



## **Influential Stars – Charitable Giving & How It Works**

*A Truly Unique and One-of-a-Kind Fundraising Platform for UK Charitable Causes*

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### **Welcome to Influential Stars**

[Influential Stars](#) was founded by [Lisa Connell](#), inspired by her personal journey living with an **inoperable brain tumour**. Her vision was to create a platform that empowers [creators](#) to use their influence to raise vital funds for charitable causes in a meaningful, creative, and engaging way.

We welcome creators with a **BIG heart** to support your cause, even if their following is **modest**. By engaging their network — online or offline — they can make a meaningful impact for your charity. **Sharing your registration** and encouraging participation maximises the potential for creators to raise funds and visibility for your cause.

### **What Is Influential Stars?**

[Influential Stars](#) enables [creators](#), public personalities, and UK talent to host exclusive campaigns and meet-and-greet experiences that raise meaningful funds for UK charitable causes.

By joining our platform, your charity can gain visibility and support from [creators](#) whose audiences are engaged and motivated to make a difference.

### **How It Works**

#### *Creators Host campaigns*

- ★ [Creators](#) can host a meet-and-greet experience where the winner joins them for a unique [FIT List](#) activity, or an exclusive experience without a meet-and-greet, where the winner can bring a plus one.
- ★ A **FREE entry route is always available, reinforcing that we are fully legally verified and not a gambling site.**

### **Supporters Enter the Draws**

- ★ Supporters purchase entries for a chance to win unforgettable experiences while directly supporting your charity.

### **Maximising Donations and Participation Opportunities**

- ★ We pledge to donate **70% of net profits** from every completed draw to your cause.
- ★ If the creator's reserve isn't reached, your cause will still receive a **guaranteed** minimum donation of **£50**, ensuring support even if ticket sales fall short.
- ★ The creator is offered a **10% thank you** on net profits from their campaign, but they can choose to **pay this forward** to your cause, increasing the donation to **80%**.
- ★ If a creator joins **via nomination**, the person who [nominated](#) them can choose whether to keep or **pay forward their 5% thank you** to the [nominated creator's](#) chosen cause.

### **Social Media & Collaboration**

- ★ We understand that many charities cannot directly accept collaboration requests via their social media channels. To ensure maximum visibility and support, we ask that any tagged content from [Influential Stars](#) or our [creators](#) is shared to your charity's stories. This allows your supporters to see live campaigns and get involved in supporting your cause.

At its core, all of this comes down to the [FIT List Challenge](#), a creator led life experience or personal challenge that turns everyday moments, milestones, or movement into real world impact for a cause they care about

Contact us today at [stars@influentialstars.org](mailto:stars@influentialstars.org) and follow us [@1InfluentialStars](#) on social media



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- ★ To be registered on [Influential Stars](#), charities **must provide their logo**. This is used across social media posts, stories, and our website to highlight your involvement. Displaying your logo helps create consistency, builds trust with supporters, and signals to [creators](#) that your charity is actively participating on the platform.
- ★ Some of our registered charities also choose to add [Influential Stars](#) to their own websites to make it easier for potential [creators](#) to discover and register to support their campaigns. If your charity is willing to do this, please [contact us](#) — we are happy to provide guidance and assist with the content to make this partnership seamless.

## Why Partner with Influential Stars?

- ★ Joining Influential Stars offers charities one of the **highest paying** donation opportunities available through influencer-driven fundraising in the UK — with up to 85% of net profits from a creator's draw going directly to your cause.
- ★ **Registration is completely FREE and fully managed — your charity gains access to impactful fundraising opportunities without any setup costs or administrative work.**
- ★ Every charity registered with [Influential Stars](#) is **automatically** listed as a collaborator. This means you'll receive a 5% thank you from the **first** completed draw of any creator you help bring onto the platform — a contribution that comes from us and never affects donations made to your cause.
- ★ By being part of [Influential Stars](#), your cause benefits from additional exposure to new audiences through creators' campaigns, collaborations, and social sharing — all helping to build awareness and inspire new supporters.
- ★ We handle everything — from campaign setup and legal compliance to payment processing and winner management — so your team can focus entirely on your charitable mission while we amplify your reach.
- ★ We champion transparency. Every campaign clearly shows how funds are allocated, so your supporters can donate with confidence and see the real impact of each draw.
- ★ **Influential Stars was founded from personal experience, not profit. Our mission is to make fundraising accessible, meaningful, and human — connecting heart-led creators to the causes that matter most.**

## How You Can Support

In addition to registering your charity, you and your team are also very welcome to [join Influential Stars as creators](#), if you'd like. A creator is simply someone with a **BIG heart** who chooses to host an experience in support of a cause they care about. This gives you the option to select an activity of your choice and use it to help raise funds and awareness for your **own** charity through our platform. Once [registered](#), they'll receive clear guidance by email along with dedicated FAQs, so everything is explained step by step and at their own pace.

- ★ Share creators' campaigns or tagged content to your social channels to help raise awareness and engagement.
- ★ Encourage eligible supporters — whether they have large or modest followings — to become creators themselves. **All creators, regardless of size, can make a real impact for your cause.**
- ★ [Nominate creators](#) to champion your cause and benefit from the additional 5% thank you.
- ★ Request ready-to-use sign-up messages or guidance from [Influential Stars](#) for outreach.
- ★ Contact us for additional support or guidance — we're here to help your charity maximise its fundraising impact.

At its core, all of this comes down to the [FIT List Challenge](#), a creator led life experience or personal challenge that turns everyday moments, milestones, or movement into real world impact for a cause they care about

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