

## **Annotation**

The present thesis focuses on the development of volunteerism as a part of the professionalization of a nonprofit organization. Case study took place in the organization Pestrá společnost, which is dedicated to the training of assistance dogs and provides social services to the owners of assistance dogs. The organization uses volunteers regularly and on long-term basis. Research in this organization confirms the fact that quality management of volunteerism effectively utilizes the capacity of motivated volunteers and reduces overall financial costs.

The theoretical part focuses on the professionalisation of management of volunteering through the selection and training of volunteers with regard to their motivation. It describes how the motivation of volunteers links with the aims of the organization. An organization, which is interested in linking together the motivation of volunteers and its own aims during the process of their selection and training must undoubtedly benefit from this collaboration.

The practical part in the form of a case study focuses on a concrete organization. The qualitative part of the research provides specific suggestions for changes and measures that are proposed as the part of the action research. These measures are also implemented and three months after their introduction, the specific changes and impact on the professionalization of volunteerism in this particular organization is evaluated.

Research confirms that the volunteers remain in the organization when they have sense that their work is well communicated and at the same time their motivation is respected too. Satisfied volunteers find meaning in their long-term volunteer work if they receive clear communication and positive feedback from the organization. Volunteers who get the regular care from the coordinator of volunteers are willing to contribute efficiently to the organization's activities and thus reducing its financial costs.

## **Keywords**

volunteering, volunteer, professionalization of a non-profit organization, nonprofit effectiveness of non-profit organisation, professionalization of volunteerism, volunteer management, acquisition of volunteers, training of volunteers, motivation of volunteers, volunteer satisfaction, coordinator of volunteers, case study