

## Immigration and the Ottawa Valley Is the highest immigration rate in 40 years affecting us?

by: Jennifer Layman  
jenn@ovbusiness.com

A new Statistics Canada report has found that Canada's population increased in the third quarter of 2010 because of the highest rates of immigration to Canada in 40 years.

From July to October, Canada's population increased 129,300. According to Statistics Canada, about 65% of that population growth came from immigration. During the third quarter, approximately 84,200 new immigrants came to Canada. In Ontario, approximately 70% of population growth was due to immigration.

The only province in Canada that experienced growth naturally from a Canadian-born population was Alberta, with 40% from immigration to Canada.

According to Citizenship and Immigration Canada, 2010 should see the largest

number of permanent residents coming to Canada in over five decades.

The influx of immigration has the potential to affect the workforce. CBC notes the following statistics:

\*  
After expanding by about four per cent a year in the past, the labour force growth rate will slow to less than one per cent a year by 2031.

\*  
The workforce is going to get a lot older. In 2001, when the first batch of baby boomers turned 55, only one in 10 Canadian workers was at least that age. By 2031, Statistics Canada expects that ratio to jump to almost one in four.

\*  
In 1981, there were roughly six people in the labour force for each retiree. By 2031, that ratio will have declined to fewer than three to one.

\*  
20 years ago, fewer than one in five Canadian workers were

born in a different country. By 2031, that ratio is expected to rise to one in three.

\*  
In 1996, one in 10 Canadian workers were part of a visible minority. By 2031, that is expected to be one in three. And even if immigration stopped completely right now, the percentage of Canadian workers who were a member of a visible minority would still be more than one in five by 2031.

Statistics Canada considers the labour force to be the country's total of people aged 15 years old or more, who are currently working or actively looking for work.

**What About Rural Areas?**  
According to Statistics Canada, in 2006, immigrants accounted for 5.3% of the population living in Canada's rural and small town areas. In contrast, immigrants represented about 25% of the total population living in census metropolitan areas.

The majority of immigrants who live in the rural zones arrived in Canada before 1986. These established immigrants made up about 70% of all immigrants in rural and small town areas in 2006.

Recent immigrants, those who arrived between 2001 and 2006, tended to settle in the nation's metropolitan areas. From 2001 to 2006, only 31,075 immigrants who came to Canada chose to live in rural and small town areas. This accounts for only 0.5% of the population in rural areas.

Traditional sources of immigrants (mainly Western and Northern Europe and the United States) constitute a higher share of the population across the rural zones of Canada. Large metropolitan areas had a higher share of immigrants from South-East and East Asian countries.

In 2006, Ontario recorded 8.1% of its population being immigrants. This includes both urban and rural areas.



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## Ottawa Valley BUSINESS

Ottawa Valley Business (OVB) is a monthly publication covering business news and events throughout Renfrew, Lanark and Pontiac counties, as well as within the surrounding areas. OVB is published by Forward Thinking.

### WHO READS US:

OVB is delivered twice a month via email to more than 3,000 businesses, government and organizations.

### HOW TO SUBSCRIBE:

To receive OVB by email each month, contact us at: [admin@ovbusiness.com](mailto:admin@ovbusiness.com). There is no charge to receive the publication.

### ADVERTISING

Various advertising options are available in OVB. Volume discounts and discounts to members of the Chamber of Commerce are available. Please inquire about advertising opportunities.

### CONTENT & SUBMISSIONS:

News, article suggestions and letters to the editor are welcomed and encouraged. Content will be edited to fit the space available. We welcome press releases and news from our local business community to be published free of charge. There is also no charge for posting business events on the events calendar.

### CONTACT US:

Ottawa Valley Business is part of the Forward Thinking Marketing Group. You can contact us as follows:

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Pembroke, Ontario K8A 7G8

You can also find us on Facebook.

