# IDFR, Media toolkit

## About the IDFR

The International Day of Family Remittances (IDFR), adopted by the United Nations General Assembly, is observed on 16 June.

The day recognizes the crucial contribution that migrant workers and their families make, especially through their remittances, to the social and economic development of their communities and countries of origin, especially in times of crisis.

The IDFR is globally recognized and included as a key initiative in the Global Compact for Safe, Orderly and Regular Migration (Objective 20), which urges the reduction of transfer costs and greater financial inclusion through remittances.

Serving as a vital lifeline for 800 million families in the developing world, average remittance of US$200-US$300 by individuals a month underwrite many basic household needs and support skills formation and opportunities through education and entrepreneurship.

These resources prove transformational for both households and local communities, enabling many families to achieve their ‘own’ Sustainable Development Goals (SDGs).

## About this media toolkit

As part of the remittance ecosystem, your role in raising awareness on the issues, challenges and opportunities for the 200 million migrant workers, who send more than US$600 billion as remittances to low- and middle-income countries, is vital.

Organizations like yours can not only help raise awareness and promote the IDRF, but also contribute through your insights and initiatives, by sharing good practices, lessons and innovations with your partners and networks to finally reach out to the migrant community.

This toolkit is developed to enlist our partners and individuals all over the world in spotlighting the critical role of migrants in the development process and encourage your participation in the IDFR 2023-24 campaign.

We’ve developed social media content to make it easy for you to share our messages and engage your audiences online.

[www.familyremittances.org](http://www.familyremittances.org/)

## IDFR messages

You can use this language when speaking about the summit or adapt the language for your own use in blog posts, op-eds and social media.

* Every year, on 16 June, the International Day of Family Remittances (IDFR) is observed to raise awareness on the contribution of migrant workers, who support their families and communities of origin through the money they send back home, particularly in rural areas and in times of crisis.
* A staggering one billion people worldwide are involved with remittances. Every year, 200 million migrant workers send money home, and 800 million people (in households of four, on average) benefit from these flows.
* In 2022, migrants sent US$626 billion to their families back home, with African migrants accounting for US$95 billion. Half of these remittances go to households in rural areas, where remittances count the most.
* Migrant contribution to development, through remittances and investments, has been recognized in Objective 20 of the Global Compact on Safe, Orderly and Regular Migration, adopted by the United Nations General Assembly in December 2018.
* More than 80 countries rely on remittances for more than 3 per cent of their GDP. Remittances are an engine for socio-economic growth of the country.
* Migrant workers send on average US$200 or US$300 home every one or two months. This represents only 15 per cent of what they earn, as the rest stays in their host countries. What they send can make up as much as 60 per cent of a household’s total income and represents a lifeline for millions of families.
* Over the last 20 years, remittance flows have grown in value five-fold. These flows often play a counter-cyclical role: that is, they are maintained during adverse events in recipient countries.
* Globally, the average cost of sending $200 was 6. 3 percent in 2022, more than double the SDG target of 3 percent. In contrast, mobile money remains the least costly transfer method, at 3.73 per cent.
* Over 50 per cent of remittances are sent to households in rural areas, where 75 per cent of the world's poor and food-insecure live. Rural households rely on these flows for improving their livelihoods, increasing their resilience, and achieving their ‘own’ SDGs. Globally, the accumulated flows to rural areas over the next five years will reach US$1.5 trillion.
* About 75 per cent of remittances are used to put food on the table and cover medical expenses, school fees or housing expenses. About 25 per cent of remittances, representing over US$150 billion per year, can be either saved or invested in asset building or activities that generate income and jobs and transform economies, particularly in rural areas.
* Both online and mobile digitalization buoyed during the pandemic. Digitalization proved to be less costly than cash transfers, which further reinforced the adoption of mobile money, thereby advancing the financial inclusion of migrants and their families.
* Remittances are often the first point of contact to a financial service. Remittances can leverage other financial services, such as savings, credit, insurance or housing.
* Linking remittances to financial services and products, matched with adequate and gender-sensitive digital and financial literacy accessible to all, is key to leveraging these flows for sustainable development.
* Strategic partnerships and progress on remittances go hand in hand. Partnerships among public and private sector stakeholders have paved the way for lowering the cost of remittance transfers and provided financial services for migrants and their families.

