



REVIEW OF BACHELOR THESIS

Review type: Supervisor's Review

Author of the thesis: Popova Anastasiia

Title: Online fundraising and social media

Author of the review: doc. Ing. Gabriela Vaceková, PhD.

This is the second and a re-written version of the bachelor thesis. I appreciate an improvement and all the effort done by the student due to the opponents' review.

The 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,*
- *to discuss the resources that NGOs and the donors offer to or demand from each other,*
- *to analyze how a person's willingness to donate online modifies after applying online fundraising strategies on social media by NGO.*

These ambitious scientific aims representing the research subject were sufficiently fulfilled on the research object, which is the Czech Republic branch office of Amnesty International, specifically its Instagram account @amnesty_cz.

To follow the scientific aims, two research questions were set:

- *What are the most suitable online fundraising strategies to improve the relationship between the organization and the donor?*
- *How does online fundraising on social media increase or decrease the donor's activity in charity giving?*

To reach the objectives and find answers to the RQs following methods and tools were used: *literature overview, five conducted semi-structured interviews, subsequent thematic analysis of collected data and analysis of social media campaign, synthesis.*



The main findings of the presented bachelor thesis are as follows:

- *the relationship between NGO and the donor is poorly balanced; the NGO needs more support from the donor;*
- *online fundraising increases donor's activity. The most successful online fundraising strategies that increase the donor's activity are included;*

There is also a discussion for future research and recommendations for charity staff and volunteers on raising more money on social media, which increases the added value of a thesis on this state of higher education studies.

A question for the defense:

What are the explicit answers to the research questions? Would you please formulate these research outcomes concerning the theories you chose as a conceptual framework and the Czech public policy field?

For the above reasons, I recommend the diploma thesis for the defense.

My grading is "B".

Date: Sept 1, 2021

Signature: