



WABPAC

Public Affairs
Council Corporate
PAC Intensive:

**Educating &
Communicating
about your PAC**

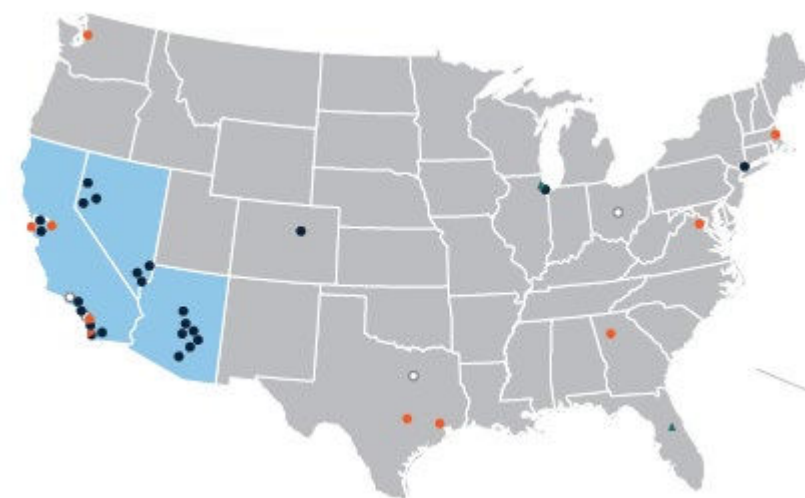
Western Alliance Bank & WABPAC

Western Alliance Bank (WAL)

- ~\$81 billion in assets commercial bank & mortgage company headquartered in Phoenix, Arizona
- 3,532 employees across 30+ states but most are in AZ, CA & NV
- 60 offices/branches
- Government Relations function was started March 2022

WABPAC

- Launched September 2022
- Current Restricted Class = 1,684 employees + WAL Board of Directors
- 177 employees (10.5%) and entire board participating
- 2024 Election Cycle
 - Raised \$477,028
 - Spent \$435,750
 - Cash on Hand \$127,778



Communications Approach

- **Educate First and Always**
- **Survey and adapt to findings**
- **Be Creative**

Focus on Education First and Always

Situation at Launch

- Most employees unfamiliar with corporate PACs (the “what”)
 - Misconceptions to refute
- Concerns about the “who”
- No inherent understanding of the “why”

