

Abstract

Bachelor thesis The Analysis of communication activities of charity project Světluška in 2010 – 2013 analyses communication of non-profit organization Světluška in mentioned period. In the first part, it focuses on general concentration, function and beginnings of Světluška's activity in non-profit market and field of helping to blind people in Czech Republic. Furthermore, it deals not only with communication from founding in 2003 to 2010, but also with strategy planning and marketing of non-profit organizations in general. In the next part, thesis focuses on communication in 2010 – 2013; this includes for example defining target groups, objectives and particular communication activities. Authorial research of brand perception and awareness follows, along with data analysis and evaluation. Thesis also includes suggestions how project could communicate in the future which is based on current communication's analysis and outcomes of research.