

# Abstract

This bachelor thesis aims to describe and analyse the marketing communication of the non-profit organisation Díky, že můžem between 2018 and 2022. In its first part, it deals with the theoretical aspects of the topic. It describes the history, activities and values of the association and also offers inside into the characteristics of marketing communication of non-profit and cultural organizations. The second part of the thesis is practical and includes a description of the communication activities of the organisation between 2018 and 2022, from which it then presents an evaluation of the set communication objectives and recommendations for improving communication.