# Business News Around The Valley

### Correction

In our story about the Creative Economy Conference, we indicated that Lynne Campbell moved to Chalk River after working for AECL in Toronto. The correct information is that while she was working in Toronto, it was not for AECL. Campbell is the Vice President of Human Resources at AECL Chalk River.

### Karst Study Underway in McNab Braeside

The Ontario Ministry of Natural Resources (OMNR) is working with the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) to determine how much Karst is in McNab Braeside. According to Wikipedia, Karst landforms are generally the result of mildly acidic water acting on weakly soluble bedrock such as limestone or dolostone. The mildly acidic water begins to dissolve the surface along fractures or bedding planes in the limestone bedrock. Over time, these fractures enlarge as the bedrock continues to dissolve.

Openings in the rock increase in size, and an underground drainage system begins to develop, allowing more water to pass through the area, and accelerating the formation of underground karst features. Karst can cause sinkholes and caves, in some cases.

### New Board Chair at Carefor

Glenna MacKenzie has stepped down as Chair of the Board of Directors for Carefor Health and Community Services in Pembroke. Ed Adams has taken over as Chair. MacKenzie will Chair Carefor's Corporate Board. Mr. Adams was previously the human resources manager for Timminco, and joined Carefor five years ago.

### New Area Code Coming for Pontiac

The Canadian Radio-television and Telecommunications Commission (CRTC) announced that the new area code for the region currently covered by area code 819 will be introduced earlier than expected. Starting September

15, 2012, new telephone numbers assigned in the 819 region may be given the area code 873. Existing customers will keep their current area code and phone numbers. These measures are being implemented in response to a new report that the Canadian Numbering Administrator presented to the CRTC. The report advised that area code 819 is now expected to run out of telephone numbers by September 2012, rather than by the original projection of 2015. The CRTC is an independent public authority that regulates and supervises broadcasting and telecommunications in Canada.

### Sandvik Employees Return to Work

After 27 days, Sandvik employees are back to work. The Canadian Auto Workers union members voted just over 80 percent in favour of the company's final offer. The contract is good for three years.

*Continued on Page 5*



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#### TENDERS

Road/Bridge Inspections and Condition Ratings

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Pembroke Street Bridge

---

Various Requests for Proposal from the County of Renfrew

---

Timber Sale

---

Street Sweeper and Four Pick Up Trucks

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Supply and Delivery Of Road Signs

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#### UPCOMING PUBLICATION

101 Things to do in the Valley: Fall 2011 Edition is now accepting listings. The first 101 listings make the publication. \$25 plus HST.



#### August 23

The Upper Ottawa Valley Chamber of Commerce is organizing for their annual Gala (held in January 2012.) Anyone interested in helping out, or with questions on sponsoring, is welcome to attend a meeting on August 23 at 8:15am at Algonquin College, Room 226. For more info: 613-732-1492 or email [manager@uovchamber.com](mailto:manager@uovchamber.com).

#### August 25

NRTC Communications is celebrating 100 years in business. Everyone is invited to the celebrations. 2pm-4pm with cake cutting at 3:00pm. Refreshments, goodies and surprises for children and a chance to win some fun prizes. RSVP to: [100Years@nrtc.co](mailto:100Years@nrtc.co) or 613-638-7873.

#### September 3-4

Heritage-Fest at Madonna House Pioneer Museum and St. Raphael's Handicraft Center. Wool carding, butter churning, spinning, weaving,

candlemaking, pottery, homemade ice cream and more! 1pm-4pm. Gift Shops and Bookshop will be open. 2887 Dafoe Road, Highway 517 in Combermere. For more information, phone: 613-756-3713.

#### September 7

101 Things to do in the Valley Fall 2011 Edition publishes. The first 101 listings are printed. Cost is \$25 plus HST. For info: 613-732-7774 or [admin@ovbusiness.com](mailto:admin@ovbusiness.com).

