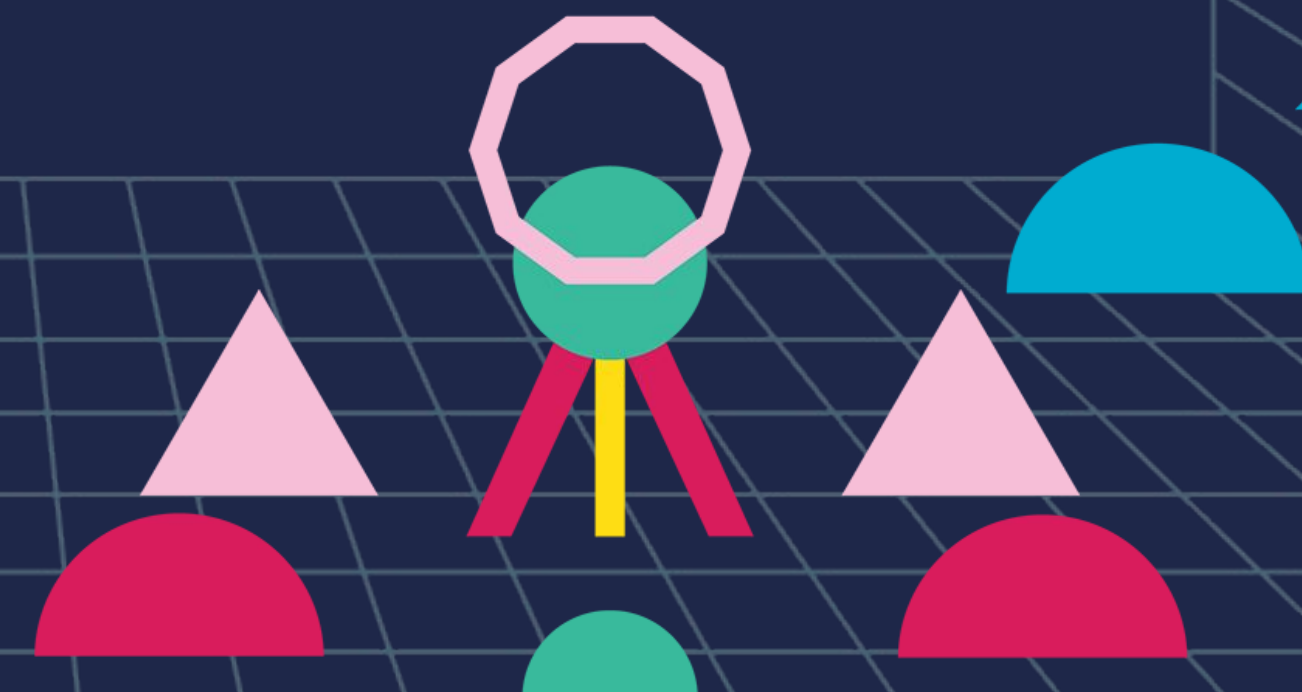


# FITSLATAM

FESTIVAL OF INNOVATION & SOCIAL TECHNOLOGY

CONNECT YOUR CAUSE  
WITH THE  
TECHNOLOGY



ORGANIZADO POR  
  
wingu



# EXECUTIVE SUMMARY

## WHY FITS

We know the value that technology can bring to civil society. And we also know how difficult it can be to implement technological solutions with the resources and time necessary for them to be adopted and used effectively.

## REACH

FITS (Social Technology & Innovation Festival) is a completely free event designed to introduce organizations of civil society to the technologies and knowledge that can help improve NGO's impact in their day to day work.

## ATTENDEES: MORE THAN 1000 NON PROFIT MEMBERS PER EVENT

Those who are currently re-thinking the social sector in the region: NGO directors, foundation members, communication managers, fundraising leaders, technology specialists, regional allies, data journalists, and more.

## WE ENGAGE WITH PARTNERS

FITS is a renowned event in the Latin American region. It is free to attend, and our goal is for NGOs to benefit from it and thereby strengthen their mission.



# WHY DO WE DO IT?

We truly believe that our work will make organizations more autonomous and independent in the use of new technologies.

## INNOVATION

We are committed to change and constant innovation. Innovation as a possibility to find simple solutions with existing tools.

