function as social proof that fosters emotional engagement and reinforces donors' confidence that their contributions produce tangible impact. Together, these mechanisms support not only initial donor trust but also, as suggested by informants, sustained donor loyalty and the

long-term viability of the institution's fundraising activities.

This study contributes theoretically by integrating signaling theory and social-proof/empathy-based persuasion within a single qualitative explanatory framework applied to a grassroots Islamic philanthropic institution, empirically by providing contextualized evidence of how such institutions operationalize transparency in resource-constrained settings, and methodologically by demonstrating the value of triangulated interview and documentary analysis for capturing donor-trust formation processes. Academically, the findings extend nonprofit communication theory into an underexplored organizational context; practically, they offer small philanthropic and Islamic social organizations concrete guidance on pairing documentary transparency with authentic beneficiary narratives to strengthen donor relationships. Future research is encouraged to validate these qualitative propositions through quantitative, survey-based designs across multiple zakat and philanthropic institutions, to examine the relative strength of documentation versus testimonial effects, and to explore how platform-specific algorithmic and audience factors moderate the effectiveness of trust-building communication strategies identified in this study.

Author Contributions

Conceptualization, N.N.A. and M.; methodology, H.S.; validation, A.L., P. and N.N.A.; formal analysis, M. and H.S.; investigation, A.L. and P.; resources, H.S.; data curation, N.N.A.; writing—original draft preparation, M.; writing—review and editing, N.N.A. and A.L.; supervision, H.S.; project administration, P. All authors have read and agreed to the published version of the manuscript.

Funding

This research received no external funding.

Institutional Review Board Statement

Not applicable, as this study did not involve clinical or biomedical procedures on human subjects; ethical conduct was ensured through voluntary informant participation and informed consent.

Informed Consent Statement

Informed consent was obtained from all informants involved in the study.

Declaration of Generative AI and AI-assisted Technologies in the Writing Process

During the preparation of this work, the authors used AI-assisted language tools to support literature searching, academic language refinement, and formatting consistency with the journal template. After using this tool, the authors reviewed and edited the content as needed and take full responsibility for the content of this publication.

Acknowledgments

The authors gratefully acknowledge Al-Mumtaz Berbagi Pontianak for its willingness to serve as the research site and for the valuable information provided during the interview process.

Conflicts of Interest

The authors declare no conflicts of interest.

REFERENCES

- Abdullah, Z., Mohd Sharif, M. H., Saad, R. A. J., Mohd Ariff, A. H., Md Hussain, M. H., & Mohd Nasir, M. H. (2023). Zakat institutions' adoption of social media. *Journal of Islamic Accounting and Business Research*. <https://doi.org/10.1108/JIABR-01-2022-0013>
- Abojeib, M., Mahaini, M. G., & Alchaar, M. O. (2023). An analysis of zakat disclosure in Islamic banks. *Journal of Islamic Accounting and Business Research*. <https://doi.org/10.1108/JIABR-04-2021-0123>
- Afandi, A., Sudarsono, H., Nugrohowati, R. N. I., & Tumewang, Y. K. (2022). The determinant of Indonesia entrepreneur's intention to pay zakat: Does government support matter? *Global Review of Islamic Economics and Business*, 10(2), 83–96. <https://doi.org/10.14421/grieb.2022.101-08>
- Ahmad, Z. A., & Rusdianto, R. (2018). The analysis of amil zakat institution/Lembaga Amil Zakat (LAZ) accountability toward public satisfaction and trust. *Muqtasid: Jurnal Ekonomi dan Perbankan Syariah*, 9(2), 109–119. <https://doi.org/10.18326/muqtasid.v9i2.109-119>
- Ahmad, Z. A., & Rusdianto. (2020). Impact of transparency and accountability on trust and intention to donate cash waqf in Islamic microfinance institutions. *Shirkah: Journal of Economics and Business*, 5(2), 197–227.
- Batson, C. D. (2022). Empathy-induced altruism: Evidence and implications. *Current Directions in Psychological Science*, 31(2), 148–155. <https://doi.org/10.1177/09637214221079487>
- Bhati, A., & McDonnell, D. (2025). Message content and diversity as an effective nonprofit fundraising strategy on social media. *Nonprofit and Voluntary Sector Quarterly*. <https://doi.org/10.1177/08997640241303920>
- Bhatiasevi, V. (2024). The uses and gratifications of social media and their impact on social relationships and psychological well-being. *Frontiers in Psychiatry*, 15, Article 1260565. <https://doi.org/10.3389/fpsy.2024.1260565>
- Bonang, D., & Baihaqi, M. (2022). The effect of trust, brand awareness and social piety in donation decisions through digital platforms. *Ulul Albab: Jurnal Studi Islam*, 23(2), 306–326. <https://doi.org/10.18860/ua.v23i2.17596>
- Chapman, C. M., Hornsey, M. J., & Gillespie, N. (2021). To what extent is trust a prerequisite for charitable giving? A systematic review and meta-analysis. *Nonprofit and Voluntary Sector Quarterly*, 50(6), 1274–1303.
- Chu, V., & Luke, B. (2023). NPO web-based accountability: How can we know if NPOs are doing good things? *Nonprofit and Voluntary Sector Quarterly*, 52(1), 75–105.
- Connelly, B. L., Certo, S. T., Reutzel, C. R., DesJardine, M. R., & Zhou, S. (2025). Signaling theory: State of the theory and its future. *Journal of Management*, 51(1), 24–61.
- Creswell, J. W. (2014). *Research design: Qualitative, quantitative, and mixed methods approaches* (4th ed.). SAGE Publications.
- Dethier, F., Delcourt, C., & Dessart, L. (2024). Donor perceptions of nonprofit organizations' transparency: Conceptualization and operationalization. *Nonprofit and Voluntary Sector Quarterly*, 53(5), 1230–1260. <https://doi.org/10.1177/08997640231211212>
- Elvira-Lorilla, T., Garcia-Rodriguez, I., Romero-Merino, M. E., & Santamaria-Mariscal, M. (2024). The role of social media in nonprofit organizations' fundraising. *Nonprofit and Voluntary Sector Quarterly*. <https://doi.org/10.1177/08997640231213286>