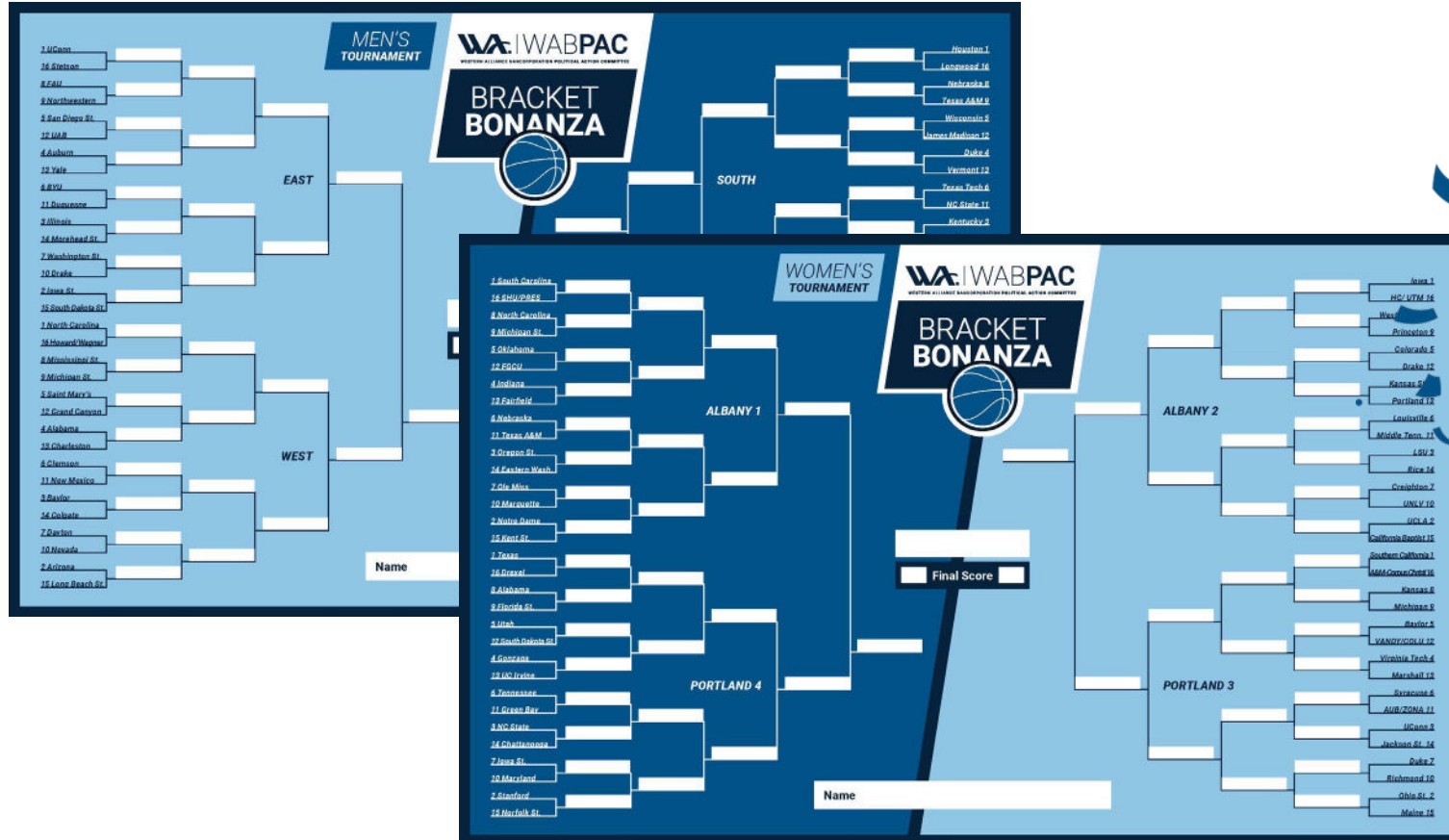
Tactics

- Website for eligible employees – heavy on education
- Initial email series focused on educating – only last in series asked for contribution
- In-person launch event and solicitation at headquarters with CEO/executives

How do your people want info?

- Survey of restricted class Q1 2023 – work with Sagac Public Affairs
- Findings regarding messaging:
 - Employees want the PAC to be **bipartisan**
 - Most responsive to messaging that is **team-oriented** or about **protecting** the bank
 - Non-donors were most responsive to **PAC Charity Match** messages
- Findings regarding solicitation timing/channels:
 - Emails, newsletters, intranet, webinars, in-person group meetings
 - March most popular month but September and December good too
- Findings regarding benefits:
 - **Charity match**, special events, political info, WABPAC-branded items

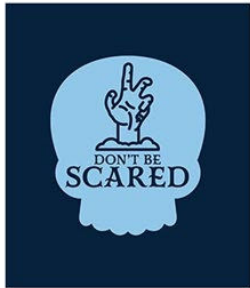
Be Creative – ‘fun’draising



Be Creative – ‘fun’draising

WA Western Alliance Bank® Government Relations October 1, 2024
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Scary? Like GHOSTS, ZOMBIES, & WEREWOLVES?



What's really scary... is not having a voice at the table.

The Western Alliance Bancorporation Political Action Committee (WABPAC) is our voice in Washington and state capitals. It is an important part of our company's efforts to build relationships with candidates who are champions for our business. WABPAC is funded only with voluntary contributions from our eligible employees and board members. When our people, like you, join WABPAC, our team pools individual donations together into an impactful fund. Strong participation from our people is key to our ability to support candidates who can help us create a positive policy environment for our customers and the communities we serve.

[Click here to join today!](#)

Contributions to Western Alliance Bancorporation Political Action Committee ("WABPAC") are not tax deductible as charitable contributions for federal income tax purposes. Contributions are voluntary and will be used for political purposes as directed by WABPAC. You have the right to refuse to contribute without reprisal. No one will be favored or disadvantaged by reason of contribution amount or any decision not to contribute. Contribution guidelines are merely suggestions, and you may contribute more, less, or nothing at all. Only U.S. Citizens or Lawful Permanent Residents may contribute to WABPAC. Federal law requires WABPAC to use its best efforts to collect and report the name, mailing address, occupation, and employer for each individual whose aggregate contributions are in excess of \$200 in a calendar year. Payroll deduction will continue until revised or revoked by written disclaimer to the Treasurer of WABPAC. The maximum allowable contribution to WABPAC is \$5,000 per year, per individual. Participants may not receive any tangible benefit from the charity recipient in return for the PAC Charity Match.

Western Alliance Bank | (602) 389-3500
One East Washington Street, Ste. 1400 | Phoenix, Arizona 85004
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The (Wooden) Stakes Are High — Join Today



What's really scary... is not having a voice at the table.

We cannot hide from the realities of our regulated businesses and how politics plays a part. That's why investing in WABPAC is essential to ensuring a positive policy environment for banking and business.

Joining WABPAC is a win for our people, our company, and the customers we serve. Now is the time to get involved.

[We want you to join before the sun sets](#)

[Click here to join today!](#)

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How does WABPAC work?



Let's follow along with the path of your WABPAC dollar:

1. WABPAC collects individual contributions.
2. WABPAC pools individual donations to create a larger, more impactful fund.
3. WABPAC Board reviews candidates against [our criteria](#)
4. WABPAC makes campaign contributions to candidates guided by our criteria.

Joining WABPAC is easy! Visit the [PAC website](#) to sign up.

[Click here to join today!](#)

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Trick-or-treat!



Now that you know why joining WABPAC is important for investing in the future of our company, you might be wondering: what's in it for me?

Open the door to WABPAC's benefits and participate in our Charity Match program. When you contribute at least \$10 per pay check through payroll deduction, Western Alliance Bank will match your contribution 1:1 with a donation to the charity or charities you choose from our pre-approved list.

Joining WABPAC is sweet and easy! Ring the doorbell on our [PAC website](#) to sign up today.

[Click here to join today!](#)

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Lessons Learned

- Don't stop explaining (they don't get it yet)
- Different channels preferred at different divisions/locations
- Fun/cool works
- Lean into crisis (but avoid them if you can)
- Charity match and recognition work



WESTERN ALLIANCE BANCORPORATION POLITICAL ACTION COMMITTEE

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