

## **Abstract:**

- Title:** Volunteer motivation and care in the RunCzech running events
- Purpose:** The main aim of this master's thesis is to find the motives contributing to be a volunteer at the RunCzech running events which are organized by the Prague International Marathon. Another goal is to discover how the organizer takes care of their volunteers, and how the leadership and volunteer coordination really works.
- Method:** For this research on volunteer motivation questionnaires were used in electronic Google forms. The link for this survey was sent via e-mail and shared via social networks. The other methods were structural and semi-structural interviews with two employees of PIM, who are responsible for their volunteers during the organisation of RunCzech running events. The results were analysed with graphs and tables in MS Excel.
- Results:** Based on the results the survey suggests more than half of volunteers are motivated by more than one motive at once. The atmosphere during the events and new experiences are two of the most important motives for volunteers. The behaviour of volunteer leaders also has an important influence on volunteer's motivation. The interviews showed that PIM searches for volunteers primarily from high schools. They try to motivate volunteers with the possibility to choose a volunteer position they want. The conclusion of this research shows that PIM should be more interested in the feelings and needs of volunteers. They should not rely only on the fact that the competitions are sufficiently attractive to always have enough volunteers to make the race.
- Key words:** volunteering, volunteer, volunteer motivation, motivation, motives, needs, RunCzech, sport event, running events, marathon