This bachelor thesis deals with segmentation of the Czech market on the basis of donating to NGOs. In the last few years NGOs have been facing harsh criticism and part of the public finds their activities worthless, which is one of the reasons the numbers of their contributors continue to decrease. This thesis aims to characterise the contributors segment of the market to help NGOs improve the targeting of their marketing and fundraising activities. The first part of the thesis defines the term of non governmental organisations, their legal and economic basis and some of the particulars of their marketing communication. The theoretic framework and primary approaches of market segmentation are also explicated in the first part. The second part of the thesis consists of a research based on analysing the MML-TGI data. The research aims to compare the groups of contributors and non contributors and discover the differences between them.