#### September 10-11

Rural Ramble. Adventure and Exploration theme. Free to attend. Call 800-757-6580 or [www.facebook.com/ruralramble](http://www.facebook.com/ruralramble)

#### September 11

The GranAfriCan Tea. To benefit the Stephen Lewis Foundation. Petawawa Civic Centre. 16 Civic Centre Road, Petawawa. 2pm-4pm. \$15 per ticket. \$7.50 for children 3-12 with adult. Tea, African market, drumming, dancing and slide show of scenes.

#### September 15

Payroll Information Seminar for New Employers. Canada Revenue Agency will review payroll requirements for deducting, remitting, and reporting amounts for the CPP, EI and income tax. 9:30am - 12:00pm. Free. Lanark-North

Leeds Enterprise Centre. Phone: 613-283-7002 ext. 108 or [cjames@LNLEC.ca](mailto:cjames@LNLEC.ca)

#### September 16-18

Fall Showcase in Petawawa. Registering exhibitors now. Email Doug Stoneman at: [stonemaninpetawawa@live.ca](mailto:stonemaninpetawawa@live.ca)

#### September 17-18

Rural Ramble. Agriculture and Food theme. Free to attend. For info, call 800-757-6580 or [www.facebook.com/ruralramble](http://www.facebook.com/ruralramble)

#### September 24-25

Rural Ramble. History and Heritage theme. Free to attend. For info, call 800-757-6580 or [www.facebook.com/ruralramble](http://www.facebook.com/ruralramble)

#### October 1-2

Rural Ramble. Arts & Culture theme. Free to attend. For info, call 800-757-6580 or [www.facebook.com/ruralramble](http://www.facebook.com/ruralramble)

#### October 17

Bank of Canada presentation on the new Canadian currency to be released in the Fall of 2011. Part of the Upper Ottawa Valley Chamber of Commerce Small Business Week events. 6:00pm. Hosted by the Algonquin East Branch in Barry's Bay. Location and costs forthcoming. For info: 613-732-1492 or [manager@uovchamber.com](mailto:manager@uovchamber.com).

#### October 18

Bank of Canada presentation on the new Canadian currency to be released in the Fall of 2011. Part of the Upper Ottawa Valley Chamber of Commerce Small Business Week events. 7:30am. Location to be in the Pembroke/Petawawa area. \$8 for Members and \$15 guests. For info: 613-732-1492 or [manager@uovchamber.com](mailto:manager@uovchamber.com).

#### October 21

Upper Ottawa Valley Chamber of Commerce Small Business Week Tradeshow. Best Western Pembroke Inn. 10:00am-3:00pm. Members of the Chamber exhibit for free! For details, or to join the Chamber: 613-732-1492 or [manager@uovchamber.com](mailto:manager@uovchamber.com).

Send your event to: [admin@ovbusiness.com](mailto:admin@ovbusiness.com)



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## Business Perspectives

By: Hilda Young

### Business:

Mad Musher  
PO Box 89  
Whitney, Ontario  
613-637-2820 | 866-551-5534  
info@madmusher.com

### Owner:

Steve Dunsford

### Q: Why did you decide to move to the Valley?

A: I owned an engraving company in Toronto. I gave this up to come to Whitney to help operate my friend's business when his parents decided to retire. I then met my spouse, married and continued to work in the area. With the sudden death of my wife, I searched for a new beginning. A local restaurant was for sale in Whitney and being a traveler myself, I wanted to create a place where other travelers could have good food and accommodations and be a meeting place for fellow travelers. In 2003, I purchased the restaurant and renamed it "The Mad Musher." I chose this name because it reflected my past as a dog-sled guide.

### Q: What attracted you to the area?

A: My long-time friend moved to Whitney in 1989 and I visited him often and

fell in love with the town and the area. Nature, outdoor activities and the wilderness are passions of mine.

### Q: Where are you from?

A: Newmarket, Ontario.

