

Bachelor thesis "Communication of Charta 77 Konto Bariery foundation in 2008" deals with communication of non-profit sector organizations. Firstly deals with the specifics of the campaign in the non profit sector in the comparison with the commercial and the social marketing. At the beginning it devines the relationship between Charta 77 foundation and its pivotal project Konto Bariery and then it is concerned with the analysis of the marketing communication of Charta 77 Konto Bariery foundation in 2008.

The aims of the communication, chosen target group, and used communication tools and channels are mentioned. There is also detailed analysis of the communication mix of the Lukasek image campaign and its presentation in TV, radio, print, CLV and on the internet.

In the second part of the thesis, the other communication and public relations activities are mentiond. Some space is also devoted to the characteristics and benefits of public relations and the importance of PR for the communication of non-profit sector organizations.

At the end of the thesis there is an overall assessment of the Konto Bariery project communication in 2008 and the use of the tools of non-profit sector in communication of the project and few suggestions for its effectiveness.