

Dear Representative/Senator _____:

As a (planned giving expert, volunteer, board member), I am writing on behalf of the American Heart Association (AHA), the oldest and largest voluntary organization dedicated to fighting heart disease and stroke, to ask for your support of the bipartisan Legacy IRA bill (H.R. 3832/S. 1257).

The Legacy IRA bill would encourage more charitable giving from individual retirement accounts. It is a win-win as it would encourage increased giving by seniors to support charities, while also helping those seniors who need a lifetime income. It is of even greater significance in the face of reports that the percentage of Americans who donate to charity has fallen by ten percent since 2000, according to the Chronicle of Philanthropy.

The American Heart Association depends on private giving, including gift planning, to meet its mission of saving people from heart disease and stroke – the two leading causes of death in the world. A few years ago, when the IRA Charitable Rollover provision was made permanent in the PATH Act, the American Heart Association saw a significant increase in charitable giving from IRAs. We believe the Legacy IRA bill is simply another option to build on the IRA Charitable Rollover. (Include any individual donor stories or specific example of how a planned gift could be used to support the mission.)

Thank you for your past leadership on behalf of the charitable community, and again, we encourage you to support the Legacy IRA bill and stand ready to support you in your efforts.