

Summary

This diploma thesis deals with the study of the world of reflexive volunteers and their retention in a selected non-profit organization. The theoretical part provides an overview of the motivations for volunteering and the current functioning of volunteering in the Czech Republic and the European Union; it also focuses on transforming the way volunteers are involved from the perspective of modernization and describes in detail the process of volunteer management. The empirical part consists of interviews with ten volunteers in a selected organization in order to understand its motivations, length and intensity of work, relationships with other volunteers and employees. Finally, practical recommendations for the volunteer coordinator are presented regarding selected aspects of volunteer management, with special emphasis on the retention of volunteers.

Keywords

Collective and reflexive styles of volunteering, traditional, modern, volunteer management , volunteer retention.