

The bachelor thesis named Help the Children! Collection Project – Case Study of the 11th year in 2009 deals with a particular period of this long-term collection project in terms of noncommercial marketing, aiming to describe this project in detail with focus on the aspect of communication. The particular chapters therefore deal with a general characteristics of this project, its specific target groups or various possibilities and ways how contributions can be made to the collection bank account and how it is therefore possible to support projects helping disadvantaged children and children at risk. Considerable attention is also given to the communication of the project during the period of the 11th year, the nature of its campaign and the communication tools used. By means of the terminology of the non-profit sector and of the social marketing, the thesis introduces us to the basic terms related to the topic.