- Ghoorah, U., Mariyani-Squire, E., & Amin, S. Z. (2025). Relationships between financial transparency, trust, and performance: An examination of donors' perceptions. *Humanities and Social Sciences Communications*, 12, Article 315. <https://doi.org/10.1057/s41599-025-04640-2>
- Ghufran, T. M., Zaenal, M. H., & Endri, E. (2023). Efficiency of zakat institutions: Evidence from an emerging economy. *Corporate Governance and Organizational Behavior Review*, 7(2), 338–349. <https://doi.org/10.22495/cgobrv7i2sip12>
- Hamid, N. A., Ismail, I. S., Yunus, N., Norizan, S., & Palil, M. R. (2024). Insights for growth: Understanding the drivers of ASNAF entrepreneurial success in Malaysia. *Edelweiss Applied Science and Technology*, 8(2), 108–124. <https://doi.org/10.55214/25768484.v8i2.753>
- Harris, E. E., Neely, D. G., & Saxton, G. D. (2023). Social media, signaling, and donations: Testing the financial returns on nonprofits' social media investment. *Review of Accounting Studies*, 28, 658–688. <https://doi.org/10.1007/s11142-021-09651-3>
- Haruvy, E. E., & Popkowski Leszczyc, P. T. L. (2024). Social media and nonprofit fundraising: The influence of Facebook likes. *European Journal of Marketing*, 58(1), 33–65. <https://doi.org/10.1108/EJM-05-2022-0364>
- Ho, H.-C., Chiu, C. L., Mansumittrchai, S., Yuan, Z., Zhao, N., & Zou, J. (2021). The influence of signals on donation crowdfunding campaign success during COVID-19 crisis. *International Journal of Environmental Research and Public Health*, 18(14), Article 7715. <https://doi.org/10.3390/ijerph18147715>
- Huang, S., Pickernell, D., Battisti, M., & Nguyen, T. (2022). Signalling entrepreneurs' credibility and project quality for crowdfunding success: Cases from the Kickstarter and Indiegogo environments. *Small Business Economics*, 58(4), 1801–1821. <https://doi.org/10.1007/s11187-021-00477-6>
- Irmadariyani, R., Roziq, A., & Shulthoni, M. (2024). Formulating, measuring, and comparing financial performance between National Amil Zakat Agency (BAZNAS) and Amil Zakat Institution (LAZ) in Indonesia. *Quality – Access to Success*, 25(199), 205–211. <https://doi.org/10.47750/QAS/25.199.22>
- Joanly, R. B., Wijaya, S., & Jaolis, F. (2022). Religious influencers on social media: Do they really affect followers' religiosity and intention to donate? *Proceedings of the International Conference on Entrepreneurship and Business Management*, 805–813. https://doi.org/10.2991/978-94-6463-008-4_101
- Kasri, R. A., & Chaerunnisa, S. R. (2022). The role of knowledge, trust, and religiosity in explaining the online cash waqf amongst Muslim millennials. *Journal of Islamic Marketing*, 13(6), 1334–1350. <https://doi.org/10.1108/JIMA-04-2020-0101>
- Kasri, R. A., & Sosianti, M. W. (2023). Determinants of the intention to pay zakat online: The case of Indonesia. *Journal of Islamic Monetary Economics and Finance*, 9(2), 275–294. <https://doi.org/10.21098/jimf.v9i2.1664>
- Lee, Y. J. (2022). Social media capital and civic engagement: Does type of connection matter? *International Review on Public and Nonprofit Marketing*, 19(1), 167–189. <https://doi.org/10.1007/s12208-021-00300-8>
- Lee, Y. J., & Shon, J. (2023). Nonprofits' online social capital and charitable support. *Journal of Nonprofit & Public Sector Marketing*, 35, 290–307.

