Celebrity and Charity

Many thinks that to invite celebrites to be the spokesman of the charity organization could attract more public attention so that it can raise more money to help those who are starving, suffering or displacing because of disaster, war, etc. Whereas, others do not think so.

Those who recommend do this have a view that some international aid orginations are not so well known that many people even don’t realise their existence, let alone to donate money to them. It is acknowledged that you can do more things with more money. Famous persons always volunteer to be the hornourable representive of a charity and they make a significant contribution to these organizatioins no matter what their purposes are. Why don’t we give them a chance? Why don’t we help more people?

However, some people think that there is no difference whether or not to have a celebrity be a spokesman. What those popular stars, actors and influencers of social media want is publicity. Any organization will be known by the public at the age of IT and social media. Apparently, those celebrities and the companies behind them have taken advantage of charity.

As far as I was concerned, it is not necessay to invite famous person to help charity. If people wanted to donate or do something else, they would easily find the way on the Internet.

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Do international aid organisations receive more attention and funding when they have a famous spokesperson? This question is a matter of debate, with two main groups holding differing views.

Those who support celebrity involvement believe that having a well-known figure associated with an organization can greatly increase its visibility and ability to raise funds. Many people may not even be aware of the organisation's existence before a celebrity endorsement. Famous individuals who volunteer to be spokespersons take on the risk of public scrutiny but ultimately help bring more attention to important causes like fighting starvation in Africa. Their involvement can lead to increased donations and ultimately more aid for those in need.

On the other hand, some people believe that celebrities only use their association with an organization for their benefit. They argue that celebrities are often more interested in promoting their own image than in truly helping the cause. These individuals believe that those who genuinely want to support a charity will do so regardless of whether or not a celebrity is involved. After all, there are countless news stories and appeals for charity that do not involve famous people.

All things considered, having famous people involved in aid organizations can be incredibly beneficial. These individuals are volunteers who are willing to use their platform to bring attention to important causes. While there may be some who use their association with charities to further their own interests, the majority of celebrity endorsements are likely to be genuine efforts to make a positive impact.