

Kitabisa.com

Mobile App For Zakat & Online Giving

Indonesia

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| Implementing Agency/organization | Kitabisa.com |
| Implementation Period | February–December 2017 |
| Location (City and Country) | Indonesia |
| Total Cost to implement the Project | 50.000 USD |
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The Challenge

Recurrent charity giving has always been issue for Indonesia's nonprofit world. Nonprofit organizations need recurrent donation, but several issues hold donors back from giving consistently: difficulty in payment, lack of engaging impact report from donation given, and no reminder for obligatory giving (e.g. Zakat for Muslim). In the other hand, Indonesia's charity giving potential is still far from realized, like report from BAZNAS (National Amil Zakat) say that Indonesia's zakat potential is 217 Trillion IDR (16,2 Billion USD) per year, while the realised number is still 1,2 % from the potential on 2016. A digital disruptive innovation needed to realise this potential, so more social problems can be solved and more impacts can be created in Indonesia.

The Innovation

Kitabisa.com is an online fundraising platform that has facilitated more than 4.000 campaigns, raised 6,3 Million USD donation, and more than 250.000 users. Kitabisa.com mobile app is the next stage for the platform; it will be a donor-centric app. It will provide 3 key features to make donation experience fun and engaging: 1) The marketplace for donation that will provide hundreds of different campaigns that donors can choose, 2) E-wallet so donor can top up certain amount and donate to many campaigns easily, and 3) Impact story report, so donors will always be updated about the campaigns that they donate. The app will also create special campaigns in Zakat category, so muslims can get reminder and pay their zakat through Kitabisa.com. The mobile app will focus on creating the best giving experience, so people will engage and be recurrent donors.

The Impact

- Kitabisa.com has facilitated 4.451 campaigns, raised 84 Billion IDR donation, and 256.914 donors & campaigners.
- 5.301 donors already distributed their zakat online via Kitabisa.com, raised 2,7 Billion IDR.
- Kitabisa.com online fundraising platform already connected more than 500 nonprofit organizations to donors, and the mobile app is targeted to connect 1.000 nonprofit organizations in the end of 2017.
- The mobile app is expected to bring 5 Billion USD recurring donation and 5.000 recurring donors per month in the end of 2017.