

Building a Scalable Partnership Model for a Tech Nonprofit

How a data-driven strategy unlocked a \$500K funding goal and positioned the organization for sustainable growth.

Salana McElroy | Product Leader & Fractional CPO | Vertical SaaS & Analytics

Founder, The Product Scaler Advisory, LLC



Executive Summary

Challenge:

Tech nonprofit needed structured partnership model to reach \$500K funding goal

Solution:

Built data-driven framework targeting \$23B market across tech companies, impact investors, and foundations

Process:

Created repeatable 5-step partnership pathway with standardized materials

Results:

Identified 45+ qualified prospects and positioned organization for sustainable growth

Key insight:

Structure multiplies impact for mission-driven organizations



Great mission. Untapped partnership potential.

The client — a tech nonprofit empowering first-generation technologists — had strong programs and community impact, but:

- No formal partnership model or pitch process
- Limited visibility into potential funders
- Disconnected outreach and inconsistent engagement

"How can we reach \$500K in annual partnerships with clarity and confidence?"

Start with structure. Build with data.

We built a scalable framework grounded in data, alignment, and storytelling:



Research & Benchmarking

Identified peer models and best practices across the nonprofit sector.



Prioritization

Segmented \$23B total addressable market across tech, investors, and foundations.

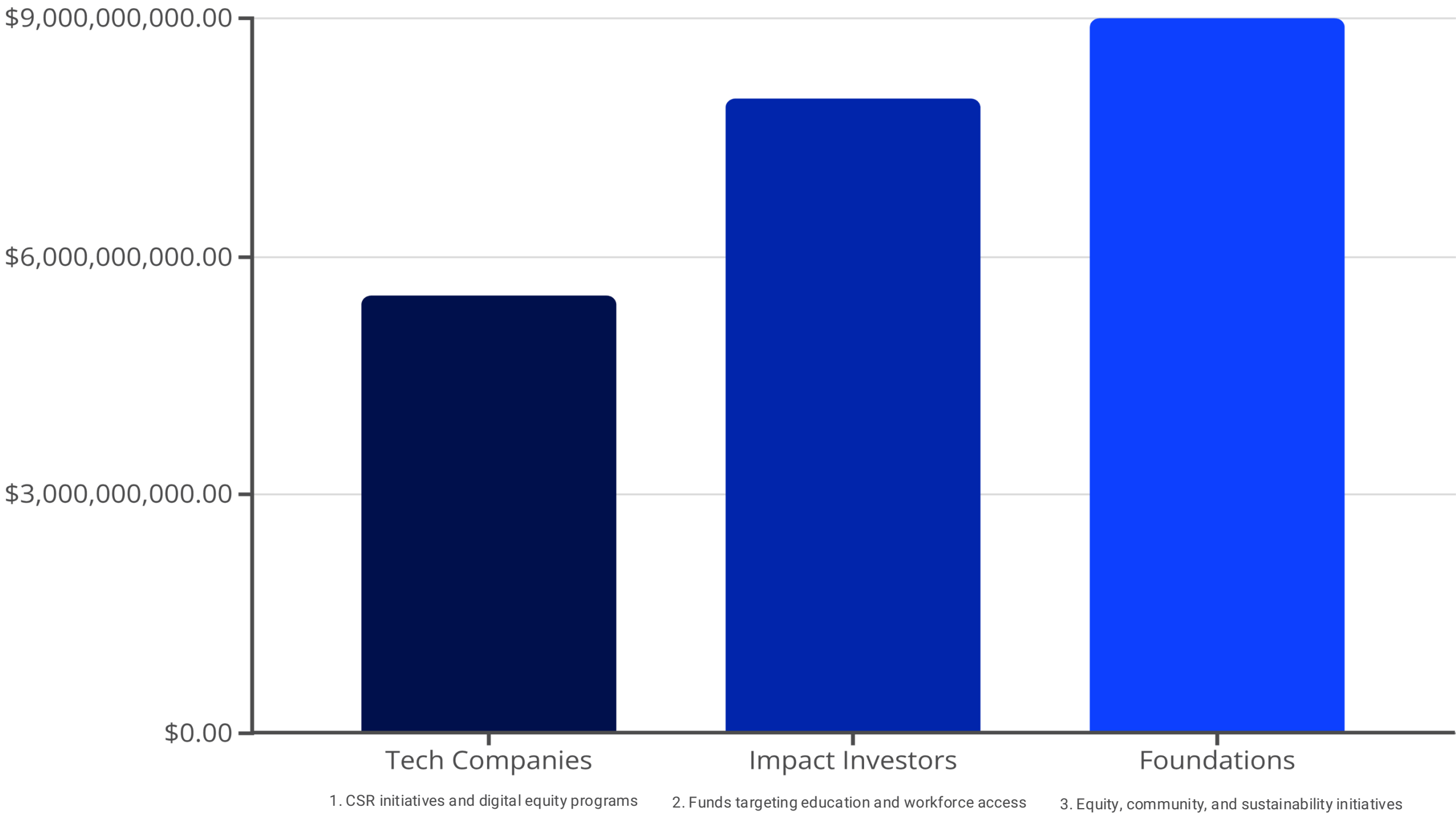


Engagement Model

Designed tiered partnership pathways and outreach cadence.