### Q: Did the move meet your expectations?

A: Yes it more than met my expectations. The move to Whitney provided many opportunities to utilize what the area offered both through work and pleasure. It provided an environment to explore Algonquin Park and the surrounding area through dog-sledding, rafting, canoeing, hiking, skiing, camping and fishing. I also spent time painting with my oils the beautiful scenes of Algonquin Park and area.

### Q: How do you see yourself contributing to the community?

A: I spent several years on the local recreation committee helping to organize various local events and fundraisers including the July 1st festivities, swimming programs for the kids and raising money to obtain new equipment for the beach, community centre, and local parks.

## OHTO Invests In Geology Tourism

One of the earliest identified under-developed tourist attractions with an enormous potential for growth in the Ontario's Highlands region is recreational geology. As a result, the Ontario's Highlands Tourism Organization (OHTO) decided to develop hobby mineral-collecting and recreational geology as one of their first projects.

Through the Recreational Geology Project, OHTO has pledged two new showcases to display parts of a historic collection currently in storage at the Matheson House Museum in Perth.

In addition, OHTO has

assisted partners in the Bancroft and Haliburton to secure the rights to six public mineral collecting sites, and has dispatched professional geologists and members of the mineralogical community to make recommendations for future development.

OHTO has identified many locations throughout the area that have possible potential to be added to the roster of public mineral collecting sites. In addition, construction of a hands-on archaeology pit at the Algonquin Way Cultural Centre in Golden Lake is well underway. For info, contact [geology@ohto.ca](mailto:geology@ohto.ca).

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## We Want Your Business Perspective!

Are you someone who moved to the Ottawa Valley and started a business? We would like to hear from you to be included in this profile. Contact us today by email ([admin@ovbusiness.com](mailto:admin@ovbusiness.com)) or by calling 613-732-7774.

# Business News Around The Valley

## Hospital CEO Earns Prestigious Award

Randy Penney, the President and CEO of Renfrew Victoria Hospital and St. Francis Memorial Hospital has been awarded the Trudeau Medal

by the Telfer School of Management at the University of Ottawa. The award is the highest honour that an alumni of the Telfer School of Management can receive, and recognizes outstanding

leadership, initiative and contributions to the world of business, community and the alma mater. The award was established in 1989 and is named after Father Roland Trudeau, OMI, director of the

Commerce Department at the University of Ottawa from 1950 to 1965.

## Expropriation Continues for Highway 17 Expansion

The province continues to expropriate land in McNab Braeside for the expansion of Highway 417. Notices went out to property owners who had to bring concerns forward by August 19.

## TSN Crew In Pembroke on Monday

Darren Dutchyshen and Kate Beirness, anchors for TSN, will be in Pembroke on August 22 for a live broadcast at Riverside Park. The visit is part of the Kraft Celebration Tour where the Pembroke Memorial Centre will receive \$25,000 for arena upgrades.

**Source For Sports Moves**  
Source for Sports has moved from Arnprior to Renfrew. Owner Larry Vice has been in sports retail for most of his life, and opened Source for Sports in Arnprior in 2005. When the lease came up, Vice decided to move to Renfrew where the family has had numerous businesses. The business opened officially on August 13, 2011.

## Sheedy Earns Provincial Honours

Shelley Sheedy, the Administrator at Miramichi Lodge, has been recognized for her efforts in discussing the current state of long-term care in Ontario. Ms. Sheedy was given the provincial award for Scholastic Excellence from the Association of Municipal Managers, Clerks and Treasurers Ontario (AMCTO) at their annual conference in Toronto. Sheedy's paper on long-term care tied for the highest cumulative mark with 96 percent. Her paper was entitled, "Should Ontario upper tier municipalities control the operations of a long-term care home?"

*Continued on Page 7*



Fall 2011 Edition

## 101 Things to do in the Valley

Kick off the season with your listing in 101 Things to do in the Valley - Fall 2011 Edition. This popular publication is circulated throughout Renfrew, Lanark and Pontiac Counties, to more than 3,000 subscribers of Ottawa Valley Business. In addition, key businesses, organizations, and municipalities, post this publication on their respective websites.

