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TOOLKIT: RESPONSIBLE CASH

Internal and partner capacity strengthening

Tips for fundraising and mobilizing partners

What is this document about?

Effective resource mobilization begins with clear, persuasive communication. This document offers practical arguments to strengthen proposals and presentations, emphasizing value, impact, and sustainability. It also includes ideas for engaging diverse partners - such as businesses and non-traditional contributors - through financial support, expertise, and collaborative opportunities.

10 key messages on digital and financial inclusion for pitches and proposals

1. Digital and financial inclusion enables crisis-affected communities to **build resilience, access essential services, and participate in economic activities.**
2. Digital and financial inclusion **enhances transparency, reduces operational costs/delays**, and often **ensure faster, safer**, and more targeted cash transfer assistance. *Not only does digital cash saves lives and improves food security and nutrition – it does it more efficiently than other forms of aid. In Ukraine and Jordan, WFP saved respectively USD 1.2 million and USD 200,000 annually in transfer costs since shifting to cash transfers into people’s accounts compared to other forms of cash assistance.*
3. Leveraging fintech, **e-wallets**, and **mobile money** **ensures greater reach and sustainability** in delivering assistance. The digital delivery of cash transfers has also **significantly increased efficiency.**
4. Many disadvantaged and hard-to-reach communities, including displaced persons and **persons with disabilities, ethnic minorities and Indigenous Peoples**, as well as **women**, often lack access to **formal financial services**. **Tailored solutions** can break barriers and enhance social protection.
5. **Financial literacy/digital skills training** **equip affected communities with long-term tools/self-reliance.**
6. Consultations with people repeatedly show that **people value and often prefer digital wallets**, as they offer more privacy/safety, more convenience (especially for those with restricted mobility). Users are able to receive and manage their funds on their devices, at any time. This also reduces waiting times and paperwork, making transactions more user-friendly.
7. Those generally left furthest behind by formal financial systems – female-headed or **child-headed households**, persons with disabilities – **are often using digital transfers for the first time** through humanitarian cash transfers. **Cash transfers act as main entry points to formal financial services.**
8. Digital transfers have a **significant multiplier effect**, by **quickly injecting cash into local economies** and helping merchants/retailers to strengthen/repair business during/post crisis.
9. Assurance & transparency - Digital transfers can help ensure **the right person, receives the right amount, and on time**. It also helps mitigate risks of fraud, **exploitation and abuse of power**, human error or divergence of benefits, while respecting people’s rights, including their privacy and the **protection of their personal data**. This is of particular interest to Governments, increasing transparency and formalization of business (away from black market/illegal transactions).
10. **Digitization offers real-time monitoring and learning.** *E.g. Using digital dashboard helps to quickly identify issues, such as failed transactions, dormant/inactive accounts etc*

Unlocking non-financial support: How private sector & non-traditional donors add value

Apart from funding for programming, non-traditional donors/private sector partners can offer **non-financial/in-kind contributions**. Here are a few examples:

- **Design relevant products and services:** Work with NGOs/financial services providers on **designing products & services** that fit people’s **needs and preferences**.
- **Joint capacity building:** Expertise in financial literacy, digital training, and behavioural change interventions - E.g. in **Somalia**, services providers co-developed visual materials and **translated the digital and financial literacy communications materials** into other languages to ensure people can better access and use financial services. Private sector partners have also run **digital & financial literacy trainings** (including on **customer protection**).
- **Mobility and connectivity:** Private sector partners have e.g. provided **free or subsidized SIM cards or mobile phones** (also pay-as-you-go options) or worked together with humanitarian partners to identify areas where they would **build infrastructure** whether there is no connectivity.
- **Joint advocacy** for people to get **access to IDs or tiered/simplified KYC with regulators** or interoperability in **payment systems**.
- Research institutions and analytics firms can support **impact measurement** and evidence-generation.
- **Explore links with additional funding possibilities:** E.g. explore microfinance and climate-risk insurance to maximize impact and sustainability.