

One campaign. Two contracts, \$260K.

Built and run for NPI Strategies, a nonprofit funding consultancy whose referrals had thinned. I sourced the replies; NPI closed the work.

\$260K

2 contracts,
one campaign

6

consultations
booked

<24 hrs

reply, executive
director in the thread

1st email

won the first
contract

01 COMPANY OVERVIEW

NPI Strategies helps healthcare and community organizations win and manage federal grants — the team behind, among others, a first-attempt \$4M SAMHSA award for VNS Health's South Bronx CCBHC.

02 THE CHALLENGE

NPI's new business ran on reputation and referral. It needed a second, repeatable source of qualified conversations that didn't depend on who referred them that quarter.

03 STRATEGY

- 01 – Sourced from federal award records cross-referenced against IRS filings, timed to the FY2026 SAMHSA funding cycle.
- 02 – Contacts targeted for sector fit and funding dependency — reliance on a single revenue stream (Medicaid), not eligibility alone.
- 03 – Routed follow-up by actual engagement — opens and clicks, not a fixed schedule — sent via Mailchimp.

04 RESULTS

A first-touch email reached a justice-sector nonprofit. Its program director replied within a day and looped in the executive director. I sourced that reply; NPI closed the \$90K retainer.

A second organisation from the same campaign has since signed: two contracts, \$260K combined.

05 NEXT STEPS

A 30-minute conversation — then, if it fits, a small fixed-scope pilot on your own list before anything bigger.

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