

WORK VAPOR

Job Link: <https://workvapor.com/jobs/fundraising-copywriter-competitive-salary-donor-campaigns-232375/>

HIRING ORGANIZATION

American Target Advertising

EMPLOYMENT TYPE

Full-time

JOB LOCATION

? Remote work from: United States

DATE POSTED

? 09/14/2026

FUNDRAISING COPYWRITER – COMPETITIVE SALARY – DONOR CAMPAIGNS

DESCRIPTION

Elite Charitable Fundraising Copywriter

Company: American Target Advertising

Location: Manassas, VA

Employment Type: Full-time

Work Arrangement: Remote opportunities may be available for some positions

Contact Details

Email: resume@americantarget.com

Application: Send a concise resume, fundraising sample, and cover letter

About American Target Advertising

American Target Advertising (ATA) is a marketing agency that has worked with charitable, nonprofit, and political organizations for decades.

The agency works with clients across economic, foreign policy, cultural, religious, charitable, and health and welfare areas.

About the Position

American Target Advertising is looking for an Elite Charitable Fundraising Copywriter.

The copywriter will create persuasive fundraising content that encourages donations and builds strong donor relationships. The role covers direct mail, email, landing pages, newsletters, and other donor communications.

The ideal candidate should understand donor psychology, campaign performance, and direct-response writing.

Key Responsibilities

- Write persuasive fundraising copy.
- Create donor emails.
- Write direct mail campaigns.
- Develop landing page copy.
- Write newsletters.
- Create multi-touch fundraising campaigns.
- Build donor communication journeys.
- Align campaigns with client brand voice.
- Work with strategy teams.
- Collaborate with design teams.
- Work with digital teams.
- Develop campaign concepts.
- Test and refine campaign messaging.
- Explain complex ideas in simple language.
- Create strong calls to action.
- Optimize copy for opens, clicks, and conversions.
- Monitor campaign performance.
- Use performance data to improve future campaigns.
- Serve as a lead storyteller for donor communications.

Required Qualifications

- 5+ years of fundraising or direct-response writing experience.
- Experience with high-performing fundraising campaigns.
- Agency or nonprofit experience is preferred.
- Strong persuasive writing skills.
- Strong communication skills.
- Ability to create narrative arcs across multiple channels.
- Strong understanding of donor psychology.
- Data-driven approach to campaign improvement.
- Strong conceptual thinking.
- Strong attention to readers and audiences.
- Ability to work independently.
- Strong deadline management skills.
- Ability to collaborate effectively.
- Strong editing and proofreading skills.

Preferred Skills

- Experience with charitable fundraising.
- Direct mail fundraising experience.
- Email fundraising experience.
- Experience with donor journeys.
- Experience with behavioral psychology in marketing.
- Experience monitoring campaign data.
- Ability to develop messaging aligned with broader client goals.
- Ability to maintain a consistent client brand voice.
- Ability to create accurate and compelling copy from headlines to fine print.
- Strong interest in marketing and continuous learning.

Work Environment

The position is based with American Target Advertising in Manassas, VA.

Remote opportunities are available for some positions. Flexible remote or hybrid work may also be available based on circumstances.

The role involves collaboration with creative, strategy, design, and digital teams.

Benefits

- Competitive salary.
- Quarterly performance-based incentive bonuses.
- 401(k).
- Paid leave.
- Health insurance.
- Dental insurance.
- Vision insurance.
- Paid week between Christmas and New Year's.
- Flexible remote or hybrid options for eligible positions.
- Outside seminar opportunities.
- Professional learning and development.

Professional Growth

The agency encourages lifelong learning and professional development.

Employees may attend outside seminars to improve their skills and share ideas with the creative team.

How to Apply

Send the following to:

resume@americantarget.com

- Concise resume.
- A strong fundraising writing sample.
- Persuasive cover letter.

The writing sample should demonstrate strong fundraising and direct-response writing ability.

Company Contact Information

American Target Advertising

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