

# Women's Digital Financial Inclusion Advocacy Hub

## Campaign Toolkit: Accelerating Gender Equality with Digital Financial Services

This campaign is about a mission we members all believe in and bolstering messages together that can accelerate women's digital financial inclusion.

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### Creative Assets

#### WDFI Advocacy Hub Website Badge:

Place this badge on your website to showcase your support and work in accelerating women's digital financial inclusion!

[Download your chosen Hub Badge here](#) and link it to: <https://shorturl.at/awzDK>

#### WDFI Advocacy Hub GIF:

[Use this GIF to make your post stand out even further.](#)

#### WDFI Advocacy Hub Infographics


[Attach these infographics to your posts](#) to further showcase the importance of closing the gender gap!

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### WDFI Advocacy Hub Campaign Social Media Posts

*Please find posts for individual social media channels below. You may directly copy and paste, edit, or create your own copy to ensure it fits with your brand voice. Don't forget to include the GIF linked above.*

#### LinkedIn:

Join us in our mission to advance gender equality through digital financial services! We're thrilled to join the Women's Digital #FinancialInclusion Advocacy Hub's latest campaign in 2024. What can you do to drive real change? 

**Policymakers:** Break down barriers by reducing KYC and regulatory requirements, enabling more women to access financial services.

**Civil Society Organizations:** Raise awareness about the challenges women entrepreneurs face and empower them with knowledge on recourse mechanisms.

**Financial Service Providers:** Develop inclusive digital products tailored to women's needs, addressing their unique barriers and aspirations.

Development Partners: Invest in initiatives that aim to accelerate women's access to and usage of digital #FinancialServices.

Learn more about the Advocacy Hub: [\[LINK\]](#) #ItsHerEconomyToo

### **Facebook:**

Join us in our mission to advance gender equality through digital financial services! ✨ We're thrilled to join the Women's Digital #FinancialInclusion Advocacy Hub's latest campaign in 2024. Here's how you can get involved:

👥  **Policymakers:** Break down barriers by reducing KYC and regulatory requirements, enabling more women to access financial services.

🌐  **Civil Society Organizations:** Raise awareness about the challenges women entrepreneurs face and empower them with knowledge on recourse mechanisms.

🏢  **Financial Service Providers:** Develop inclusive digital products tailored to women's needs, addressing their unique barriers and aspirations.

💡  **Development Partners:** Invest in initiatives that promote women's access to and use of digital financial services.

Join us in shaping a more inclusive financial landscape. #ItsHerEconomyToo

Learn more about the Advocacy Hub and join the movement today: [\[LINK\]](#)

### **Twitter/X:**

As part of the Women's Digital #FinancialInclusion Advocacy Hub, we're calling on policymakers, financial service providers, and civil society orgs to drive progress in advancing #GenderEquality through digital financial services. 🌐📱

#ItsHerEconomyToo

### **Instagram:**

As part of the Women's Digital #FinancialInclusion Advocacy Hub, we're calling on policymakers, financial service providers, and civil society orgs to drive progress in advancing #GenderEquality through digital #FinancialServices. 🌐📱

#ItsHerEconomyToo #WomenEntrepreneurs

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## **WDFI Advocacy Hub Campaign Infographic Social Media Posts**

*Please find posts for individual social media channels below. You may directly copy and paste, edit, or create your own copy to ensure it fits with your brand voice. Don't forget to include the infographics linked above.*

### **LinkedIn:**

Three quarters of a billion women are excluded from the formal financial system by not having an account. While significant progress is being made to close the #GenderGap, there is still much to be done, and we need equal digital access to get there. 🌐📱

We are proud to be part of the Women's Digital #FinancialInclusion Advocacy Hub, working to create a world where women have equal access to the technology, skills, and financial services they need to thrive. #ItsHerEconomyToo

Learn more: [\[LINK\]](#)

### **Facebook:**

🌐📱 Did you know that over three-quarters of a billion women are excluded from the formal financial system because they don't have access to an account? Closing the #GenderGap in #FinancialInclusion is crucial, and equal digital access is the key to unlocking progress.

We're honored to be part of the Women's Digital Financial Inclusion Advocacy Hub, striving to build a future where women have equal access to technology, skills, and financial services to empower them to thrive. #ItsHerEconomyToo

Join us in making this vision a reality: [\[LINK\]](#)

### **Twitter/X:**

Did you know that over three-quarters of a billion women are excluded from the formal financial system because they lack access to an account? Closing the #GenderGap in #FinancialInclusion is crucial, and equal digital access is critical to unlocking progress.

#ItsHerEconomyToo

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## Highlighting WDFI Advocacy Hub Members' Initiatives

See copy below to support other members' initiatives. Share your own initiative on social media and use #ItsHerEconomyToo so others can see it and share!

