

Abstract

The bachelor thesis *Communication Strategy of Nonprofit Organization Loono* presents the Czech nonprofit organization with the mission to motivate people to think about their health and body in time. The first part of the thesis focuses on the market situation of the nonprofit sector with regard to a character of the organization Loono. The thesis continues with a description of Loono's activities and explanation its campaigns called *I touch them every month* and *You live by heart*. The purpose of these projects is to educate especially young people on how to reveal breast and testicular cancer and how to prevent cardiovascular diseases. Subsequently, the thesis focuses on the analysis of the communication strategy and marketing communication mix of the organization. These chapters include the determination of Loono's market position, define who the target audiences are and identifies competitors among other nonprofit organizations with the same field of interest. Another part is also the SWOT analysis that gives the organization some recommendation for its future strategy. Besides, in the thesis is put a great emphasis on the detailed description of the communication tools that are used by Loono for its promotion. The last section concerns author's own research which includes a questionnaire survey and a content analysis of the media messages. The research aims to find out a spontaneous and supported knowledge of the organization among public, then to analyze the social media communication of Loono more in depth and last but not least focuses on the intensity of its communication in mass media.