

## **ABSTRACT**

The bachelor's thesis addresses a young Christian organization operating in the Czech Republic and one of the post-Soviet countries. The purpose of the present study is to provide original data about theistic beliefs of the chosen religious group and about its strategies of building relationships with people who are not yet aligned with the faith that the group preaches. It focuses on the observed rituals, interpretative concepts stated by the pastors, and interactions between the parishioners and a potential convert.

The theoretical part covers the main related areas such as Renewal movements, phenomenon of religious conversion, and influence principles considered in the context of recruitment in religious organizations. The practical part presents qualitative research based on a field observation carried out by the author of the thesis in cooperation with an assistant-observer.

**KEYWORDS:** psychology of religion, religious organization, recruitment techniques, spiritual renewal, christian charismatic renewal, social influence, principles of influence

