

# the Abbey group

EXPERIENCE EXCELLENCE

*“The leadership team of the Ronald McDonald House had no previous experience in fundraising or running a capital campaign. We could not have accomplished this without the wise counsel of Abbey Group, Ltd.”*

*– Bob Monday, Board Chair, Ronald McDonald House*

***Now booking 2020 & 2021 speaking engagements!***



Michael W. McNeely, CFRE  
President & CEO

Mr. McNeely is available for speaking engagements on the following topics:

***Donor Centered Philanthropy: Because the Cause Comes First***

Donor-centric messaging is a concept based on simplicity, but often overlooked in practice. Join Abbey Group for facts, updates and anecdotes on donor-centric messaging. It's all about the donor – and, at the conclusion of this presentation, you will be ready to retool or recreate your donor messaging.

***Campaign Bootcamp: The Elements of a Successful Campaign***

Don't let a campaign intimidate you! Join Michael, a veteran of over 40 campaigns, to learn the simple steps to success, challenges to overcome and obstacles to avoid. It's as easy as 1-2-3-4-5. No marching, pushups or 5-mile hikes with 75lb. backpacks required!

***Major Gifts: The Big Finish***

Knowing how and why people give, and the most effective way of asking for a major gift is paramount to successful fundraising. Review development fundamentals and how to engage current and potential donors for major gifts.

***Generational Giving***

From Generation Z to the Greatest Generation, there are vast differences in motivations among the generations. Join us for an intuitive presentation on the formation and motivations of each generation, and how to increase the return on your philanthropy efforts for every generation. Crafting your message and approach will yield great results!

***Through the Looking Glass: Philanthropy Redefined***

The sequel novel to Alice in Wonderland is Through the Looking Glass. In it, Alice walks through the mirror into a new world. Join Abbey Group to see your reflection in the philanthropy mirror, then join us on a walk through the looking glass into the new world of 21<sup>st</sup> century philanthropy.

***Content is King: Incorporating Storytelling in your Case Statement***

An excellent and compelling case statement is key to any organization, especially those who are launching a philanthropy campaign with specific initiatives such as capital, endowment or program funding. How do you know your case statement is ready? In short, a great case statement tells a story.

***Sustainable Philanthropy***

Learn the important dynamics of donor stewardship, whether pre-gift or long-term. As we move into a new era of philanthropy, stewardship has a prominent role in development and philanthropy management.

Other topics available upon request.



RONALD  
MCDONALD  
HOUSE  
CHARITIES



COMMUNITY ADVOCATES  
Where Meeting Basic Needs Inspires Hope



The Rep  
MILWAUKEE



LifeScape  
Creating Pathways. Improving Lives.



girl scouts  
of wisconsin  
southeast



STATELINE  
COMMUNITY  
FOUNDATION



BOYS & GIRLS CLUBS  
OF GREATER MILWAUKEE



NEBRASKA  
HUMANE  
SOCIETY



Children's  
Hospital of Wisconsin



AMERICAN  
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ASSOCIATION

For a complete list of clients, please visit our website.

Book now!

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### **About Michael**

Now celebrating over 30 years in direct consulting experience, Michael McNeely founded Abbey Group in 1992 with a passion to demonstrate that customized services produce extraordinary development results. Dozens of successful campaigns and development projects have proven him right. He is a frequent speaker and author in the field.

Abbey Group brings to each fundraising challenge a determination to find the best path to reach the goal. “Clients sometimes doubt,” says Michael. “They doubt the goal and the process. It’s our job to help them keep the faith and stay on task until the goal is met.” Fundraising depends on good research and know-how, Michael admits, but that’s not all. “I’ve found that emotion is very important. When we’re all inspired by the mission, donors respond.”

Michael has shared campaign successes with top executives from multinational corporations. He has served as development counsel to the American Medical Association; American Lung Association (national office); American Academy of Allergy Asthma & Immunology; Boys’ & Girls’ Clubs; Beloit Health System Foundation; Funeral Service Foundation; and Catholic Dioceses of Lafayette, Indiana; Gary, Indiana; and Rapid City, South Dakota.



Michael organized Abbey Group to provide personal, customized service to nonprofit organizations. He is adept at working closely with board members and motivating volunteers. Michael’s personal and direct approach to fund development has yielded significant results for clients, having directed numerous efforts exceeding \$100,000,000.

Previous to founding Abbey Group, Michael was a senior development officer at Children’s Hospital Foundation of Wisconsin. As a member of a hospital development team, Michael helped raise in excess of \$6,000,000 each year for capital projects and programs at Children’s Hospital.

Michael is a frequent speaker on nonprofit topics. He has delivered keynotes and educational sessions for AFP Milwaukee, AFP South Dakota, The Black Hills Community Foundation and South Dakota Community Foundation. He also provided articles on philanthropy for “Director” Magazine.

A graduate of Marquette University, Michael is a past trustee of the Milwaukee Repertory Theater and past chair of the REP’s Major Gifts Committee. He is a past president of the Friends of Old World Wisconsin and past board chair of the Institute for Entrepreneurship. Michael is also a past treasurer and board member of the Association of Fundraising Professionals (AFP) – Milwaukee.

### **Our clients say it best:**

“I can attest that The Abbey Group, Ltd. and Mr. McNeely were excellent resources in obtaining our fundraising goals and will contribute greatly to the quality of your efforts. I consider Mr. McNeely to be a highly motivated individual as demonstrated by his achievements with The Abbey Group, Ltd.”

Linda B. Ford, MD, FAAAI, FACA AI, AE-C  
(AMA Foundation)

“Michael McNeely has put together a quality team in The Abbey Group. They are an intelligent, personally committed group of individuals whose skills and talents represent their clients in a professional and personable manner. They treat you and your donors as you would like to be treated. They give you the tools to improve yourself and your fundraising operations. In short, they leave your organization better than they found it. I recommend them most highly without hesitation or qualification.”

Ann Sitrick, CFRE  
Executive Director, Beloit Hospital System Foundation, Inc.

