

## **Prime Data and electric car help fundraisers drive success at the upcoming AFP Congress**

*Visit Prime Data booth at the Toronto AFP Congress next week to view the revolutionary all-Canadian A2B electric car and learn how the same innovation that helped create the car can drive success in direct mail fundraising campaigns.*

**Nov. 14, 2012 - [PRLog](#) -- Toronto, Ontario** - To drive home the value of innovation and creativity in direct mail fundraising campaigns, Prime Data is featuring Steve Dallas, President of Toronto Electric and his innovative A2B fully electric car ([http://www.youtube.com/watch?v=bBvDtfDF\\_mY](http://www.youtube.com/watch?v=bBvDtfDF_mY)) at the Prime Data (<http://www.primedata.ca>) display booth at the Association of Fundraising Professionals (AFP) Congress event in Toronto November 19 to 21, 2012.

Prime Data and partner company Blakely & Associates invited Dallas to demonstrate how a unique vision, resourcefulness, and imagination can help drive success in any industry. Dallas is a source of inspiration for Prime Data, who provide innovative data and print solutions for the fundraising industry.

“It is becoming increasingly difficult for fundraisers to stand out in the crowd; donors are constantly exposed to requests for money,” says Steve Falk, President, Prime Data. “By introducing fundraisers to Steve and the A2B, we emphasize that creative thinking is required to drive change whether in transportation, fundraising or elsewhere. Steve’s story is an intriguing one too,” continues Falk. “In the end, fundraising is about telling a story that is compelling enough for someone to want to support your organization.”

Prime Data and Toronto Electric have something else in common; they both value environmentally friendly designs. Prime Data is now an FSC certified company and recently purchased a state-of-the-art environmentally friendly waterless printer. (<http://www.primedata.ca/2012/10/prime-data-buys-state-of-...>)

### **Visit the Prime Data/Blakely & Associates booth at the Toronto AFP to:**

- ? meet Steve Dallas and view the all-Canadian 100% electric car,
- ? learn more about how creativity and innovation in direct mail designs can help drive fundraising success, and
- ? answer your questions about how variable data, printing and mailing can maximize your fundraising revenue.

Every attendee can also receive a free personalized calendar for themselves or their business.

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**Prime Data** is an innovative and growing variable data mailing company based in Aurora, Ontario. Prime Data supports data-driven direct mail campaigns offering data work, variable printing, mailing, and fulfillment services. <http://www.primedata.ca>

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