

## **Abstract**

The Thesis “The Educative Campaign for People with Psychological Disabilities. Project “Tailored Job” deals with social marketing, specifically social campaign of a non-profit organization Asistence o.s. and its various aspects with regard to the Czech non-profit environment. I devote a large part of the thesis to the communications mix which, if used cleverly, saves the non-profit organization some money. Finally, I try to evaluate the project, in particular the communications site and outline how it could be improved and what communication channels should be used in the future.