- <https://doi.org/10.1080/10495142.2021.1982112>
- Lim, H. S., Bouchacourt, L., & Brown-Devlin, N. (2021). Nonprofit organization advertising on social media: The role of personality, advertising appeals, and bandwagon effects. *Journal of Consumer Behaviour*, 20(4), 849–861.
- Mao, H. (2026). #GivingTuesday: The impact of social media engagement on fundraising performance for small nonprofit organizations. *Nonprofit Management and Leadership*, 36(4), 517–531. <https://doi.org/10.1002/nml.70010>
- Mutaqin, M., & Yandri, P. (2024). Analysis of transparency index measurement of amil zakat institutions in Indonesia. *Jurnal Ekonomi Syariah Teori dan Terapan*, 11(1), 1–20. <https://doi.org/10.20473/vol11iss20241pp1-20>
- Olinski, M., & Szamrowski, P. (2021). Facebook as an engagement tool: How are public benefit organizations building relationships with their public? *PLOS ONE*, 16(9), Article e0256880. <https://doi.org/10.1371/journal.pone.0256880>
- Pelzer, J., & Hogan, R. (2022). In the short-term, it is never the wrong time to certify: The mitigating impact of certification on firm valuation. *Meditari Accountancy Research*, 31(4), 1109–1132. <https://doi.org/10.1108/medar-06-2021-1324>
- She, M. H. C., & Sanfey, A. G. (2023). An experimental study of information transparency and social preferences on donation behaviors: The self-signaling model. *Frontiers in Psychology*, 14, Article 1258808. <https://doi.org/10.3389/fpsyg.2023.1258808>
- Sugiyono. (2021). Metode penelitian kualitatif [Qualitative research methods]. Alfabeta.
- Veriansyah, S. (2024). User and gratifications theory in knowing donation intentions during live streaming. *Journal of Social Science and Business Studies*, 2(4), 340–347.
- White, K. M., Starfelt Sutton, L. C., & Zhao, X. (2023). Charitable donations and the theory of planned behaviour: A systematic review and meta-analysis. *PLoS ONE*, 18(5), Article e0286053. <https://doi.org/10.1371/journal.pone.0286053>
- Zhang, K., Cao, B., Zhang, Y., & Han, Y. (2023). A study on the influence of personality characteristics on household charitable donation behavior in China. *PLoS ONE*, 18(5), Article e0284798. <https://doi.org/10.1371/journal.pone.0284798>
- Zhang, T., Zhang, Q., Jiang, R., Gao, T., & Yang, M. (2022). Online users' donation behavior to medical crowdfunding projects: Mediating analysis of social presence and perceived differences in trust. *Frontiers in Psychology*, 13, Article 1008494. <https://doi.org/10.3389/fpsyg.2022.1008494>
- Zhao, F., & Yao, Z. (2020). Predicting the voluntary donation to online content creators. *Industrial Management & Data Systems*, 120(10), 1941–1957. <https://doi.org/10.1108/imds-02-2020-0111>