Abstract

The bachelor thesis *Communication Strategy of Nonprofit Organization Movember Foundation in the Czech Republic* presents international nonprofit organization which focuses on men’s health. The first part of thesis focuses on history of the organization and its missions. The thesis continues with a chapter in which is explained the role of marketing in nonprofit organizations then marketing goals in the organization are defined. The next part of the thesis is concentrated on communication strategy of the organization in the Czech Republic. This part also analyzes who are target audiences and defines competitors among other nonprofit organizations within the same area of interest. Furthermore this chapter presents communication activities in two time periods: 2009–2012 and 2013–2015 and analyses them. The next part concerns author’s own research, which will reveal awareness of the organization in the Czech Republic. Moreover research will show if Czechs consider the organization as trustworthy institution or not. In addition to that, research will disclose if the organization was successful in terms of increasing the awareness of male’s cancer during the 7-year-period of its presence in the Czech Republic. The last chapter of the thesis recommends how Movember Foundation can improve its communication strategy.