## Social content

We encourage you to share IDFR related messages on your social media channels using the content below. Sample post text can be copied/pasted or tweaked, and a selection of visual materials to accompany the text can be found on the IDFR Trello

When you post:

* Use these hashtags: #familyremittances #SDG10 #financialinclusion
* Tag @ffremittances and @ifad on Twitter, and <https://www.linkedin.com/in/remittances/> on LinkedIn.
* All necessary information available on: [www.familyremittances.org](http://www.familyremittances.org/)

## Twitter

1. Every year, over 200 million #migrant workers in more than 40 high income countries, send #remittances to support over 800 million relatives in more than 130 LMICs. Recognize their sacrifice, celebrate the International Day of #familyremittances.
2. Over one billion people are directly impacted by remittances annually, either as senders or as recipients. Today, we recognize the contribution of millions of #migrant workers and their commitment towards the well-being of their families and communities. #FamilyRemittances
3. International remittances to the tune of US$626 billion were sent to #LMICs in 2022. Know more facts on remittances: [www.familyremittances.org](http://www.familyremittances.org/) @theworldbank @ifad #familyremittances
4. Over half of the annual remittance flows go to #rural areas, where 75 per cent of the world's poor and food-insecure live. #SDG10, #familyremittances #financialinclusion
5. Linking remittances to financial services and products, matched with adequate and gender-sensitive digital and financial literacy accessible to all, is key to leveraging these flows for sustainable development.
6. Remittances to Sub-Saharan Africa, the region most highly exposed to the effects of the global crisis, grew an estimated 5.2% to $53 billion in 2022.
7. Rural households rely on #remittances for improving their livelihoods, increasing their resilience, and achieving their ‘own’ SDGs. #SDG10, #familyremittances
8. DYK 1 in 7 people in the world either send money home or receive it? 16 June is International Day of #FamilyRemittances. Find out more: [International Day of Family Remittances](https://www.ifad.org/en/idfr)
9. The top five recipient countries for remittances in 2021 were #India, #Mexico #China, #Philippines, and #Egypt. Learn more: [www.familyremittances.org](http://www.familyremittances.org/)
10. Let’s gather our joint resources to help them maximize the impact of the US$5.4 trillion dollars in #remittances sent by migrants by 2030.
11. Due to the steady inflow of remittances, millions of families have been lifted out of poverty, making the achievement of #SDGs a reality for countless persons.

## Linkedin

1. Officially recorded remittance flows to low- and middle-income countries (LMICs) are expected to increase by 4.2 percent this year to reach $630 billion. This follows an almost record recovery of 8.6 percent in 2021, amounting to US$605 billion.  
   #familyremittances #SDGs #remittanceflows #LMIC  
   [www.familyremittances.org](http://www.familyremittances.org/)
2. About 75 per cent of remittances are used to put food on the table and cover medical expenses, school fees or housing expenses. In times of crisis, migrant workers send more money home to cover loss of crops or family emergencies. About 25 per cent of remittances, representing over US$150 billion per year, can be either saved or invested in asset building or activities that generate income and jobs and transform economies, particularly in rural areas.  
   #ruraltransformation #familyremittances #SDGs #economy
3. Both online and mobile digitalization buoyed during the pandemic. Mobile remittances alone increased 65% during 2020 to US$12.7 billion and by 48% in 2021 amounting to US$48 billion.  
   @gsma #familyremittances #mobilemoney #digital #financialinclusion
4. By supporting remittance families with more options to use their funds, we are also supporting local communities, businesses and job creation for women, youth and future generations.  
   #genderempowerment #youth #economy #ruraltransformation #financialinclusion
5. The international community working on remittances, must leverage #remittances as a tool of financial inclusion, by developing customized products for #migrants to access their remittances and through the continued expansion of regulatory space to accommodate the wider use of international #mobile remittance transfer channels.  
   #financialinclusion #familyremittances #SDG10
6. Over 50 per cent of #remittances are sent to households in rural areas, where 75 per cent of the world's poor and food-insecure live.  
   #SDGs #familyremittances @ifad
7. Globally, the average cost of sending $200 was 6 percent in 2021, double the SDG target of 3 percent. It is cheapest to send money to South Asia (4.3 percent) and most expensive to send to Sub-Saharan #Africa (7.8 percent).  
   #mobilemoney #cashtransfer #remittances #familyremittances
8. Let’s gather our joint resources to help them maximize the impact of the US$4.5 trillion dollars in #remittances due to be sent by 2030.  
   #familyremittances #SDGs @ifad

## Visuals

Downloads separate images and IDFR videos from Trello [IDFR 2022](https://trello.com/b/7uDBmLcb/idfr-2022). If using photos courtesy of the International Fund for Agricultural Development (IFAD), please credit them by tagging @ifad in your posts.

## Contact information

For further information, please write to us at: [remittances@ifad.org](mailto:remittances@ifad.org)   
and/or [familyremittances@ifad.org](mailto:familyremittances@ifad.org)