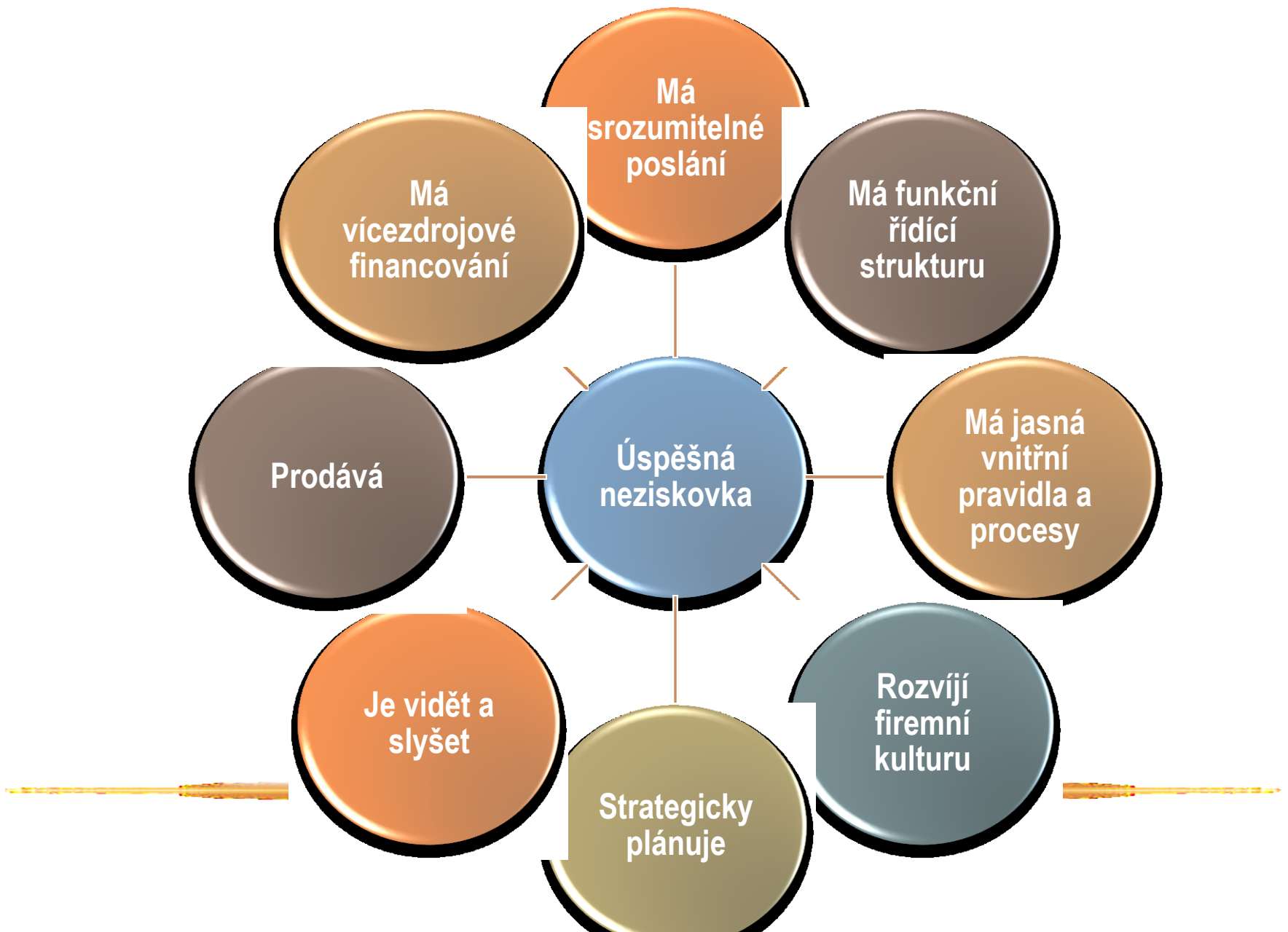




Michal Veselý, 10.12.2013





Stručné

Motivační

Srozumitelné

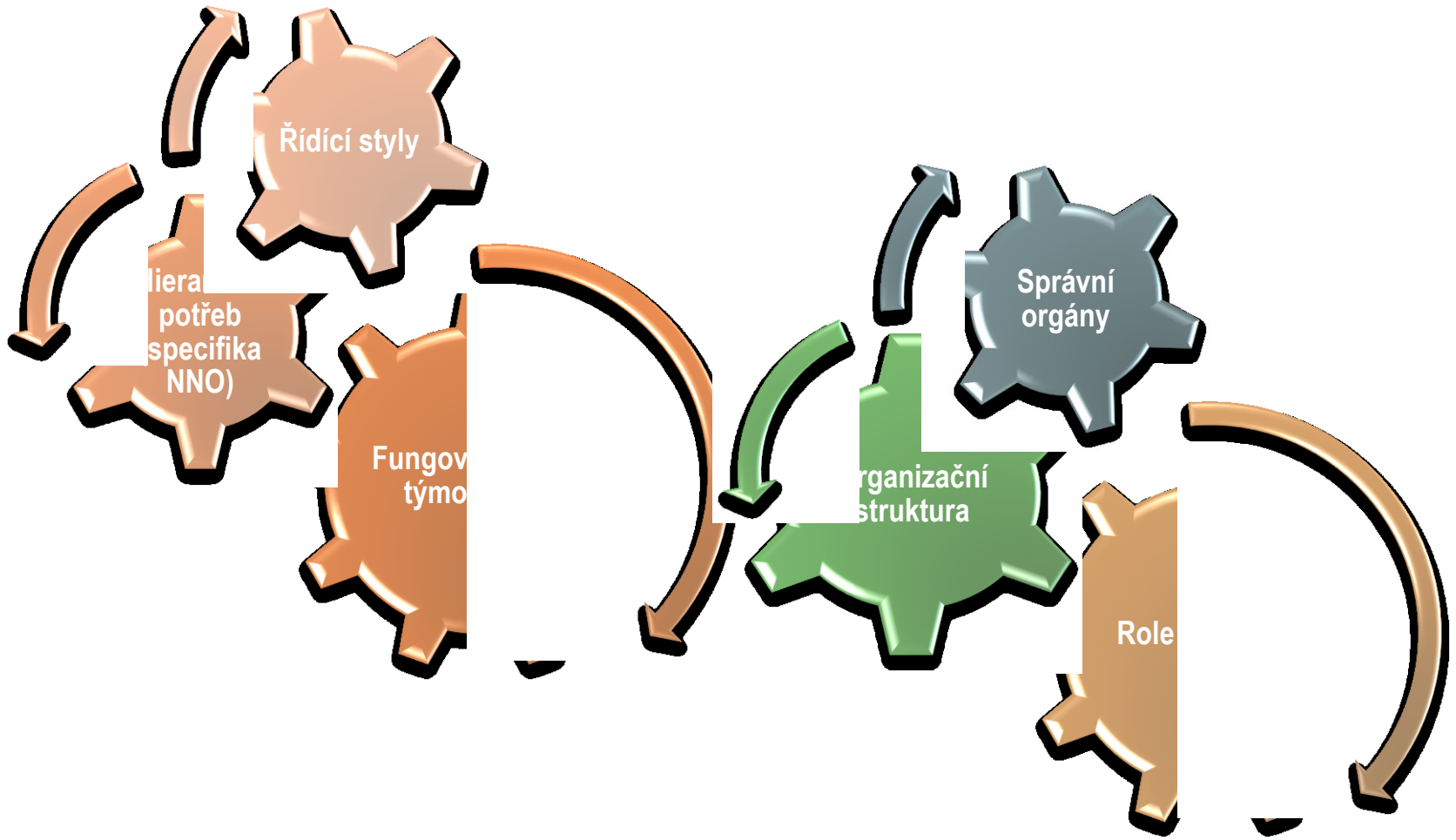
Poslání

