

This bachelor thesis deals with the communication activities of the „Nadace Terezy Maxové dětem“ foundation, in particular with the project TERIBEAR. This project is integrated in so called cause-related marketing, which is based on the principle of useful cooperation of a commercial subject and a noncommercial one for the sake of a good purpose. This bachelor thesis describes the communication activities of the foundation, which have been realized in order to support children placed in infantile asylums or children's homes, after the split-up of the indigenous „Nadace Terezy Maxové“ foundation. The aim of this thesis is to demonstrate the necessity of utilizing the marketing tools in communication of the non-profit-making organizations. This thesis also includes the definition of the non-profit-making sector, in contrast to the profit-making sector. The non-profit-making sector is specific as compared with the profit-making one, which is evident in their different ways of communication. The particularities of the non-profit-making organizations are well shown in the way of using the marketing and communication tools in so called social marketing campaigns. On the basis of this fact, this thesis reflects the particularities of social marketing, which is used by the non-profit-making organizations. A significant part of this thesis is devoted to describing the communication of „Nadace Terezy Maxové dětem“ foundation, which is directed at business donors and potential individual donors in the first place. The primary subject of this thesis is the communication of the project TERIBEAR.