

Abstract

This bachelor's thesis focuses on the topic of online fundraising and social media in charitable giving. The main goals of the presented bachelor's thesis are to describe the relationship between the NGO and the donor, discuss the resources that NGOs and the donors offer to or demand from each other and analyze how a person's willingness to donate online modifies after applying online fundraising strategies on social media by NGO. This bachelor's thesis investigates the case of the Czech Republic branch office of Amnesty International, specifically its Instagram account [@amnesty_cz](#). The research sample consists of 5 employees of Amnesty International Česká republika. Based on the literature overview, 5 conducted semi-structured interviews, subsequent thematic analysis of collected data and analysis of social media campaign, it is possible to conclude that the relationship between NGO and the donor is poorly balanced, the NGO needs more support from the donor. Also, the research findings state that online fundraising increases donor's activity. The most successful online fundraising strategies that increase the donor's activity are included. The presented thesis also has discussion for future research and recommendations for charity staff and volunteers on how to raise more money on social media.

Keywords

online fundraising, social media, non-governmental organisation, fundraising tools, internet, online donations, donors