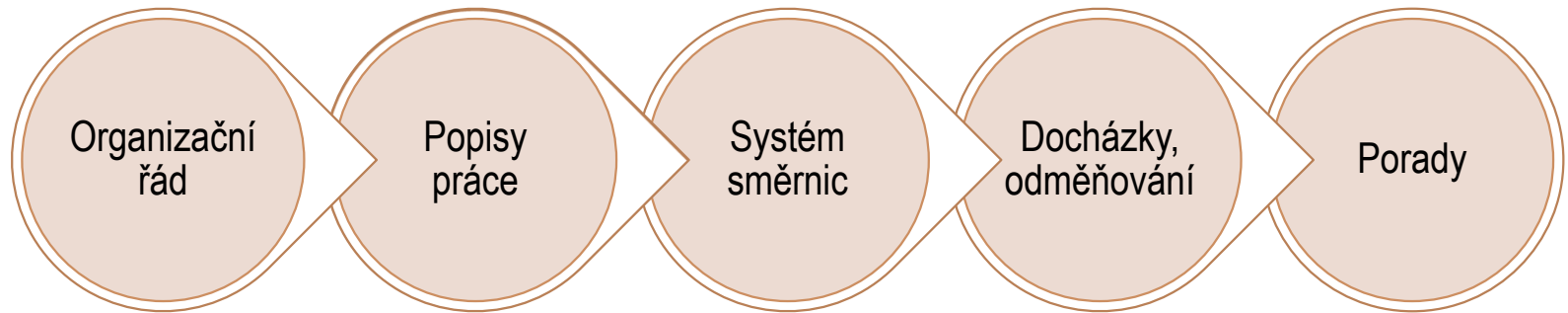
Vymezuje  
jedinečnost  
organizace

Jednoduché

Vyjadřuje co  
pro koho  
děláte





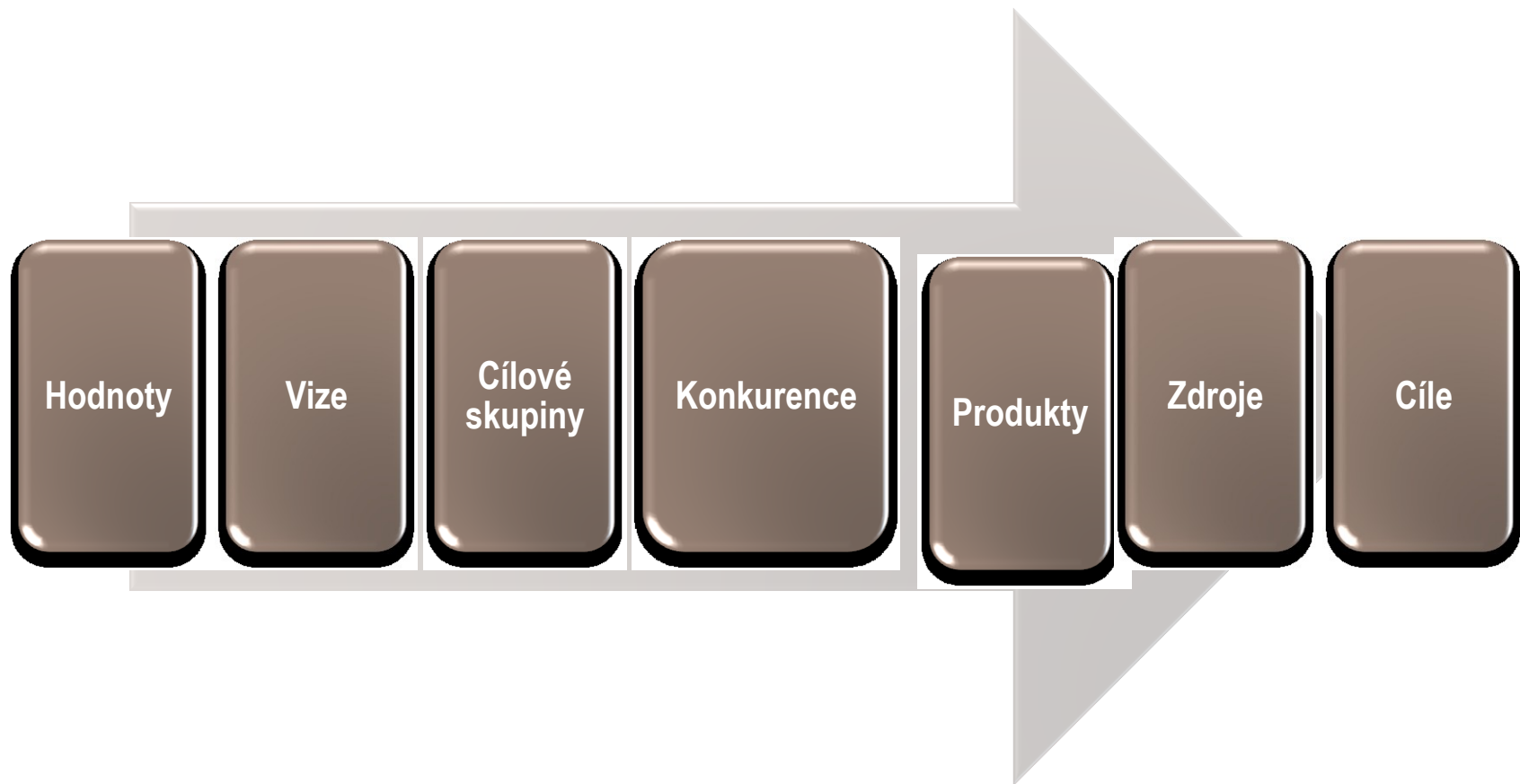


