

Working with celebrities and VIPs to support your charity whilst minimising reputational risk



**How do we define a
celebrity/ VIP?**



STARS



HEROES



QUASARS





CELE-ACTORS





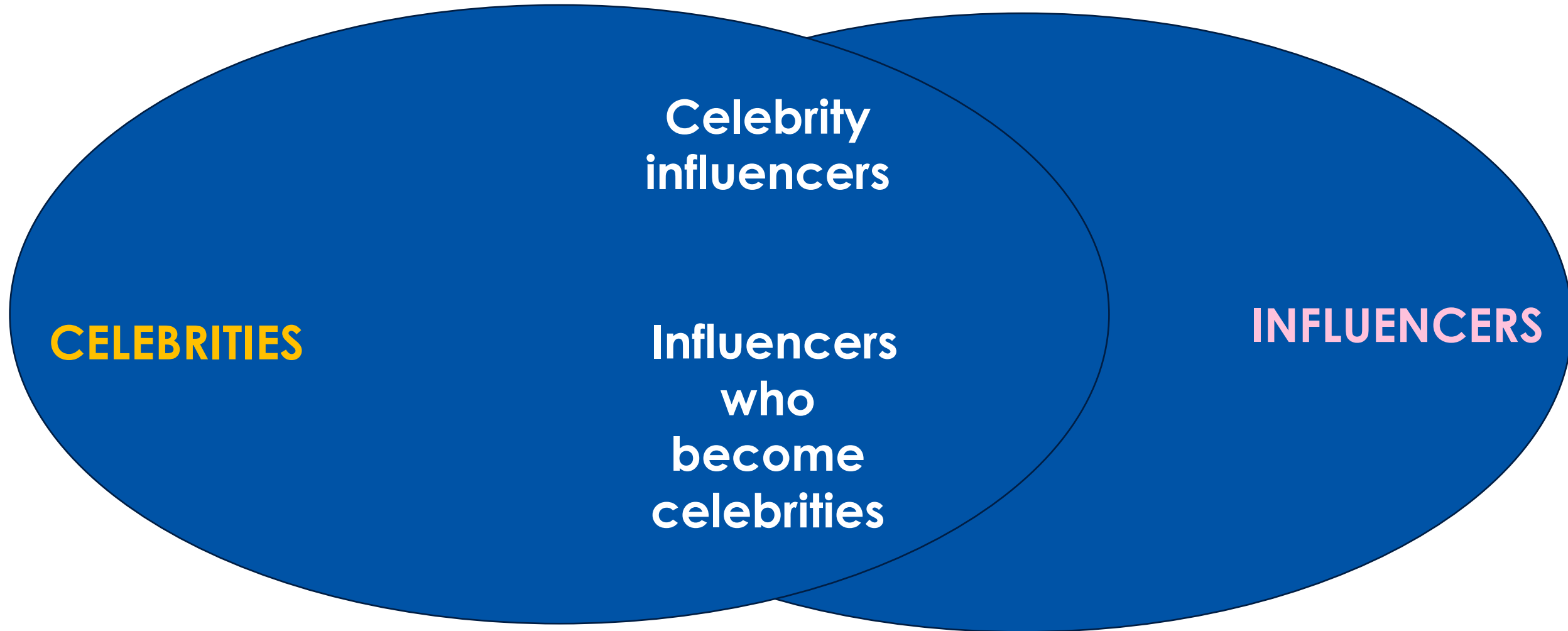
CELE-TOIDS





VIPs





Social Media Influencers/ Content Creators



Social Media Influencers/ Content Creators



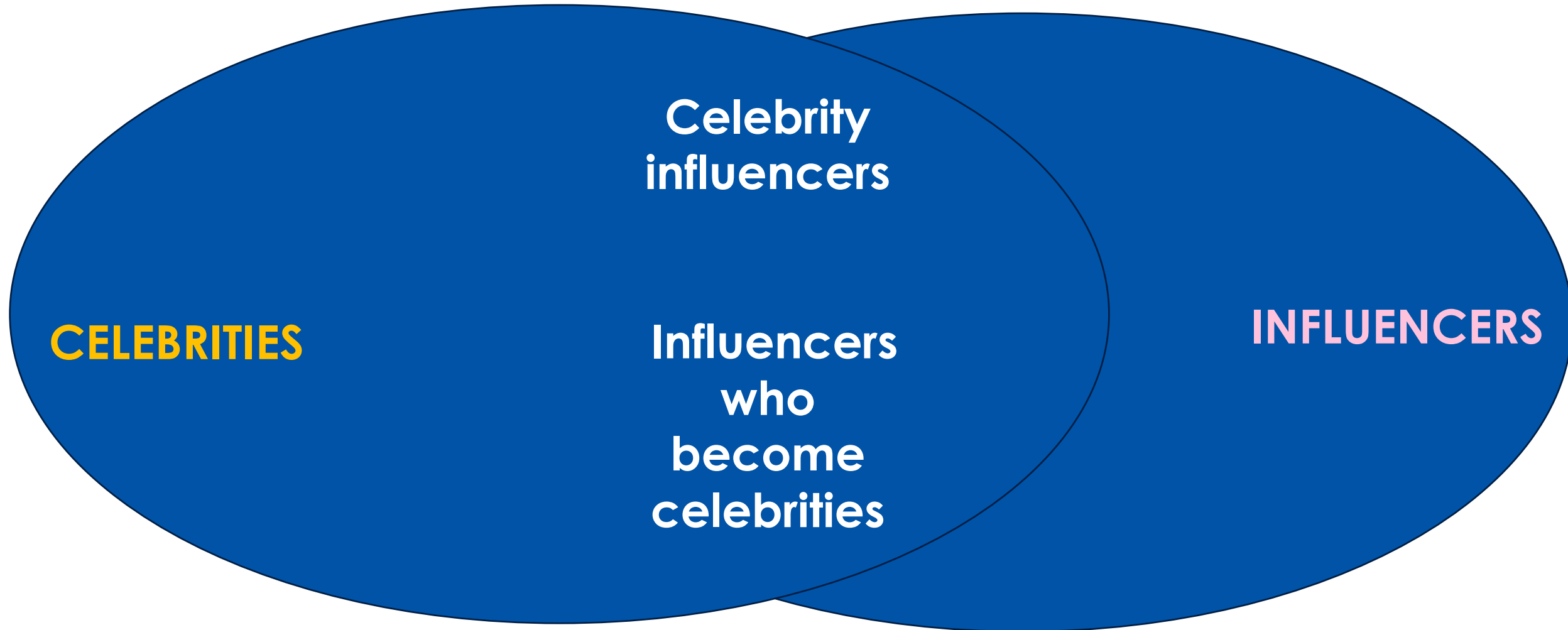
**Celebrities with social media
are not always content
creators**

Celebrity Social Media Influencers



Influencers who became celebrities





**Why would your charity want
to work with celebrities?**

“21% of Brits surveyed are more interested in celeb-lent news than current affairs”

Source: Reuters

“On average 74% of brand and marketing agencies in the UK are actively working with celebrities”

Source: The Future of Celebrity Marketing

**How to you attract celebrities
to support your charity
(and retain them)?**

A woman with blonde hair and pink sunglasses is looking to the side. The background is a red-tinted interior with glowing neon signs that look like double arrows. The text 'influencer intelligence' is overlaid in white.

● influencer intelligence

DATA • INSIGHTS • EXPERTISE

An Influencer Marketing Platform,
Made by **Marketers**, for **Marketers**



the
media
eye

**Should celebrities be paid to
support charity?**

“81.5% of the respondents said it was not right for charities to pay celebrities for support.”

Source: Third Force News

“Seven in 10 UK adults would be put off giving money to a charity if it paid celebrities to back it.”

Source: Channel 4's *Dispatches*

What the media say

ThirdSector

Celebrity endorsement: Please don't pay us

MailOnline

Bake Off's Paul Hollywood and his co-presenters 'raked up THOUSANDS for cancer charity shows while the star contestants donated their fees in full'



Showbiz > Bizarre

PAUL HOLLYWOOD Great British Bake Off king Paul Hollywood and other co-stars trousered thousands from 'charity' specials

They raked in the hefty sums for Stand Up To Cancer specials – even though celebrity contestants donated their whole fees to charity



HELLO!

The Real Full Monty stars paid £10,000 each while charity event raised just £4,000

Celebrities were paid up to £10,000 to partake in the Real Full Monty

METRO

Great British Bake Off judges make 'significant donations' as it's revealed they were 'paid thousands for charity specials'





Updated guidance for influencer marketing

CAP News | 23 Mar 2023

**What happens when your
celebrity supporter hits the
headlines for the wrong
reasons?**



Thank you for listening!

