



Influential Stars - Information Pack

How Creators, Collaborators & Supporters Can Make a Difference

Welcome To Influential Stars!

ABOUT Influential Stars

[Influential Stars](#) was founded by [Lisa Connell](#), following the discovery of her inoperable brain tumour. Turning adversity into action, [Lisa](#) set out to create a platform where influence could be used for meaningful change.

Back in 2010, [Lisa](#) launched **Rent A Date For Charity** — a celebrity online meet-and-greet auction site that, within just six months, gained international press coverage and raised over **£50,000** for brain tumour-related causes. Unfortunately, as her health deteriorated, the project had to close.

Fast forward to today, and that same vision has evolved into [Influential Stars](#) — a modern, inclusive platform where anyone and everyone can get involved, supporting **any UK registered charity** or **verified crowdfunding page for life-limiting conditions**.

What began as one woman's mission to turn personal hardship into hope has grown into a collaborative space where creators, collaborators, and causes come together to make extraordinary impact — without barriers, pressure, or complicated processes.

Today, Influential Stars stands as one of the **highest paying impact platforms** of its kind in the UK, with up to 85% of net profits able to go directly to charitable causes when thank yous are paid forward.

WHO Is Influential Stars For?

[Influential Stars](#) is for **anyone who wants to make a difference**. Whether you're a creator with a social following, a collaborator helping connect others, a cause in need of support, or a participant in our **exclusive campaigns**, you can get involved and make an impact.

We welcome creators and **supporters of all kinds**. You don't need a large social following to get involved — fundraising can be done online, offline, or both. Even a small network can generate real impact by reaching out to friends, family, and your wider community.

A Creator is anyone who wants to support campaigns on [Influential Stars](#). Creators can help by sharing a campaign with friends, family, or their wider network — online or offline.

CREATORS – Anyone With a Big Heart Who Wants to Fundraise

Creators host exclusive experiences for their audience — either a **meet and greet** or an **activity experience** where one supporter is selected to bring a guest. Activities are provided in partnership with **Virgin Experience Days**, or can be tailored to suit the creator's personality or brand. The platform fully manages logistics and **security on the day for meet and greets where requested**.

Creators receive our **10% thank you** as appreciation for using their influence for good. Alternatively, they can choose to **pay it forward** to increase the final donation amount.

COLLABORATORS – Anyone Who Connects Creators to Causes

Collaborators help connect creators by nominating online through [FIT List nomination videos](#) or referrals offline through **word of mouth**. They must [register](#) first to receive a unique referral code — similar to collaborations on other platforms, but this one can be life changing not just for them, but also for the causes.

They receive our 5% thank you for creators they successfully nominate once their nominee completes their first challenge, **which comes from our share and never from the donations to the cause**. The thank you can be paid forward to the chosen cause, back to [Influential Stars](#) to support the platform, or kept by the collaborator.



CAUSES – UK Charities & Verified Crowdfunding Pages

A cause is either a **registered UK charity** or a **verified crowdfunding page for life-limiting illnesses**. [Influential Stars](#) manages the full campaign setup and administration so the cause can focus on what matters most — receiving the support and visibility they deserve.

HOW Campaigns Work

- ★ **Creators choose a cause they care about** or select from our current list of registered causes who are desperately looking for support.
- ★ **Influential Stars handles everything** — from setup to fulfilment and supporter communication.
- ★ **Supporters contribute** for a chance to take part in the experience.
- ★ **Funds raised** go directly to the chosen cause, with creators and collaborators thanked for their impact through our reward model.

Unlike a traditional fundraising platform, [Influential Stars](#) is a small volunteer-led platform. There is always a small operational reserve covering the cost of the experience plus a £25 card processing fee. If the reserve is not reached, a **guaranteed minimum** £50 donation is still made to the chosen cause. Once the reserve is met or exceeded, the £50 minimum no longer applies and funds are distributed according to our standard percentage model. A small retained portion supports the safe and sustainable running of the platform, allowing us to continue supporting a wide range of UK charities and verified crowdfunding pages.

The FIT LIST Challenge

The [FIT List Challenge](#) is [Lisa's](#) spin on the traditional bucket list — instead of putting the wrong message out to the universe, you swap the **B** with an **F**. Nominations can be done online or offline, though online provides wider reach. As long as the person nominating is [registered as a collaborator](#) prior to nominating or referring creators, they will receive a 5% thank you from their nominee's first completed challenge. This too can be paid forward to the nominee's chosen cause or back to [Influential Stars](#) to keep the platform afloat, or kept by the collaborator.

Supporting As A Member Of The Public

Anyone can support causes by participating in our **exclusive campaigns**. Every ticket purchase counts as a donation, and we also offer a **free entry route**, ensuring everyone can get involved. If you win, you can choose to **accept the experience, gift it to someone else, or simply donate**. For participants outside of the UK, their entry is treated as a full donation, and the winner will be drawn again at random by the creator.

Impact & Transparency

At [Influential Stars](#), transparency is central to our mission. We guarantee up to 85% of net profits go directly to the chosen cause if both creator and collaborator pay their thank yous forward.

NEXT STEPS

- ★ **Creators:** [Register](#) to host your first [FIT List Challenge](#) in support of your chosen cause **and** automatically receive a unique collaboration code so that you can nominate other creators who in turn will support many more causes.
- ★ **Collaborators:** [Register](#) as a collaborator. For every creator you refer that comes on board **and completes** their **first** challenge, you receive a **5% thank you**.
- ★ **Causes:** [Contact us](#) to be registered on our platform for creators to choose from and support.

Watch - [How to Nominate Someone Publicly for a FIT List Challenge](#)