PLEDGE FROM THE HEART
Automatic Payment Program Terms

Making your pledge payments through our Automatic Payment Program is more convenient for you and reduces our administrative and mailing costs so more money can go to research and programs. Simply decide on your monthly pledge amount, fill in the form on the other side and return it. Your gift will be automatically processed each month. Your information will be kept confidential and not shared with outside parties.

Pledge Payments. Your contribution will be charged to your selected credit card on or about the 19th of each month, or deducted from your checking account on or about the 16th of each month, depending on weekends and holidays.

Funds Availability. It is your responsibility to maintain a sufficient amount in your checking account or a sufficient credit limit on your credit card on the payment due date. If we are not able to process your pledge (for instance, if you have changed banks or credit card account numbers), we will notify you so you can change your payment option.

Proof of Payment. The amount and date of your pledge gift will be shown on your monthly bank or credit card statement. This is your record of payment.

Account/Address Change. Please notify us of any bank account modifications, credit card updates or address changes as soon as possible to ensure timely payments.

HOW YOUR GIFTS ARE USED

These figures depict the financial activities of the National Center affiliates, and all components of the American Heart Association and the division, the American Stroke Association, for fiscal year 2007-08.

Your contributions to the American Heart Association help us fight on several fronts to reduce the death toll from cardiovascular diseases (CVD).

Your gifts help fund research into better treatments for heart attack and stroke, and into the causes of all diseases of the heart and blood vessels.

Public education also hinges on your donations. By educating Americans about the risk factors of CVD, we help people take charge of their heart health, and give them a chance to save their own lives and the lives of their loved ones.

Please return your pledge form with your remit in the envelope provided, or mail it directly to:

American Heart Association
Gift Processing Center
PO Box 78851 • Phoenix, Arizona 85062-8851

This seal signifies that the American Heart Association meets the BBB Wise Giving Alliance’s Standards for Charity Accountability.
MAKE A DIFFERENCE by making a Pledge from the Heart today!

Because of the support you’ve shown for the American Heart Association, you’re invited to take a leadership role in the fight against cardiovascular disease by pledging to make a monthly contribution. Your monthly gifts will have the maximum effect on reducing deaths from cardiovascular diseases.

Your monthly Pledge from the Heart support is especially important to the American Heart Association because it provides us with a steady and predictable source of income at a much lower cost than other fund-raising methods. Your funds are put to work immediately to support important research, community programs and educational initiatives.

Please take advantage of this special invitation to make a Pledge from the Heart. For just pennies a day, you can provide support for valuable programs that can bring hope to all Americans, including those in your own community and in your own family.

You can HELP SAVE LIVES on an ongoing basis ...

Gifts like yours have enabled us to make tremendous progress: More people are aware of their personal risk factors; new legislation has been passed to support smoke-free environments as well as healthy lunches and physical educational programs in schools; and new drugs and medical procedures are prolonging lives.

When you make a Pledge from the Heart you can be comforted knowing that your regular contributions are constantly working, day in and day out, to keep saving lives.

You can choose to have your donation either automatically debited from your bank account or charged to your credit card.

WITH your help there is no limit to what can be achieved!

A monthly pledge of $15 can make available the newest CPR Guidelines to an emergency care provider, giving them the most effective skills when treating a patient in cardiac arrest.

... a larger pledge of $35 can provide training for healthcare providers who care for infants and children in pediatric advanced life support.

... and a most generous pledge of $75 could help support critical learning by giving an early career scientist a one-year professional membership with the American Heart Association/American Stroke Association.

Every dollar donated by our friends who make a Pledge from the Heart brings us closer to the day when cardiovascular disease will no longer be the nation's No. 1 killer.

Questions?
If you have any questions about your Pledge from the Heart contributions, please visit us online at www.heart.org/pledge.

I’ll lead the way in the fight against cardiovascular diseases!

YES! I want to make a Pledge from the Heart with a monthly gift of:

- $15 each month
- $20 each month
- $35 each month
- $50 each month

Please return this form with your remit in the envelope provided or mail it directly to the address on the back of the brochure.

I am unable to make a Pledge from the Heart at this time, but I’m enclosing a special contribution of $__________.

Name: _____________________________
Address: ____________________________
City/State/Zip: _______________________
E-Mail: ____________________________

My payment choice is (select one)

- Credit Card Please charge my monthly pledge gifts using the Automatic Payment Program according to the terms outlined on the back of this form. With my signature below, I accept the terms and would like my payments automatically charged each month to:
  - VISA
  - MasterCard
  - Discover
  - AMEX

Card #: ____________________________
Exp. Date mm/yy: _____________________
Signature: __________________________

Electronic Funds Transfer: Please transfer my monthly pledge gift from my checking account using the Automatic Payment Program. I’ve enclosed my check for my first month's gift. I accept the terms on the back of this form and understand that monthly transfers will begin next month.