## TECHNOLOGY

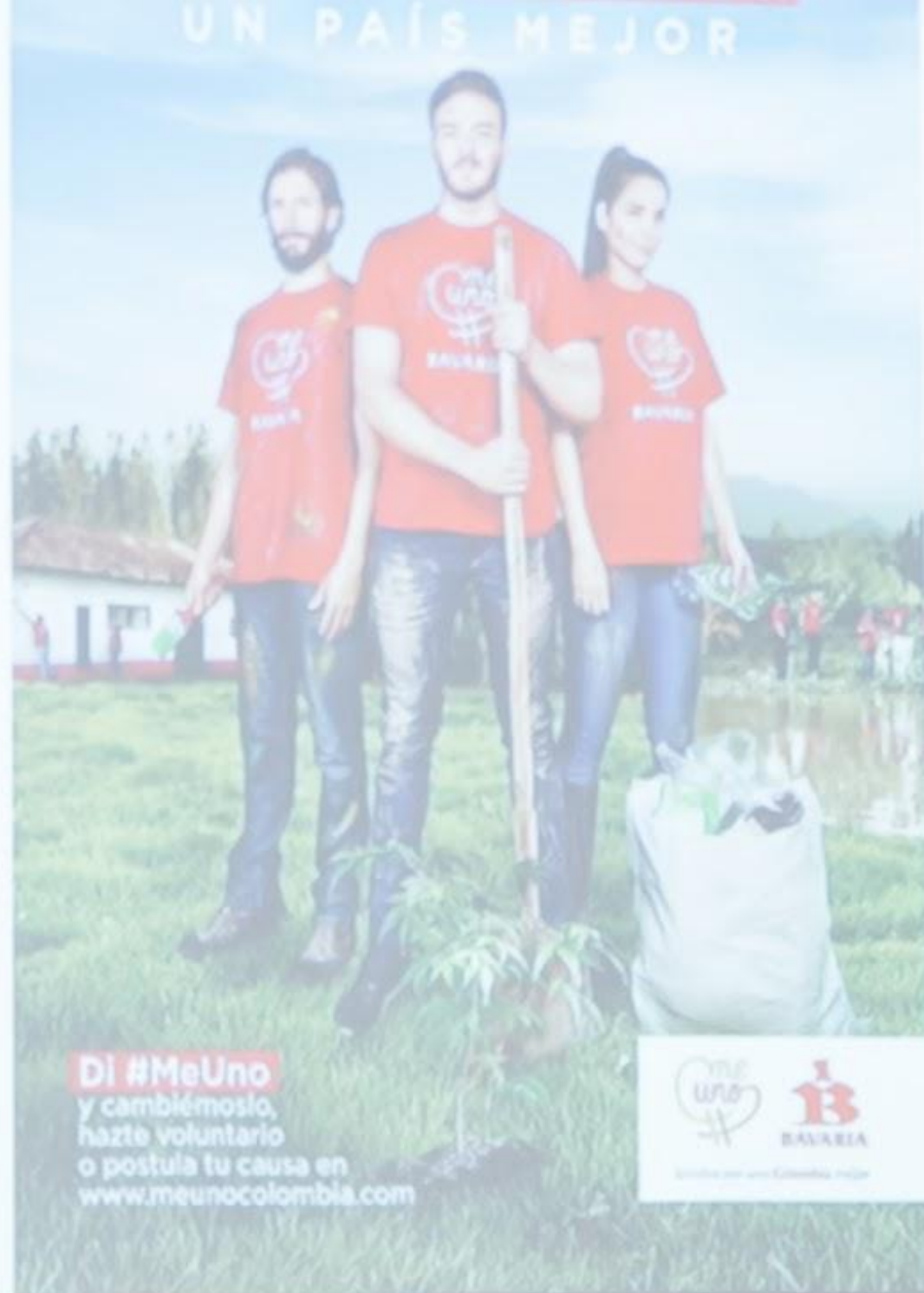
There are many free or licensed tools at no cost for Nonprofits. For 10 years we see every day how technology becomes an indispensable ally for organizations, helping them to be more efficient in their work and save resources.

