

## **Abstract**

The bachelor thesis *Marketing Communication of Safety Line 2013: Linguistic Analysis of Campaign* deals with the marketing activities of the Safety Line Association, and puts them into context of non-profit sector. It is focused mainly on year 2013. It analyses also its communication in general linguistic way. Safety Line, as a non-profit organization provides its services primarily by active fundraising, which covers approximately 70 % of the cost. Due to the nature of the services it provides, most of incomes are spent on operations. Against its donors Safety Line Association must defend the fact that unlike foundations and endowment funds with which it is often confused, does not contribute to a specific project, but consumes the money itself. Due to the strict observance of the principle of anonymity Safety Line also can not point to specific issues it deals with. The aim of the work is to analyze the activities in which the Safety Line Association handles with these problems.