Challenge Your Friends With One of These

"I've already made a gift of \$xxx. Will you match it?"

"Help me start off strong this week. Your gift right now will help me reach my goal."

"My goal is to raise \$xxx by the end of the week. Will you help by making a gift today?"

"This week, I'd like to get halfway to my goal. To accomplish that I need \$xx in donations. Will you help me?"

"I'm almost to my goal! CHOICES is depending on us. Will you help?"