

Make a **DIFFA**rence!

Specify with Care

DIFFA's Specify With Care® program encourages companies to donate a percentage of sales from a product or collection to support DIFFA's mission. The contributions from Specify With Care® Affiliates provide critical resources, enabling DIFFA to assist organizations year-round and respond swiftly to the evolving needs of the Service Organizations we support.

DIFFA Mission

DIFFA grants funds to organizations providing aid and access to healthcare for a diverse group of people impacted by HIV/AIDS, food & housing insecurities, and mental health issues. Since 1984, DIFFA has mobilized the resources of the design community to grant more than \$57 million to under-served populations throughout the United States.

"This program is a win-win proposition. It associates the 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
CHICAGO | DALLAS | NEW YORK | SAN FRANCISCO

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

AFFILIATE LEVEL CUMULATIVE CONTRIBUTION TO DIFFA	LEGEND			PATRON		FRIEND
	\$100k +	\$50k	\$25k	\$10k	\$5k	\$1k
Ticket to Annual Gala Dinner	Table of 10 (10)	Four (4) seats	Two (2) seats	X	X	X
Tickets to Annual Fall Event	Four (4)	Two (2)	Two (2)	Two (2)	X	X
Tickets to Annual Winter Event	Four (4)	Two (2)	Two (2)	Two (2)	X	X
Your logo featured in magazine advertisements	YES	YES	YES	YES	X	X
Your line featured in one (1) magazine advertisement	YES	YES	YES	YES	X	X
Promotional eblast to DIFFA's 10k+ subscribers	Two (2)	Two (2)	Two (2)	One (1)	One (1)	X
Instagram Takeover	Two (2)	Two (2)	Two (2)	One (1)	One (1)	X
Posts to DIFFA's Instagram, X, and Facebook	Four (4) Annually	Four (4)	Two (2)	One (1)	One (1)	X
Logo featured on DIFFA.org	YES	YES	YES	YES	YES	YES
Promoted alongside other affiliates on event signage	YES	YES	YES	YES	YES	YES
Branding Opportunities	YES	YES	YES	YES	X	X

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DIFFA *Specify With Care*[®] program is a cause marketing initiative that encourages companies to donate a portion of sales from selected products to support DIFFA's mission. The program offers mutual benefits: it strengthens brand reputation by associating companies with a social cause, while helping differentiate their products.

Benefits of participating in DIFFA's *Specify With Care*[®] program:

- 1. Enhanced Brand Image:** By aligning with a respected charity, companies can strengthen their brand's reputation and appeal to socially conscious consumers who prioritize companies that give back.
- 2. Increased Customer Loyalty:** Participation can boost customer loyalty, as consumers tend to favor brands involved in charitable causes. This loyalty can translate to repeat business and positive word-of-mouth.
- 3. Differentiation in a Competitive Market:** Companies gain a unique selling point, distinguishing their products in a crowded market by linking them to a meaningful cause.
- 4. Expanded Market Reach:** Being part of *Specify With Care*[®] connects brands to the design and architectural communities, potentially expanding their visibility and customer base in these networks.
- 5. Employee Engagement and Morale:** Supporting a cause can improve employee pride and satisfaction, creating a positive impact on workplace culture and morale.
- 6. Tax Benefits:** **DIFFA is a 501(c)(3) charitable organization.** Donations made through the program may offer tax advantages, adding financial incentives for participation.
- 7. Networking and Partnership Opportunities:** Participation fosters connections with like-minded companies and individuals in the industry, opening doors to new partnerships and collaborations.
- 8. Positive Publicity and Media Coverage:** Being part of DIFFA's program can lead to media exposure and public recognition, as well as opportunities for joint marketing efforts highlighting the charitable commitment.
- 9. Alignment with CSR Goals:** Many companies have corporate social responsibility (CSR) goals, and this program provides an effective way to achieve them through regular contributions.
- 10. Flexibility in Contribution:** The program allows companies to contribute a percentage of sales from a product or collection, making it adaptable to their financial goals and capacities.

These benefits make ***Specify With Care*[®]** a compelling choice for companies aiming to contribute to meaningful change while boosting brand equity and customer loyalty.