

Abstract

The diploma thesis first analyzes the initial state of the position and perception of the non-profit sector in the Czech Republic by the public, reveals the causes of the current image of the non-profit sector. Subsequently, the thesis analyzes marketing procedures, defines the basic marketing tools and empirically examines the approach of non-profit organizations to marketing. Based on these analyzes, which were performed in the theoretical and practical part of the work, a marketing strategy for the initiative Posilujeme Česko is compiled, whose members are non-profit organizations of various specializations, types of functions and sizes. The marketing strategy is focused on the non-profit organizations of the initiative Posilujeme Česko and its goal is to create an informative and practical guide to the marketing of non-profit organizations, which will find its application in the daily practice of non-profit organizations.