

## Abstract

Thesis Analysis of Green Doors Civic Association Communication Strategy in 2009 – 2010 illustrates application of marketing principles and techniques in the czech non-profit sector on case of Green Doors Civic Association. This association provides labour and social rehabilitation to people with shizophrenia or another shizotypal disorder. Thesis describes and reviews not only the organization communication strategy for a different target segments as a whole but also each marketing communication instrument in terms of different theorethical principles used. According to a different communication purposes association perceive its communication with the external enviroment on the three different levels – Promotion, Fundraising and Social Marketing. Thesis shows asscociation communication in connection to marketing mix that was extended in non-profit enviroment by another 4P – Public, Partnership, Policy and Purse String. It analyzes the application of seven doors method in terms of organization social marketing communication. Seven doors represent seven barriers in recipients mind that non-profit organization have to overcome on the way of change recipients attitudes or behaviour. Thesis also tries to involve each aspects of market eviroment which affects Green Doors operation and communication. It tries to identificate not only the opportunities but also the threatening elements therof.