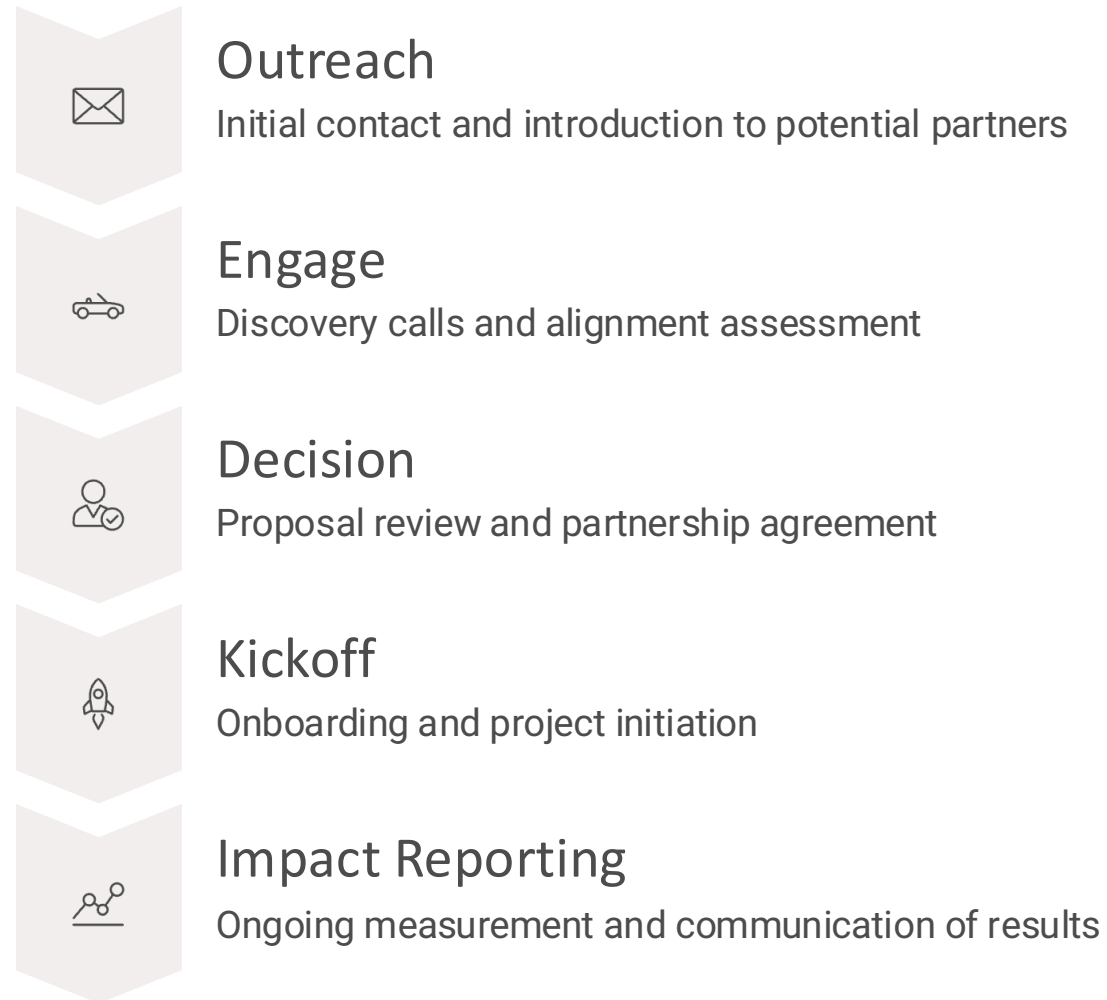
Target where mission meets momentum.

Focused on three high-alignment segments:



A clear, repeatable partnership model.

Each partnership followed a transparent path:



Then, a prioritized evaluation framework:

Mission alignment

Financial viability

Engagement potential

Shared goals



Clarity drives confidence — and confidence drives funding.

45+

Qualified Prospects

Built a pipeline across high-alignment organizations

\$500K+

Annual Goal

Positioned to mobilize toward ambitious funding target

Results:



Tiered Engagement Framework

Linking value to investment across partnership levels



Standardized Playbook

Created pitch deck and outreach materials for scalability

Structure is the multiplier of impact.

When mission-led organizations apply product thinking — clarity, data, iteration — they unlock capacity, consistency, and growth.





The Power of Product Thinking

"Turning strategy into execution unlocks not just funding — but momentum."

— Salana McElroy

Key Success Factors



Data-Driven Decisions

Segmented \$23B market to identify highest-potential partners and focus resources strategically.



Repeatable Process

Created standardized frameworks that enable consistent execution and scalable growth.



Mission Alignment

Prioritized partnerships where values and goals intersect for authentic collaboration.



Clear Communication

Developed pitch materials and engagement pathways that build confidence and trust.

Helping mission-driven teams scale with structure.

This engagement is part of a broader portfolio helping SMBs, startups, and nonprofits move from strategy to execution through fractional product leadership.

👉 Let's build what's next.



📄 **Salana McElroy** | Fractional Chief Product Officer specializing in product strategy, growth advisory, and helping organizations unlock their full potential through structured, data-driven approaches.

Founder, The Product Scaler Advisory, LLC