101 Things to do in the Valley is easy to read, easy to access and easy to forward. People are always looking for ideas of what to do from September to January, so here's a great list!

**\$25**  
plus HST

30-40 word listing plus website, email and phone

Publishing: September 7

Deadline: September 1

The first 101 listings are published.  
Email your listing to: [admin@ovbusiness.com](mailto:admin@ovbusiness.com)

# Rail News: Transport Pontiac Renfrew

With parts of the Canadian Pacific (CP) rail line in the process of removal, there has been some confusion over the specific rail lines in and around Arnprior and Renfrew. According to Transport Pontiac-Renfrew, both CP and CN have rail infrastructure interests in the Upper Ottawa Valley. It is the CP rail line that is now being dismantled in the region. The initial process includes track and tie dismantling of approximately 40kms on the line (known as the Chalk River Subdivision.)

The Canadian National (CN) Railway has a section called the Beachburg Subdivision. It skirts Arnprior to the east

crossing into Quebec at Fitzroy Harbour. Just east of the bridge at Fitzroy Harbour, a spur runs west off the main line at a point known as Nepean Junction. The spur was originally part of CN's Renfrew Subdivision, but is now owned by Nylene Canada for in and outbound shipping. The line terminates at the plant. Just east of the Nylene facility, another short spur branches southwest crossing Madawaska Boulevard west of Fitzroy Harbour.

The Beachburg Subdivision runs through the Pontiac in Quebec before returning to Ontario at Portage du Fort, about 10 miles (16km) east of

Renfrew. The line then continues through Renfrew County northwest through Beachburg to Pembroke.

Transport Pontiac-Renfrew is actively pursuing the acquisition of the Beachburg Subdivision from CN to ensure service remains in place to a number of clients along the line on both sides of the Ottawa River.

When CP's track removal operations are complete, and assuming Transport Pontiac-Renfrew acquires the Beachburg Subdivision from CN, the only remaining rail into Arnprior proper will be the Renfrew Subdivision spur to Nylene.



## a matter of fact

### All About Ottawa

**912,000**

Number of residents

**14**

Quality of living ranking on the Mercer Human Resources Worldwide Consulting 2010 survey

**60**

Percentage of residents that hold a post-secondary degree, certificate or diploma

**522,000**

Approximate number of jobs in Ottawa

**103,000**

Number of jobs in Ottawa in the federal government sector

**79,000**

Number of jobs in the health and education sector

**68,000**

Number of jobs in the advanced technology sector

**61,000**

Number of jobs in Ottawa in the trade sector

**50**

Percentage of the population of Ottawa under the age of 38

**77**

Percentage of the population that speaks English at home

**11**

Percentage of the population that speaks French at home

**25**

Percentage of Ottawa residents born outside Canada

**35**

Number of major festivals hosted each year

Source: City of Ottawa

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## Business News Around The Valley

### E-Waste Collection At M-B Landfill

The Township of McNab-Braeside has established a depot at the landfill site to collect and recycle e-waste items as part of the Township's waste diversion plan. E-waste items include monitors, computer towers, motherboards, cards, hard drives, keyboards, and other computer accessories, printers, cell phones, televisions, radios, video games and batteries. Broken monitors, televisions and other CRTs will not be accepted under this program. The landfill site is located at 573 Calabogie Road and is open Tuesday, Thursday and Saturday from 8:30am to 4:00pm. For more information, contact Connie Graham, Waste Coordinator at 613-623-5756 ext.224.

### RGT Clouthier

#### Wins Pembroke Tender

RGT Clouthier Construction Ltd. has been awarded the tender for the last phase of the Elgin Street reconstruction project in the amount of \$167,646.69. RGT was the lowest of six bidders.