## NETWORKING

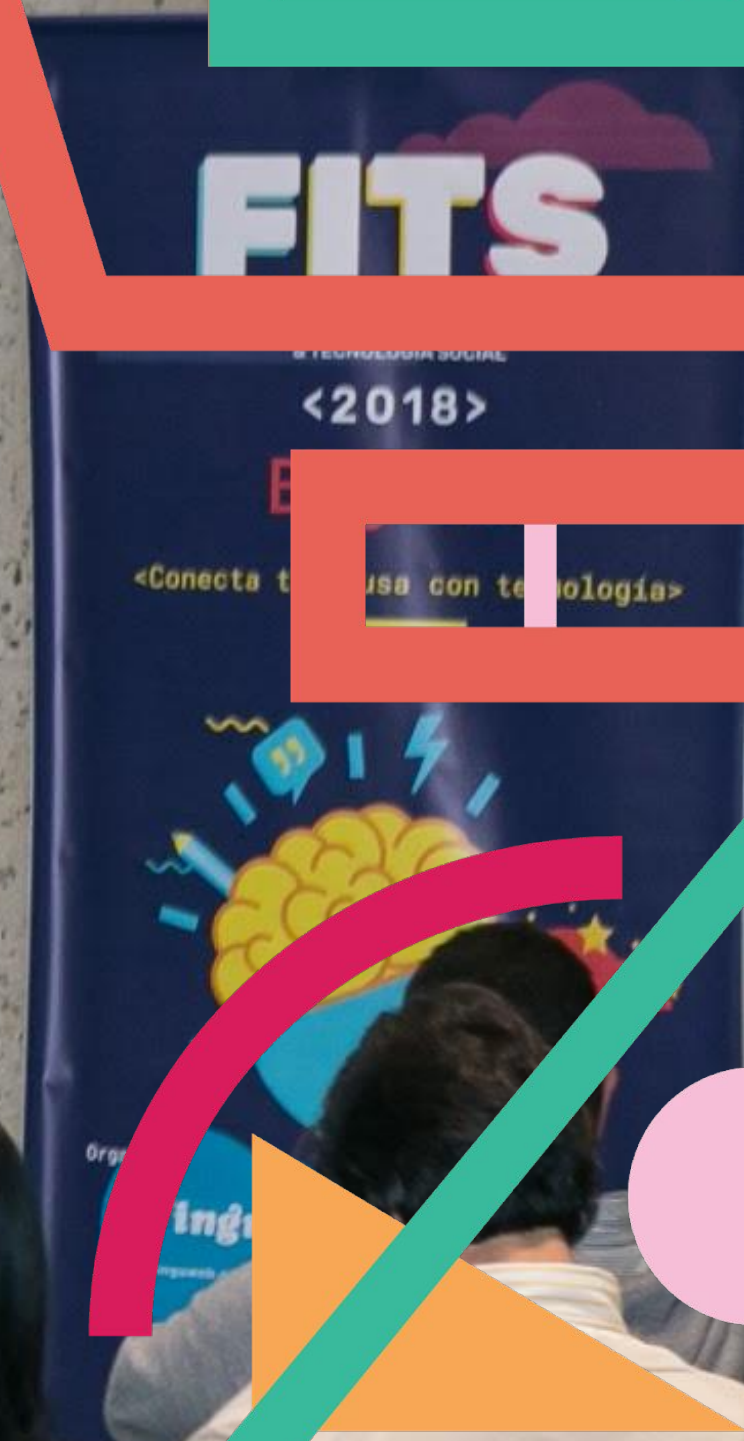
The FITS is a place for networking between organizations, public and private organizations. By networking we understand the predisposition to collaborate, share and co-create with others.



**+130.000**  
voluntarios



**+390.000**  
beneficiarios



# What is FiTS?

FiTS is a day long event designed to introduce NGOs to the solutions that are available to improve their daily work.





**+16**  
EDITIONS

**+60**  
SPEAKERS

**+90000**  
ATTENDEES

FITS IN  
THE  
REGION







# AUDIENCE

With networking being one of our themes, we open the door for members of the private sector to talk with NGOs and the government. We believe the future must be built based on dialogue and shared experience.

**CORPORATE SOCIAL  
RESPONSIBILITY  
LEADERS**

**NONPROFITS**

**AGILE  
METHODOLOGIES  
COACHES**

**KEY ACTORS IN  
TECHNOLOGY**

**TECH COMPANIES**

**GOVERNMENT**

**VOLUNTEERS**

**ACADEMICS**



# FORMAT

We will host networking and training sessions, as well as debates about innovation and the current state of the social sector with **experts from the various social sectors present in the event.**

As in the most innovative events, we seek to prioritize the audience's preferences, offering unconference spaces where attendees will be able to propose the theme of the meetings and speak their mind.

After feedback from past editions, we added more workshops and labs. Also, the clinic format is included for those looking for a one-on-one experience with an expert.



## EXPERIENCED SPEAKERS

Experts of the civil sector tell the stories of their projects and experiences



## WORKSHOPS



## LABS

## FLASH TALKS

Big ideas in 7 minutes

## UNCONFERENCES

Participant-driven meetings

## CLINICS



## SURPRISES AND INSTALLATIONS

## STAND FAIR



# COMMUNICATION

At Wingu we understand the importance of a great communication strategy. This is why FITS' strategy is well thought through.

