

# make a DIFFArence

## SPECIFY WITH CARE

DIFFA's **Specify With Care**® program invites companies to donate a percentage of sales from their collections to benefit DIFFA's mission. Support from **Specify With Care**® Affiliates ensures DIFFA has the resources to help HIV/AIDS organizations year-round and respond quickly to the needs of the AIDS Service Organizations the foundation supports.



### DIFFA Mission

Founded in 1984, DIFFA: Design Industries Foundation Fighting AIDS raises awareness and grants funds to organizations that provide treatment, direct care services, preventive education programs and advocacy for individuals impacted by HIV/AIDS. One of the largest funders of HIV/AIDS service and education programs, DIFFA has mobilized the resources of the design community to grant more than \$44 million to fight AIDS nationwide to date.



"This program is a win-win proposition. It associates manufacturer's names with a good cause and effectively differentiates their products. The interior design and architectural communities are supporting **Specify With Care**® with overwhelming enthusiasm and optimism."

- Rick Wolf, Wolf-Gordon Inc.

**DIFFA**  
**DESIGN**  
**INDUSTRIES**  
**FOUNDATION**  
**FIGHTING**  
**AIDS**  
  
**INTERIOR**  
**DESIGN**

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In addition to the goodwill manufacturers generate by participating in **Specify With Care®**, DIFFA offers its Affiliates the following benefits:

## **CHAMPION Affiliate**

**\$10,000+ ANNUAL DONATION**

- Your Specify With Care® line(s) featured in one (1) quarterly Specify With Care® advertisement in Interior Design magazine
- Your logo included on four (4) quarterly Specify With Care® advertisements in Interior Design magazine
- Your Specify With Care® lines featured on DIFFA.org alongside other Champion Affiliates
- Your Specify With Care® line(s) announced in one (1) e-blast to DIFFA's 12,500+ subscribers
- Your Specify With Care® line(s) promoted at NYC trade shows where DIFFA has a booth (past examples include ICFF and BDNY)
- Opportunity to take over DIFFA's Instagram account for a day
- Your line(s) featured in quarterly social media posts (Facebook, Twitter, Instagram)
- Opportunities to feature your Specify With Care® line(s) at various DIFFA events
- One (1) full-page color advertisement in the DINING BY DESIGN program book

## **Patron Affiliate**

**\$5,000-9,999 ANNUAL DONATION**

- Your logo included on four (4) quarterly Specify With Care® advertisements in Interior Design magazines
- Your Specify With Care® lines featured on DIFFA.org alongside other Patron Affiliates
- Your Specify With Care® line(s) announced in one (1) e-blast to DIFFA's 12,500+ subscribers
- Your Specify With Care® line(s) promoted at NYC trade shows where DIFFA has a booth (past examples include ICFF and BDNY)
- Your participation in Specify With Care® announced in DIFFA's monthly newsletter
- Your Specify With Care® line(s) featured in quarterly social media posts (Facebook, Twitter, Instagram)
- One (1) full-page color advertisement in the DINING BY DESIGN program book

## **Advocate Affiliate**

**\$2,500-4,999 ANNUAL DONATION**

- Your Specify With Care® line(s) featured on DIFFA.org alongside other Advocate Affiliates
- Your Specify With Care® line(s) promoted at NYC trade shows where DIFFA has a booth (past examples include ICFF and BDNY)
- Your participation in Specify With Care® announced in DIFFA's monthly newsletter
- Your Specify With Care® line(s) featured in two (2) annual social media post (Facebook, Twitter, Instagram)

## **Friend Affiliate**

**\$500-2,499 ANNUAL DONATION**

- Featured on DIFFA.org alongside other Friend Affiliates
- Your participation in Specify With Care® announced in DIFFA's monthly newsletter
- Your participation in Specify With Care® featured in one (1) annual social media post (Facebook, Twitter, Instagram)

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