#### Renfrew Awards Tenders

The Town of Renfrew has awarded new contracts for collection of garbage and recycled goods. The recycling contract was awarded to Beaumen Waste Management Limited (in Renfrew), for a five-year term. The garbage contract, that had been held by Beaumen, was awarded to Canadian Waste Management Inc. also for five years. The garbage contract includes the annual leaf collection. Households will continue to be limited to three bags of garbage per week.

#### Deep River Councillor

#### Resigns to Be Employee

Chris Carroll has stepped down from town council in

Deep River to become the Town's new Treasurer. The move will happen in September, pending the resignation of current Treasurer, Brian Quibell. Carroll resigned as a member of council on August 8th. Council will decide how to fill Carroll's vacancy. Carroll owns a chartered accounting practice in Deep River, and will continue that practice while also working as the Treasurer for the Town.

### Ice Rental Rates Throughout Region

Ice rental rates for Renfrew's Ma-Te-Way Activity Centre are set for \$158 per hour, which is the highest ice rental rate in Renfrew County. Petawawa is the second most expensive ice rental at \$150.66, while Arnprior charges \$150.51 and Eganville charges \$140. Deep River has the lowest rate for minor sports at \$64.73, and Renfrew will be second lowest at \$89. Petawawa charges \$102.40 and Arnprior charges \$112.89. Barry's Bay charges \$135.

### Paterson Establishes Own RMT Practice

Meagan Paterson, a registered massage therapist, has decided to open her own business. Paterson worked for Alternative Health Care Clinic for several years, and will open her own service at 72 Prince Avenue in Renfrew on August 29th. Paterson can be reached by calling 613-432-8986.

### Arnprior Blood Donor Clinic: August 24

The Arnprior blood donor clinic is being held August 24 from 2:00pm to 8:00pm at the Nick Smith Centre. To book an appointment, call 1-888-2-DONATE. Each donation of blood can save up to three lives.

*Continued on Page 8*

# Business News Around The Valley

## Giffels and Norr To Build Campus

Giffels Corporation and Norr Architects are busy at the new site of Algonquin College's new campus, on the waterfront in the City of Pembroke. The \$36 million campus will include a two-storey library with a view of the Ottawa River, a gymnasium, fitness centre, automotive shop, a student commons, several outdoor terrace areas and an outdoor logger sports area. The new campus is scheduled to be fully operational by September 2012.

## Petawawa Discusses Seniors Housing Build

The Town of Petawawa is looking to work with

developers to attract non-supported seniors housing. The Town will form a committee to discuss the need for such housing, and host a public opportunity for developers and interested clients to come forward in discussion. The type of housing could be condominiums, townhomes or garden homes. Subsidized housing falls under the direction of the County of Renfrew. The Town is looking to create seniors housing that is not supported or subsidized.

## Fire Department Gets New Generator

The City of Pembroke Fire Department has a new generator at a cost of \$29,875.

The winning bid was provided by Rondeau Electric.

## UOV Community Living Workers Join Union

92 developmental service workers employed at Community Living Upper Ottawa Valley, who provide residential care, counseling and case management for people with developmental disabilities, are now part of the Canadian Union of Public Employees (CUPE). CUPE's national representative said the employees of Community Living Upper Ottawa Valley joined to improve working conditions, including addressing high workload issues in a sector which is underfunded.

**Klinck Elected Chair of Algonquin East Branch**  
Kelly Klinck has been voted in as the first ever Branch Chair for Algonquin East in the Upper Ottawa Valley Chamber of Commerce. Algonquin East is the first Branch created within the Upper Ottawa Valley Chamber. The Branch represents the region of Madawaska Valley, Brudenell, Lyndoch and Raglan, Killaloe, Hagarty & Richards, and South Algonquin.

## Eastway Wins Tender

Eastway Contracting won the contract to expand Frank Nighbor Park to include the entrance to the new Algonquin College campus. The winning bid was \$630,187. Eastway was also awarded the tender for the Harry Street watermain upgrade in the Town of Petawawa for \$101,460.

