

Abstract

Title: Proposal of PR activities for the project Football for Development

Objectives: The aim of this work was to analyze the realized PR activities of the project Football for development with regard to its stakeholders, and subsequently propose concrete actions for improvement as a base for the communication strategy.

Methods: A descriptive case study was used for evaluating the PR outcomes from 2016. The other method used was interviews with chosen stakeholders, ie. representatives of the partner organizations and volunteers of the project from previous years.

Results: The results showed that the PR activities are fully done in a more or less functional way. However the majority of them encounter some weaknesses whose solutions are presented with regard to future activities of the project in the final part of the thesis.

Keywords: public relations, Football for development, campaign, non-profit organizations, social problems