

This Bachelor thesis aims to examine the public's willingness to crowdfund through various Czech online platforms and to find what factors influence this willingness. The method of data gathering was an online question form; the results were analyzed using ordered logit. The dependent variable "willingness to contribute" was sorted by size into four categories. In the final model, these four variables have proven to be significant with positive coefficient: Provize (the contributor researched how much of the donation is deducted by the platform), Sam (the contributor discovered the project on his own), Podnikani (the contributor's favourite categories included business), Dobrovolnictvi (the contributor volunteers for charity). With negative coefficient, these variables: Prispel (the contributor had previously donated via crowdfunding platform), Clanek (the contributor discovered the project through an article in media) and Vzdelavani (the contributor's favorite categories included education). The results have further shown that the only two demographical factors influencing willingness to contribute are sex and age.