



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.

Inspired by her earlier fundraising platform Rent A Date For Charity, which raised over £50,000 for brain tumour related causes, Lisa created Influential Stars as a modern platform where creators, collaborators, and causes can come together to make meaningful impact.

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.

About Influential Stars

Influential Stars is for anyone who wants to make a difference.

Whether you're a creator, collaborator, supporter, charity, or crowdfunding cause, campaigns can be promoted online, offline, or simply through personal networks and word of mouth.

You do not need a large following to create a meaningful impact.

CREATORS – Anyone With a BIG Heart Who Wants to Fundraise

Creators can host Meet & Greets, Exclusive Campaigns, or Sponsored Events such as marathons, sponsored hikes, skydives, wing walks, or other fundraising challenges.

Experiences can be selected through our experience partner, Virgin Experience Days, provided directly by the creator, arranged through a sponsor, or tailored into something completely unique.

Creators receive a 10% thank you from net profits generated through their campaign, with the option to pay this forward to increase donations to their chosen cause.

COLLABORATORS – Anyone Who Connects Campaigns & Causes

Collaborators help introduce creators through referrals, conversations, social media, or FIT List nomination videos.

When a referred creator completes their first campaign, collaborators receive a 5% thank you from the platform share, with the option to pay this forward to charitable causes.



CAUSES – UK Charities & Verified Crowdfunding Pages

Influential Stars supports registered UK charities and verified crowdfunding pages for life limiting illnesses, helping raise awareness, visibility, and fundraising support through creator led campaigns.

HOW Campaigns Work

Creators choose a cause they care about and select between Meet & Greets, Exclusive Campaigns, or Sponsored Events.

Influential Stars manages the campaign setup, administration, supporter communication, and fulfilment process.

Unlike many traditional fundraising platforms, creators are not expected to pay upfront for experiences or fundraising challenges.

Where applicable, campaign reserves may include:

- ★ Experience cost
- ★ £25 card processing fee
- ★ Guaranteed minimum £50 donation to the chosen cause

Sponsored Events work slightly differently and instead operate through a simple 20% platform fee structure rather than per donation charges.

When creator and collaborator thank yous are paid forward, donations can reach up to 85% of net profits to charitable causes.

The FIT LIST Challenge

The [FIT List Challenge](#) is [Lisa's](#) positive spin on the traditional bucket list — replacing the "B" with an "F".

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**.

Impact & Transparency

Influential Stars guarantees 70% of net profits go directly to charitable causes as standard, with donations able to increase to up to 85% when thank yous are paid forward.

NEXT STEPS

- ★ **Creators:** [Register](#) to launch your first campaign and receive your **unique** referral code.
- ★ **Collaborators:** [Register](#) to begin referring creators and receiving 5% thank yous.
- ★ **Causes:** [Contact us](#) to register your charity or crowdfunding page on the platform.