

## **Abstract**

The bachelor's thesis „Modern campaigning in K. Schwarzenberg's presidential campaign: Fundraising, volunteering, endorsement“ focuses on specific methods in election campaigns. In the first part it describes fundraising, volunteering and endorsement in context of political communication and marketing. It also mentions reasons for their usage and possible ways of execution and communication. The brief summarization of application of these methods in Czech campaigns is at the end of the first part. The main part of this thesis describes and analyses fundraising, volunteering and endorsement in Karel Schwarzenberg's 2012/2013 presidential campaign using primary and secondary sources. In terms of fundraising the thesis analyses its communication and amount of donations, furthermore, it describes whether practice from the USA was applied. Moreover, the thesis deals with the acquisition of volunteers and individual supporters, also mentioning the internal communication and volunteer communication with voters in the Schwarzenberg's campaign. Potential reasons for emphasis on endorsement are mentioned at the end.