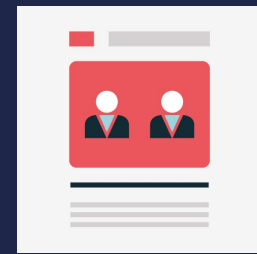
Our communication actions are digital and are carried out within these 6 channels:



**FACEBOOK**



**EMAIL**



**COMMUNICATION ALLIES**



**GOOGLE ADWORDS**



**LINKEDIN**



**TWITTER**

**WE HAVE 6.324  
NONPROFIT  
ORGANIZATIONS IN OUR  
DATABASE**



# PARTNERS WHO SUPPORTED FITS





# FITS EDITIONS 2019



**900** attendees  
**77** speakers  
**37** hours of training  
**32** activities

*May, 22nd.*



**737** attendees  
**55** speakers  
**29** hours of training  
**23** activities

*July, 16th.*



**534** attendees  
**42** speakers  
**30** hours of training  
**26** activities

*September, 20th.*



# FITS EDITIONS 2020



*March (15th-25th)*



*May (22th-31th)*



*July ( 15th - 31th)*



*September (1st -10th)*

## **Non Confirmed Editions:**

- Costa Rica
- Jordan
- Morocco



# FITSLATAM

FESTIVAL OF INNOVATION & SOCIAL TECHNOLOGY

CONECTA TU CAUSA  
CON TECNOLOGÍA ◀

ORGANIZADO POR



wingu

# About Wingu

What do we do?





01.

# CONTENT & COMMUNITY

Free tools and resources about: agile methodologies, databases, websites, online communications, fundraising and digital security,

We strength the digital capabilities of nonprofits and promote their autonomy, so we offer free workshops, tools and resources in different formats:

