

SAMANTHA ROOSE

Fundraising Copywriter & Marketing Coordinator

Samantha helps nonprofits attract and retain donors, and increase gifts by crafting high-converting copy and marketing strategy. Her expert way with words and experience as the program director for two nonprofits results in effective messaging that connects with the hearts of donors and moves them to action.



For over eight years Samantha has leveraged heartfelt storytelling and philanthropic psychology strategies to help nonprofits increase their live event attendance and donations, fully fund overseas missionaries, and execute record-breaking year-end appeal campaigns.

Nonprofits and fundraising consultants come to Samantha when they are looking for someone who can take a project from idea to completion while implementing best practices and effective strategies. As a certified Fundraising Copywriter by Institute for Sustainable Philanthropy and Clickworthy Conversion Copywriter Samantha infuses all her writing with the most current and effective strategies.

Marketing Coordinator

Writing case statements, appeals, and social media posts for nonprofit clients. Creating and implementing marketing strategy and content to attract and retain new clients. Maintaining social media, website, email campaigns. Tracking KPIs.
Brenda Moore & Associates, 2022-Present

Media Director

Drafted, formatted, converted into web pages, and sent weekly newsletter. Created and executed email and fundraising campaigns. Maintained social media accounts, implemented effective strategies, and tracked analytics and performance.
Wisconsin Family Action, 2021-2022

Copywriter

Wrote engaging, SEO optimized, blog posts. Edit blog posts for grammar, flow, and SEO. Researched and created written explanations of engaging and informative topics relevant to clients' audience.
CauseHack, 2020-2021

Marketing Strategist

Researched blog post topics to best grow the companies influence and visibility. Created funnel and email campaigns. Wrote influence-building blog posts, featured guest posts, and monthly newsletters.
iTherapy, 2018 to 2020

Copywriter & Content Strategist

Planned, created, and scheduled social media campaigns for program launches. Curated online image, engagement, and facebook group interactions. Wrote website copy, blog posts, and emails.
Michele Edwards Coaching, 2018 to 2019

Program Director

Responsible for developing and implementing curriculum, overseeing staff, hosting events (decorating, marketing, venue coordination, catering), coordinating all communications (email, social media, calls), writing and designing print materials.
Footprints Dance Ministry, 2013-2017
In His Steps Worship Dance Ministry, 2011-2013