(subject line)

Urgent request

(email copy)

I don’t normally send you an email like this one.

But I’m hoping that you can make a special gift today to provide healthcare for the LGBTQ community in Chicago for one person.

I ask this because the cost for almost everything included in helping LGBTQ+ folks receive adequate and affirming healthcare has increased because of inflation.

Here’s what Howard Brown Health is facing:

* Labor costs have gone up 30%
* The costs for dental equipment have gone up 40%
* Even syringes cost more

We are working every day to help the LGBTQ+ community receive affirming healthcare that they need and deserve.

But these increased costs are not in our budget for this year.

Your gift of any size will make a meaningful difference in our efforts to Howard Brown Health Halstead. You’ll love knowing that your special gift will help build the clinic and be part of solving the healthcare crisis for our LGBTQ+ community – despite inflation and the other challenges they are facing.

Right now there are more people asking for help that we can provide.

Your gift will help, and support all the work of Howard Brown Health.

[DONOR NAME], I’m honored to be able to email you at a time like this. You know what’s at stake.

If you’re able, will you please send in a gift today to help build the clinic and meet this unexpect expense?

Thank you for reading, and for caring out the LGBTQ+ community in Chicago.

Sincerely,

NAME

TITLE­

P.S. Please make a gift to help with the increased costs due to inflation and help build the clinic and provide needed healthcare for a person in the LGBTQ community.