

The Abstract

In this thesis, I focus on the process of the strategic planning. The outcome of the thesis is system of strategic planning of the organization, which is professionally evaluated. In the theoretical part I define the non-profit sector, the management of strategic planning, describe the organization and in the empirical part I analyse this organization and create my own strategic plan.

The aim of the thesis is to create organization's strategic plan for the period 2014 - 2015, which will be used to analyse the organization, to determine its possible development and eventually to improve its services. For other organizations in the non-profit sector this thesis can serve as a template for their strategic planning and development of their services.