NPI STRATEGIES → ONE CAMPAIGN · FY2026 SAMHSA CYCLE

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	6	<24 hrs	1st email
2 contracts, one campaign	consultations booked	reply, executive director in the thread	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.

Book a fit call →

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