

Abstract

Since the 1990s, two parallel international phenomena have occurred: the growth of digital communications and the growth of the non-profit sector. The latter growth has taken place globally, but is acutely visible in the Czech Republic. In the Czech Republic, the 1990s posed an interesting challenge for the growth of non-profit organisations after the fall of Communism. One communications practice which has been utilised in business, journalism and the media is *transmedia storytelling*, though its application has been lacking in the non-profit sector. Through the utilisation of SWOT analysis methodology, this master's thesis will see this practice extrapolated to the non-profit sector in an exploratory case study of Amnesty International groups at various levels in both the Czech Republic and the United Kingdom. From this, the work hopes to achieve a better understanding of how transmedia storytelling practices could aid an international non-profit organisation, such as Amnesty International, in the effectivity of its agenda setting and resource mobilisation - thus eliminating discrepancies between regions in campaigning and fundraising.

Keywords: Agenda Setting, Amnesty International, Non-Profit Organisation, Resource Mobilisation, Transmedia Storytelling