**Inner Strength Food Drive**  
Inner Strength Fitness Centre in Cobden is encouraging people to clean out their cupboards and contribute to the Cobden Food Bank. The goal is to see how many pounds of food can be gathered. For info, call Jodi at 613-432-1788 or email her at: [jodi@myinnerstrength.ca](mailto:jodi@myinnerstrength.ca)

## Seniors Receive Grant

The Whitney Seniors New Outlook received \$9,422 under the New Horizons for Seniors Program (NHSP). The program supports projects led or inspired by seniors who make a difference in the lives of others and in their communities. The centre will put their dollars towards new furniture and equipment. For more info on this program, visit [www.cherylgallant.com](http://www.cherylgallant.com) or call 613-732-4404.

## Press Release from Energy Options in Renfrew

**Energy Options is now offering Pellet Heating boiler systems from Decker Manufacturing for Commercial and Institutional facilities. These Canadian-made products have been in use for over twenty-five years and are sold throughout the world.**

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Energy Options offers 'turnkey' pellet systems for all sizes. Decker Pellet Boilers are automatic, clean-burning, reliable and the pay-back is most attractive. If you cannot access natural gas, the only way to reduce energy costs is by going with wood pellets.

For more information or to arrange a consultation, contact:

# ENERGY OPTIONS

620 Stewart St. Renfrew. 613 432-0924

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## And, the easiest ways to turn someone off from giving



Our communities survive based on the generosity of local businesses. They are the ones who give golf tournament prizes, sponsor events, donate to causes and offer support that make fundraisers possible.

Few people like to be the person in charge of asking for a donation. Maybe they feel awkward asking or maybe they don't like rejection? Maybe it is just the time it takes to raise enough money, prizes or commitments? To avoid uncomfortable situations, people tend to find ways around them, and some of those ways cause further damage to the organization. Here are some examples:

### Mass Emails

People send a mass email thinking that if they send it to 100 people and half reply, then they have 50 donations in one

shot. There are two things to consider here. First, there is nothing more impersonal than a mass email requesting a donation. It doesn't make a business feel very valued at all. Second, the business will just think that one of the other people on the mass email will donate, so they don't have to! This option actually works against you.

### Telemarketing Calls

This works the same as the mass email. First, it is impersonal again to be contacted by a telemarketing type person who can't even pronounce your name or business or doesn't have a clue where you live, but seems to know for certain this is a good opportunity for your business. Second, the business knows that they are not the only one being called, so it is easy to just say "no," knowing that the next person on the list might be guilted into giving. What is worse is that you are asking a local business to make a donation, but paying an out-of-town business to make those calls!

### Junk Mail Flyers

"Dear resident." That's a sure clue that your flyer is going to end up in the garbage. Unless you can come up with something super creative, this is a complete waste of money (that is likely being paid for by donations.)

### Donor Burnout

You can only ask the same people for something so many times before they completely shut you down. This is critical, whether you are asking for a donation of time or money. Unfortunately, you don't often know you have burned someone out until they stop returning calls or requests. You need to expand your donor list by thinking about new ways you can offer something to people who have never participated with you before. If you do not invest in new ideas, you will end up watching your donation success dwindle and dwindle.

### Interest in the Business

If the only time you visit a business is once a year to ask for a donation, then you can expect to hear a "no" in your

near future. What's worse is when you ask for a donation from Company A, and then you purchase items from Company Z, who might even be out of town, and those are the same items that Company A provides! A business doesn't soon forget that slight.

### The Right Person For the Job

Asking for donations is a sales role. You are selling the value of your organization to the person you are asking to contribute to it. The right person to do that makes all the difference. Proactive organizations are looking to hire individuals to assist them in obtaining donations. They know there is an incentive to do well (their pay for the job) and it alleviates any stress from the organization's volunteers who are free to do other much-needed work. Whether the donation-getter is a volunteer or paid, it helps if the person truly believes in what they are doing. A good part of the request for donations comes across in non-verbal ways.



How do you think people see you?  
Is that different from how they actually see you?

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