

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!



Sandra McNeely, CFRE, CAE, MBA
Vice President

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

Getting the Board on Board

Having an engaged and active board can make all the difference in how your organization grows and thrives. It is imperative that the “board is on board” with your mission, values and plan. In this presentation, you will identify your board’s strengths and opportunities to enhance the board’s performance. Tools will be provided for your use to help you better engage the board as a whole to reach your development goals.

Strategic Planning: From Development to Successful Implementation

Developing and implementing a strategic plan can be daunting tasks for your organization. You want to create an efficient and effective strategy for your organization that will guide you toward growth and success. Join Abbey Group in this interactive presentation that will leave you feeling confident that your organization’s strategic plan will be razor-sharp.

Details, Details, Details: Governance, By-laws, Process

What exactly is the role of a board? You already know the board should be active and engaged, but what about all of the details that set the board up for success? Join us as we walk you through the roles and responsibilities of the board and provide the tools you need to support your governance system. You will leave this presentation feeling like you can build a strong board or fine-tune the one you have!

Who’s Next: Succession Planning

Properly planning for a shift in leadership is essential for a smooth transition. In this presentation, Abbey Group directors will walk you through the steps involved to design a succession plan to better prepare for any road bumps along the way. You will leave feeling confident your organization’s future will be in good hands!

All in the Family: Positioning for Success with a Family-Owned Business

Families are complex and powerful systems. Combining the emotional intensity of family with the competitive and results-oriented world of business is particularly challenging. Join Sandra in this thought-provoking and engaging presentation. You will leave with the tools and confidence to engage multi-generational family enterprises with your mission.

Other topics available upon request.



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

Book now!

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About Sandra

With years of nonprofit management experience, including senior management positions and service on various boards of directors, Ms. McNeely brings a unique perspective to the nonprofit sector, with a strong focus on strategic planning, management, succession planning and board development. She has led national and international membership associations in the sports/entertainment industries and as executive director of several social service organizations.

Ms. McNeely is co-owner with her husband, Michael McNeely, of the Abbey Group, which provides a full range of development services to nonprofit clients.

She has been a presenter for Family Firm Institute's International Conference in London, Inland Press Association; Tulane Family Business Center, National Shoe Retailers Association, Prairie Family Business Association, Wilbert Manufacturers Association, Associated General Contractors of South Dakota, Marquette University Center for Family Business, Executive Women International, Milwaukee Chapter; Tempo International; the University of Wisconsin – Milwaukee; and other various state and national trade associations and family business centers. She founded the Marquette University Family Business Excellence Awards program.



She facilitates affinity peer groups for and is a sponsor for Prairie Family Business Association. She received an MBA in Finance from Central Michigan University and a Bachelor of Social Science in Public Administration from Pennsylvania State University. She has served as an adjunct faculty member in Entrepreneurship at Marquette University and as adjunct faculty at Lincoln College in Bloomington, Illinois in Accounting and Business Management.

Sandra currently serves as Treasurer for the Family Firm Institute, Big Brother Big Sisters of the Black Hills Board Management Committee member and President of AFP South Dakota. She previously served as board chair for the Rapid City Public Library Board of Trustees, Big Brothers Big Sisters of the Black Hills, Girl Scouts of Milwaukee Area, Counseling Center of Milwaukee, Skylight Music Theater of Milwaukee and is a past board member of TEMPO, a woman's professional organization based in Milwaukee.

Our clients say it best:

“Sandra, I don't know what you did but THANK YOU! Everyone participated and everyone signed up to participate in something that we had going on. I feel like we have a brand-new board. You have no idea how much I appreciate everything you've done, thus far. Having them fired up lit a new spark under me...something I've needed for a while.”

Thank you, thank you, thank you!

Sincerely,
Nicole Burdick
Executive Director
Big Brothers Big Sisters of the Black Hills

“I have recently had the pleasure of working with Sandra L. McNeely, and the Abbey Group during a strategic board planning session. She and her team were professional, amicable to scheduling, and undoubtedly very knowledgeable about non-profit and strategy development.

Board members described Sandra as: prepared, pleasant, knowledgeable, energetic, motivating, and an overall great facilitator of the meeting. Being a smaller chamber of commerce, and not having the opportunities to have done this before, it was a game changer for the direction of our organization. It helped facilitate goals and objectives in a clear and concise manner.”

Melissa Johnson
IOM

