

Content

AVOIDING RISKS – THE MISSING STRATEGIC ASPECT FOR NPOS (<i>Alexander Herzner</i>).....	11
EVALUATION OF THE PERFORMANCE OF NON-PROFIT ORGANIZATIONS operating IN THE SOCIAL SERVICES OF THE SELECTED REGION OF THE CZECH REPUBLIC (<i>Jana Hinke, Zdeněk Toušek, Lucie Vallišová</i>).....	18
THE ROLE OF NON-PROFIT ORGANIZATIONS IN THE PROVISION OF SOCIAL SERVICES IN THE CZECH REPUBLIC (<i>Marie Hladká, Vladimír Hyánek</i>).....	27
IDENTIFYING THE SPECIFICS OF MARKETIG COMMUNICATION OF NON-PROFIT ORGANIZATIONS IN A CASE STUDY OF THE CZECH REPUBLIC (<i>Dita Hommerová, Christiane Hellbach</i>).....	40
LIMITS OF SOCIAL SERVICES MARKETING IN RELATION TO CRITICAL SOCIAL WORK (<i>Alena Kajanová, Matyáš Hric</i>).....	62
FUNDING OF NON-PROFIT ORGANIZATIONS THROUGH CROWDFUNDING – FACTORS OF SUCCESS (<i>Michaela Krechovská, Alena Palacká</i>).....	69
SOCIAL ENTERPRISES FROM THE PERSPECTIVE OF CZECH ENVIRONMENT: PRACTICE AND SELECTED ASPECTS (<i>Petra Taušl Procházková, Kateřina Mičudová</i>)	78
A NON-PROFIT ORGANIZATION FUNDRAISING PLAN – A CASE STUDY OF THE HOSPICE OF SAINT LAZARUS, PILSEN (<i>Jitka Stěhulová, Dita Hommerová</i>).....	91
THE ROLE OF SOCIAL INNOVATIONS IN BUILDING THE NONPROFIT SUSTAINABILITY: NEW APPROACHES TO MARKETING (<i>Mária Murray Svidroňová, Gabriela Vaceková, Luboslava Kubišová</i>).....	101
HYBRID MARKETING OF NON-GOVERNMENTAL NON-PROFIT ORGANIZATIONS (<i>Jarmila Duháček Šebestová, Zuzana Palová</i>).....	116
SOCIAL MARKETING AND SOCIAL SERVICES (<i>Tereza Šlehoferová, Tomáš Hirt, Tereza Dvořáková</i>).....	123