- **Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH ([LinkedIn](#), [Twitter/X](#))**

Check out GIZ's practitioner's toolkit, #WomenEntrepreneurs Financing & Investment! Dive into resources designed to fuel the success of women-led ventures.

<https://lnkd.in/enAU45zt>

- **Cherie Blair Foundation ([LinkedIn](#), [Twitter/X](#), [Facebook](#))**

Learn more about HerVenture from Cherie Blair Foundation - a game-changer for women in low or middle-income countries starting or running micro/small businesses across all sectors!

"The HerVenture app has been an invaluable resource in the transition to being an entrepreneur. As a medical doctor, I have not had much business exposure. The app has been very helpful in terms of dealing with the business aspect of developing a clinic. I have learned a lot about marketing, accounting and strategic business planning. I am now in a better position to juggle my responsibilities as a businesswoman and medical doctor." – Dr Ayesha Wilburg, Medical Director, CEO, and Co-Founder of Health Care International: <https://shorturl.at/opU68>

#ItsHerEconomyToo

- **Pro Mujer ([LinkedIn](#), [Twitter/X](#), [Facebook](#))**

#GenderLensInvesting creates opportunities for women, especially for entrepreneurs, who do not have those opportunities today. #ItsHerEconomyToo

Pro Mujer recently held an event in Latin America focused on creating a space where women can reach their full potential. Learn more:

<https://www.youtube.com/watch?v=cQFPjCX40A4>

- **TymeBank ([LinkedIn](#), [Twitter/X](#), [Facebook](#))**

Discover how TymeBank is revolutionizing financial access in South Africa!

TymeBank, one of the world's fastest-growing digital banks, is designed to make digital banking accessible and affordable for all South Africans. With low-fee transactional bank accounts, ambassadors at retail outlets and kiosks, and the ability to open a FICA compliant bank account in under 5 minutes, TymeBank is changing the game. Learn more: <https://www.youtube.com/watch?v=14jW4p1G90I> #ItsHerEconomyToo

- **GSMA ([LinkedIn](#), [Twitter/X](#), [Facebook](#))**

The 2023 State of the Industry Report on Mobile Money sheds light on its transformative impact, especially on women's lives.

-In nine surveyed countries, including Bangladesh, Ethiopia, Kenya, and Nigeria, over half of women mobile money users find it instrumental in managing finances and daily tasks like shopping and bill payments.

-Across all surveyed countries, women agree: Mobile money saves time!

-Despite disparities in mobile phone ownership between genders in low- and middle-income countries, once women have a mobile money account, their usage matches that of men.

Mobile money isn't just a convenience; it's a game-changer for women's empowerment worldwide. #ItsHerEconomyToo Learn more: <https://shorturl.at/jxBS4>

- **World Bank Group ([LinkedIn](#), [Twitter/X](#), [Facebook](#))**

Gender gaps persist across key pillars of women's entrepreneurship: financial transactions, access to credit, and property ownership. #ItsHerEconomyToo

How can we bridge these gaps? Dive into the latest insights from the World Bank Group's report, Emerging Trends in National #FinancialInclusion Strategies that Support Women's Entrepreneurship: <https://shorturl.at/glrwY>

- **Alliance for Financial Inclusion/AFI ([LinkedIn](#), [Twitter/X](#), [Facebook](#))**

Check out the Denarau Action Plan (DAP), AFI Network's commitment to advancing women's #FinancialInclusion.

Action points include:

-Incorporating gender considerations in core activities to support the development and implementation of financial inclusion policies.

-Leveraging digital financial services and innovative technologies to sustain and accelerate progress in gender-inclusive finance.

-Strengthening financial infrastructures to enable women's financial inclusion effectively.

#ItsHerEconomyToo Learn more: <https://shorturl.at/nqsFX>

- **AfricaNenda ([LinkedIn](#), [Twitter/X](#))**

Check out AfricaNenda's report, The State of Inclusive Instant Payments in Africa, which highlights the challenges and opportunities shaping Africa's payment landscape to equip stakeholders with the insights they need to motivate investments, partnerships, and progress toward inclusivity. #ItsHerEconomyToo

Learn more: <https://www.africanenda.org/en/siips2023>

- **Better Than Cash Alliance**

The UN estimates that at least 388 million women and girls were living in extreme poverty in 2022. Climate shocks are also increasing in frequency, with disproportionate impacts on women. It's time for governments, companies, and international organizations to help end women's economic exclusion. Read the 10-Point Action Plan for Reaching Financial Equality, supported by BTCA. #ItsHerEconomyToo

Learn more: <https://shorturl.at/eiERZ>