

## **Summary**

Fundraising is one of the most critical disciplines regarding the nongovernmental organization's market nowadays. Those who will master it are going to win the competition for the sustainability and freedom through the partnerships with the (major) donors. This thesis defines core of this process, it means the relationship between the NGO and it's fundraiser, and subsequently, between the fundraiser and any potential donor. Moreover, we are going to talk about the behavioral economy and couple of ways how we can use it in terms of Fundraising. Then the last part describes a bit from the Guerrilla marketing cuisine, as we can't do anything properly since we don't have any publicity about it.