

Abstract: Significance of Celebrities for Development of Philanthropy

It is well known fact that the celebrities are mass media phenomenon, especially in times of emerging impact of digital media. Digital media is now globally available and enables celebrities to communicate directly with the huge number of fans/followers. When seen in a positive light, celebrities are frequently portrayed as possessing skills and abilities beyond average people. This perception opens up a huge potential for great influence on their fans, and consequently on media and corporate sector.

This paper aims to analyze the actual and potential role of emerging trends in celebrities' interest to get involved in philanthropy actions. How this huge potential can be used for common good and how celebrities can advance philanthropy and giving and its effectiveness?

This paper represents empirical study from diverse perspectives of a philanthropy professional working in a Foundation established and run by an international celebrity.¹ It will give insight on the challenges that celebrities face in their attempt to make a positive difference in the world and to spread invites for the cause on more personalized level. How can organizations involve celebrities on a long-term basis to commit time and resources for a cause, versus their common readiness to participate in ad hoc philanthropy?

This huge potential can and should be more widely used with regard to several important aspects of celebrity lives, such as responsibility towards "investing" their name and reputation in charitable actions. Success in involving celebrity in philanthropy is crucial in relation to the social identification with the cause selected for funding, which sparks the desire to be a part of the initiative. Importance of celebrities for development of philanthropy is enormous – they are the best awareness raisers that one campaign/organization could have.

All these aspects related to the significance of celebrities for development of philanthropy will be cross-examined and elaborated in the forthcoming paper.

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¹ Ana and Vlade Divac Foundation is founded by former NBA star Vlade Divac.