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Dear

You have been selected by The Heritage Foundation to represent Louisiana in the official Heritage Foundation **2020 Tax Relief Ballot**.

The White House and conservatives in Congress kept the promise to cut taxes, and angry liberals now claim that taxpayers don't want to keep their own money. As the Left tries to roll back tax relief, Heritage will use the results of this nationwide ballot to make sure the public and lawmakers understand that the American people support lower taxes. Elected officials need to hear from taxpayers like you who understand that lowering taxes and keeping them at lower levels is essential to shake up Washington.

Lawmakers who claim that Americans support their calls to get rid of the tax cuts especially need to hear from you today!

For the accuracy that is essential, if this project is to have the clout it needs in Washington, it's important that each **Ballot** assigned to your state be submitted by an eligible recipient.

Therefore, if you do not wish to have your opinions considered in ongoing, urgent debates over taxes and spending, please return your **Ballot** unopened, so we may select another taxpayer to represent your community.

But if you are sick of politicians who think your money is their money, please don't delay in marking your **Ballot** and returning it within 5 days for tabulation. I hope you will respond and make your views known on this issue. There is plenty at stake for you...

media elites and liberal politicians are doing everything they can to turn Americans against lower taxes. They are using shoddy research and misinformation to undermine all efforts to let people keep their money.

The Heritage Foundation is on your side, fighting for the tax relief you and all Americans deserve. We present the FACTS, giving an unbiased analysis of how lower taxes benefit our economy and taxpayers like you. We are sharing this analysis with the White House and members of Congress so they'll have the information they need to stand firm for tax relief and tell Americans the TRUTH about how their tax burden is lower because of conservative tax reforms.

This **Ballot** is designed to let you weigh in on the 2017 tax cuts and the liberals' plan to revoke tax relief. As you give your opinions, consider these facts...

- Analysis by Heritage Foundation experts shows that in Louisiana, the average household saw a tax cut of \$1,001 last year, and will see a \$17,284 increase in take-home pay over ten years, thanks to the tax relief signed into law in 2017. This tax relief is helping the economy, but plans proposed by liberal politicians would undo the 2017 tax cuts and raise taxes on the American people. This would increase taxes for the average household in your state by 12.4% over 10 years. *Do you agree with Heritage that tax relief should NOT be revoked?*

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- A recent White House report, covered by Heritage's *Daily Signal* news website, shows the economic impact of lowering taxes and limiting government. Unemployment has reached a nearly five-decade low. Wages are rising, with low-income earners especially seeing gains. And business productivity has grown at an annual rate of 1.9 percent, nearly twice the rate of the expansion before the tax cuts. *Do you think the economy is MORE likely to expand as the tax burden is lowered?*
- President Trump has stated "our tax code is a giant, self-inflicted economic wound," and started the process to simplify the tax code with his 2017 tax cuts — but there is still much work to be done to eliminate special interest tax breaks and make tax day easier for all Americans. *Do you agree with Heritage that the tax code can be made even simpler and fairer for all taxpayers?*
- The federal government has faced massive deficits year after year, despite taking more and more of the taxpayers' money, and the national debt has surged to \$23 trillion. *Are you concerned by this massive debt and high levels of unchecked government spending?*
- Radical proposals being pushed by self-proclaimed socialists in Congress and the left's leaders, including the "Green New Deal," socialized medicine and student loan forgiveness with "free" college, tuition would cost upwards of \$90 trillion, and to fund these plans liberals are demanding a top tax rate of over 70 percent — and even that wouldn't begin to cover the costs of their socialist policies. *Are you concerned that this aggressive new push for big government threatens to bankrupt our country?*
- Liberals in Washington fully support the Death Tax, which is a severe burden on small businesses in America and kills jobs across the country. *Should the Death Tax be completely repealed?*

Throughout the 2017 tax debate that resulted in major tax relief for the American people, and now during 2020, Heritage provides the facts and figures needed to show how tax cuts are benefitting Americans and boosting the U.S. economy. And we are your voice against the inaccurate media and liberal forces that will use misinformation and phony research to reverse conservatives' victories and roll back tax relief.

Your **Ballot** response today will prove to our elected leaders that you and your fellow taxpayers agree with Heritage that REAL fiscal responsibility requires Congress to...

- Simplify the U.S. tax code;
- Find new ways to reduce taxes for hard-working Americans;
- Rein in Big Government spending and "pork-barrel" earmarks; and
- Make middle-class tax cuts permanent.

Remember, accuracy is critical to giving our **2020 Tax Relief Ballot** the clout it needs.

We will use this **Ballot** as a tool to grab the lawmakers' attention and educate them on the need to adopt Heritage's responsible fiscal policies to secure our economy and put a permanent end to the era of high taxes, just as they've adopted our policies on so many other issues. And we need a representative response from every congressional district in the country.

