

Abstract

New civil society organizations are those that are most often commercialized. Salamon (2005) discusses commercialization when organizations are motivated to offer services and products exclusively for profit. He presents commercialization as the penetration of market principles, culture and thinking into the non-profit sector. This phenomenon at NGOs serves the purpose of gaining financial independence and legitimization. On the other hand, the Center for Public Opinion Research (2019) published a report in which it was found that NGOs find themselves at the bottom places in a survey of credibility in selected institutions. The diploma thesis aimed to determine how NGOs should successfully communicate their activity to stakeholders to strengthen external credibility and gain financial independence and corporate culture. The research included techniques such as questionnaire survey, non-intrusive techniques and semi-structured interviews. The results have shown that the role of communication strategy is significant in the selected NGO. The NGO develops and evaluates the strategy annually and includes its entire organizational team. The results also drew attention to elements of commercialization in the organization. The processes in the selected NGO are to build a good name in society, which could lead to financial support and a strong corporate culture. The results of the research are described through selected categories: communication strategy, communication campaign, and last but not least, recommendations for other NGOs whose intention is to communicate effectively in both directions.

Key words: civil society, civil society organizations, commercialization, communication strategy, communication campaign, internal communication, external communication

