ABSTRACT

This diploma thesis introduces the topic of online fundraising primarily based on foreign scholarly literature. The thesis focuses mostly on its tools, but it also presents ethical rules or evaluation. The goal of the diploma thesis after introduction this topic to the czech public is to analyse the half-structured questionnaire and identify successful organizations. In addition to that, the aim of the research is to discover the application of key success factors of online fundraising among identified successful organizations, which are at the end supplemented by inspirations and recommendations from czech NGOs.