So if you don't wish to have your opinions counted, please return your unopened **Ballot** today so another taxpayer can be selected to represent your area. But I do hope you will

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participate and return your **Ballot** so lawmakers will understand that there is no excuse for failing to lower taxes for Americans who've worked hard.

We know where liberal lawmakers, the left-wing special interests and the D.C. establishment stand on this issue. They are leading an ongoing, endless crusade against tax relief.

The special interests and establishment powerbrokers want “business as usual” in Washington — even if it’s not in the best interest of taxpayers. The D.C. political insiders know that lower taxes means less government — so they’re sticking with their false claims that tax relief is “a grave disservice to our country,” and that tax cuts are “fiscally reckless” and even “unpatriotic”... despite the fact that tax cuts are helping create jobs and grow the economy.

What do you think about the current tax debate? The enclosed **2020 Tax Relief Ballot** is your chance to vote.

The Heritage Foundation has a proven track record of fighting all-out for taxpayers like you — and winning even the most intimidating battles.

Those on the Left and the Right agree: No one is more effective than Heritage at prodding politicians to listen to folks like you and put the reforms YOU support into action — no matter who controls the White House.

Heritage facts and figures helped make the case FOR President Reagan’s tax cuts in the 1980s despite fierce liberal opposition ... AGAINST the tax hikes of the 1990s ... and FOR pro-growth tax cuts in 2001 and 2003. And the tax cuts that were implemented in 2017 were based on Heritage research.

But our success depends on the guidance and support we receive from taxpayers like you who share our dedication to limited, more efficient government and true fiscal responsibility.

That’s why I’m counting on you to send in your **2020 Tax Relief Ballot** ... as well as your financial support to fund the massive effort we’ll need to bolster support for tax cuts and get the truth out about liberal efforts to raise taxes.

Your tax-deductible gift will help Heritage keep up the momentum for tax relief and make sure lawmakers and journalists are giving people truthful information about how tax cuts have helped the economy. Your contribution will fund targeted operations to:

1. Use the results of this **Ballot** to determine how much public support exists for reduced taxes and ongoing efforts to expand tax relief.
2. Use our renowned Center for Data Analysis to investigate every major tax and spending proposal in Congress and give Americans the TRUTH — not the partisan spin or media bias — about the costs and impact of high taxes and Big Government.
3. Educate the public and conservatives in Washington on why defending tax relief MUST be a top-priority for 2020 — and about the best messages they should use to win support for continued tax relief and limited government.
4. Shape the news without liberal censorship. Our *Daily Signal* news site, which now reaches 4 million visitors a month, breaks stories about the current tax code’s

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costs and complexities that would otherwise go unreported by mainstream news outlets — and Heritage experts appear on TV news and debate shows, and meet one-on-one with journalists and columnists to discuss current tax debates. We make sure national news coverage reflects the FACTS about the need for tax reform.

THIS IS IMPORTANT: Heritage exists because of the voluntary gifts of individuals all across this country. Without taxpayers like you giving whatever they can, whenever they are able, we would never be able to give Americans the truth about the benefits of lower taxes.


It's a testament to Heritage's effectiveness that we have hundreds of thousands of supporters from across the nation — and more are joining forces with us every single day.

I hope that you will join us today in fighting for what's right for America.

Americans who are especially committed to tax relief and limited government are showing their determination by joining Heritage with gifts of \$22, \$25, or \$50. Many supporters have gone even further by giving \$100 or \$250 to advance our efforts to reduce taxes. I hope you will join us today in fighting for what's right for America.

Please don't delay in returning your **2020 Tax Relief Ballot**, we need your input. Your strong commitment to Heritage will allow us to work on your behalf protecting you, your family, and small businesses from the D.C. politicians who want to undermine tax relief. Thank you.

Sincerely,



Kay C. James
President

P.S. your **2020 Tax Relief Ballot** will represent taxpayer opinion in Louisiana on how tax relief is creating jobs, restoring America's economic growth and helping businesses and families across the nation. For accurate results that will make our elected leaders listen, all ballots issued must be returned. So if you do not wish to have your opinions counted, please return your Ballot unopened so another taxpayer may be selected to represent your area.

But if you share The Heritage Foundation's determination to defend lower taxes and demand continued, permanent tax relief, please complete your **Ballot** and return it within 5 days with your tax-deductible gift. Heritage will use your **Ballot** response and your contribution to push back against fake news about tax relief and show every member of the U.S. House and Senate that Americans like you support tax cuts. With liberals in Washington determined to undermine and undo the 2017 tax cuts — and with the media too often reporting liberal spin instead of actual news on the tax questions — the threat of “business as usual” in Washington is great. As we have with every other key issue, Heritage will provide the hard data proving the high costs and the true impact of high taxes — and we'll show how lower taxes and leaner government are the right policies for America. Thank you!