Prostředí

Komunikace

Logo

Historie





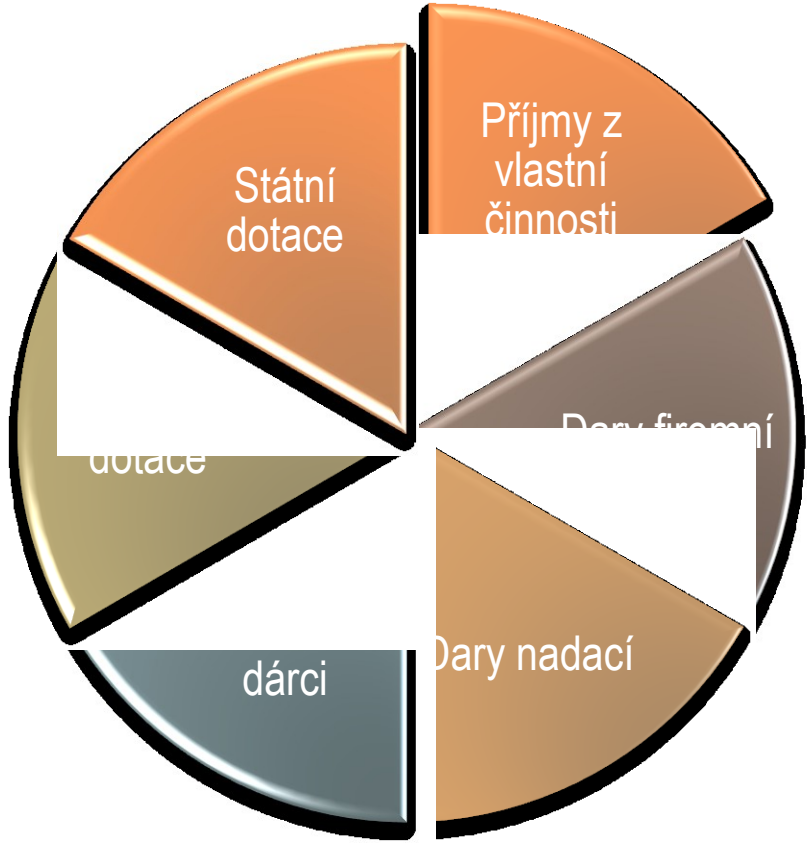


**Product**  
**P**

**Promotion**  
**P**

**Price**  
**P**

**Place**  
**P**



MARKETING

FUNDRAISING

B

C

A

E

D



# TOP 100 NGOs

05 92 14 96  
11 66 30 18  
18 73 89 100  
27 08 45  
32 02  
54 36  
23  
49

# 100

