



crowdguru.org

a new mentoring community


# a very simple idea...

Crowd Guru is a very simple idea. We match potential mentors (we call them Gurus) to people in social enterprises and charities who need help (the Causes) to complete a specific task.




- It is free to use for both parties.
- We **focus on mentoring**, not volunteering or pro bono work.
- We **focus on matching**, not managing the relationship.
- It is an **online tool**, so there is no manual involvement in making matches.

# for example




A fundraiser in a small charity wants to set up a social media campaign.



In the crowd is a guru who has the time, experience + desire to help out.



The fundraiser logs in using popular networking tools...



...defines their need (with help if required)



Chooses from a selection of potential gurus + **gets in touch!**

# what's in it for the gurus?

## Fulfilment

- Using their skills in a new and exciting way
- Satisfaction at “doing good” and making a difference

## Development

- Refining & developing new skills in management and mentoring
- Build a portfolio and improve their CV
- Broadening the application of their skills

## Flexibility

- Can flex level of commitment to suit their work/life balance

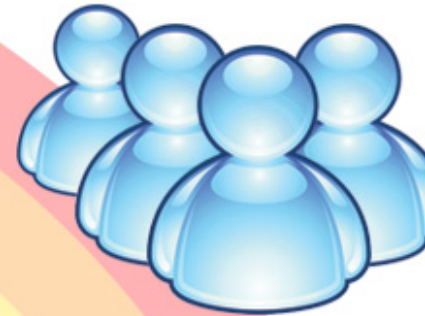


# what's in it for the beneficiaries?



## Tangible outputs

- Delivery of measurable outputs / completion of tasks
- Greater success in their charitable endeavours!



## Access to expertise

- Developing new skills
- Access to skills they could otherwise not afford

## Community

- Networking in a community of interest
- Meeting similar organisations with similar needs



# who are we targeting?



## Gurus

- Professionals in any area
- 5yrs+ experience (maybe less)
- Targeting responds to demand
- People likely to make good mentors

But the community will ultimately decide who is a good guru or deserving beneficiary.

## Mentees

- Small charities
- Social enterprises
- Large charities
- Over 160,000 registered charities in the UK!