| WORKSHOPS

| WEBINARS

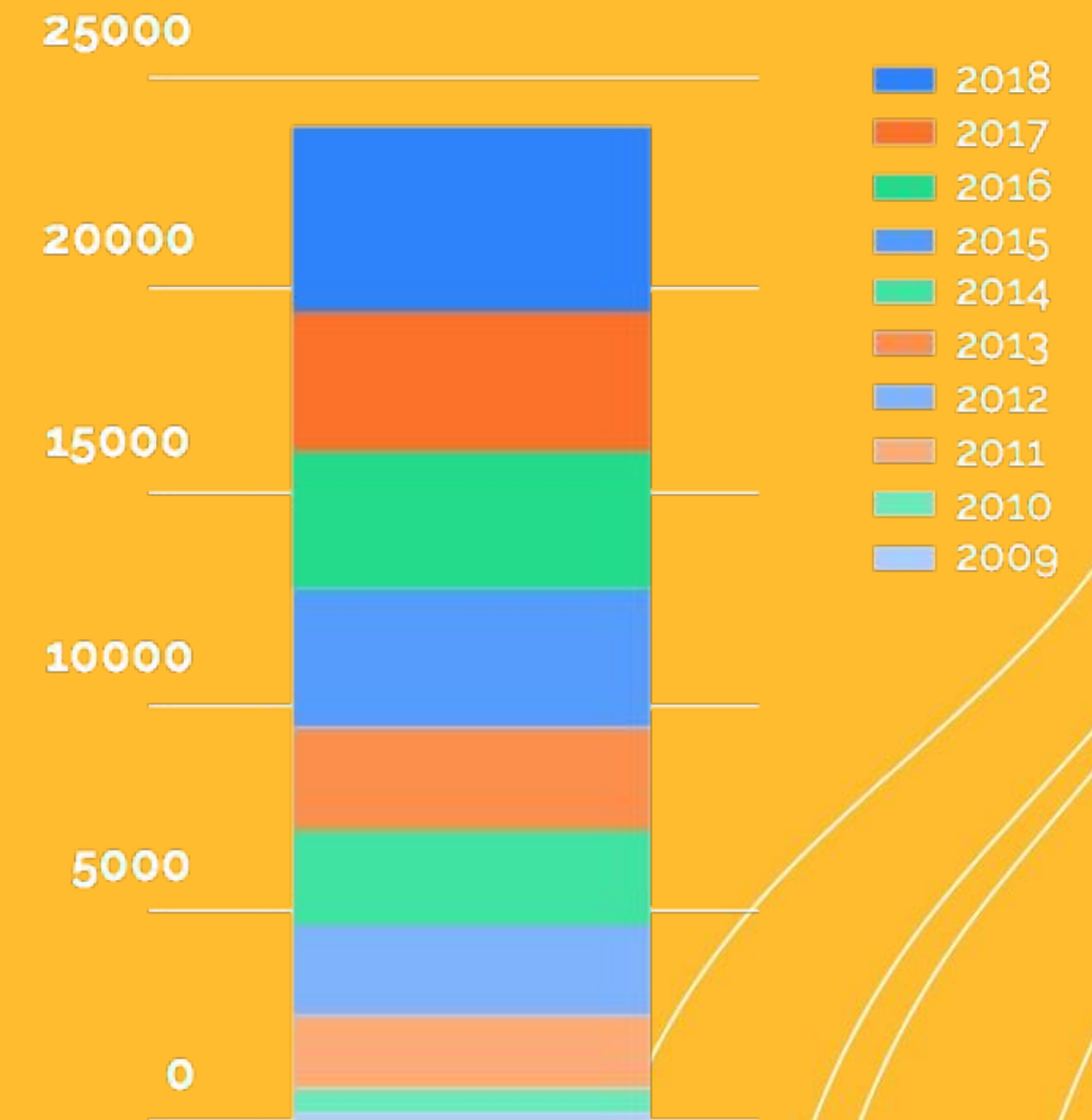
| CAMP CAMP

| FITS

| FREE RESOURCES

| PODCASTS

Personas Capcitadas por año



Capacitamos a

**20.000**

referentes de ONG



02.

# DIGITAL SOLUTIONS

We help with **technical knowledge and personalized implementations** to the organizations that need to implement CRM, web platforms, and digital campaigns.

This focus is also key in our our sustainability model.

| CRM AND DATABASES

| LANDING PAGES



+  
**1.400**  
implementations

**18**  
countries



03.

# CIVIC

# TECHNOLOGY

We work with **regional allies to generate technological solutions to social problems, through a data based innovating frame.**

These projects combine development, technology, campaigns and data for social transformation.

| DONAR ONLINE

| NILUS

| SAFARITEC

| A TU SERVICIO

| ENCUESTA DE  
TECNOLOGÍA Y OSC

| CAMINOS DE  
LA VILLA





Google



Avina Fundación



CIVICUS



Luminate  
Building stronger societies



salesforce.org



VIVA  
VISIÓN & VALORES PARA  
LA SOSTENIBILIDAD



techsoup



Hivos  
people unlimited



THE WILLIAM AND FLORA  
HEWLETT  
FOUNDATION



Globant  
we are ready



VISA



BID  
Banco Interamericano  
de Desarrollo



CMR  
Falabella



Fundación  
Bolívar  
Davivienda



GRUPO  
TELECOM



mercado  
libre



SAP®



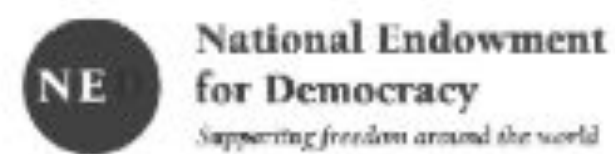
OPEN SOCIETY  
FOUNDATIONS



redhat.



arredo  
#crear hogar



NE National Endowment  
for Democracy  
Supporting freedom around the world



INNOVATION  
FOR CHANGE  
SHARE YOUR CONNECT TO CREATE TOMORROW



me uno # BAVARIA  
Unidos por una Colombia mejor



FUNDACIÓN  
VIDANTA®





**XIMENA ARRIETA**

Av. Álvaro Obregón 168 col. Roma  
Tel: +52 (55) 63880813  
Correo: ximena@winguweb.org  
Cel: +5537117581

**DANIELA CARVAJALINO**

Bogotá, Colombia  
Correo: daniela@winguweb.org  
Cel: +57 316 866 7583

**MAXIMILIANO FACTOROVICH**

Thames 1024, C.A.B.A., Argentina  
Tel: +54 11 4776 3455  
Correo: maximiliano@winguweb.org

**MARIANO MALIA**

Thames 1024, C.A.B.A., Argentina  
Tel: +54 11 4776 3455  
Correo: mariano@winguweb.org  
Cel: +54 11 5419 1796

✉ [info@winguweb.org](mailto:info@winguweb.org)

f [/WinguTecnologiaSinFinesDeLucro](https://www.facebook.com/WinguTecnologiaSinFinesDeLucro)

🐦 [@desdewingu](https://twitter.com/desdewingu)

📺 [/winguchannel](https://www.youtube.com/channel/winguchannel)

in [/wingu-tecnolog-a-sin-fines-de-lucro](https://www.linkedin.com/company/wingu-tecnolog-a-sin-fines-de-lucro)