



WABPAC

Public Affairs
Council

**PAC Education &
Fundraising**

Western Alliance Bank

- ## WABPAC - Launched September 2022

-

Recruitment Approach

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

Focus on Education First and Always

PAC Was/Is New to Most Employees

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

Launch 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

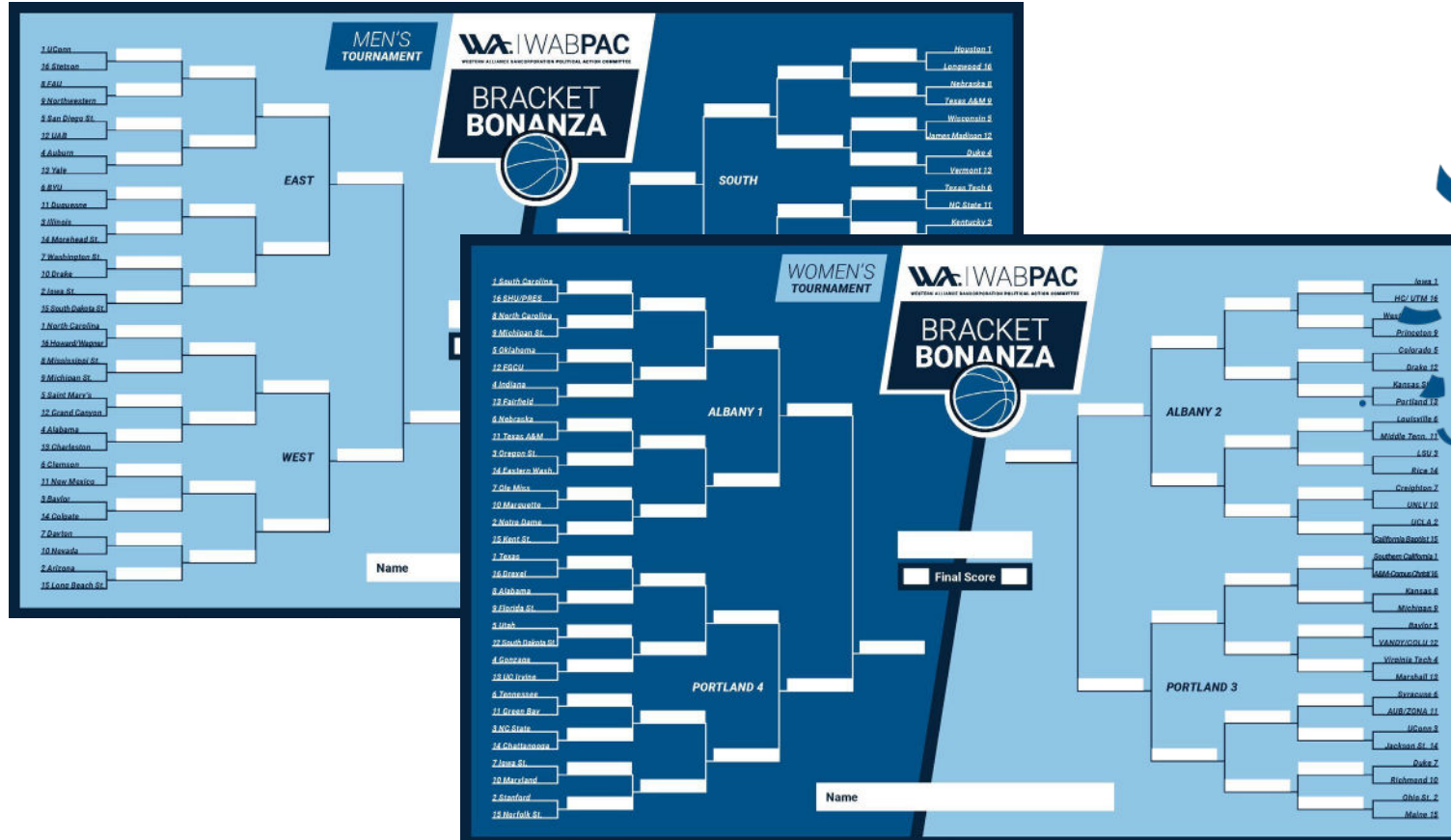
How do your people want info?

- Survey of restricted class Q1 2023 ([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

Ongoing Solicitation Tactics

- **Focus on PAC at annual management conference**
- **Email Campaigns** – strong focus on PAC Charity Match and “fun”
- **In-Person Briefings and Events** (HQ, “roadshow,” and Elected official visits)
- **New Employees** – Workday “Journey” and WABPAC Video ([Fungi Media](#))
- **Peer-to-Peer Program**
- **Website** – linked from intranet and WAB Voices grassroots site, if eligible

Be Creative – ‘fun’draising



Be Creative – ‘fun’draising



Government Relations
October 1, 2024

WAB Official Email
For Internal Use Only

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
Member FDIC © 2024



Government Relations
October 15, 2024

WAB Official Email
For Internal Use Only

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!](#)

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
Member FDIC © 2024



Government Relations
October 29, 2024

WAB Official Email
For Internal Use Only

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!](#)

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
Member FDIC © 2024



Government Relations
October 31, 2024

WAB Official Email
For Internal Use Only

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!](#)

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
Member FDIC © 2024

Retention Tactics

- **Recognition**
 - Thank You Notes with Laptop Stickers and Desk Coasters
 - Management Conference & PAC Birthday Parties
- **Thank You Gifts** – 78% at Recognition Levels (\$25/\$50/\$100/Max)
- **Webinars**
- **Newsletters**
- **Invites** to ad hoc political or government events that come up
- **PAC Charity Match**

Benefits



Western Alliance Advocate

Fifth Edition | October 2024

WELCOME BACK!

This is the fifth edition of the Western Alliance Advocate, a periodic newsletter from the Government Relations team, created exclusively for WABPAC members. We welcome your questions and feedback. You can reach us at WABPAC@westernalliancebank.com. Thank you for being a part of WABPAC!

MAYOR KATE GALLEGO

Western Alliance Bank hosted a special guest, Phoenix Mayor Kate Gallego, who joined around 175 Phoenix-area Western Alliance leaders at the downtown Renaissance for an engaging conversation about the city's most pressing issues.

Prior to the mayor's arrival, President & Chief Executive Officer Ken Vecchione and Chief Administration Officer Tim Boothe thanked everyone in attendance and gave brief remarks.

Head of Government Relations, Josh Denney, provided a brief update on some of the key legislative and regulatory initiatives on which the bank is working, and provided information about the bank's employee-funded political action committee, WABPAC.



The event was the second in an ongoing series of elected official forums with our people across the bank's markets.

Chief Human Resources Officer Barbara Kennedy introduced Mayor Gallego, who talked about a variety of issues, including affordable housing, economic development and improvements to the downtown area. She then answered a series of questions from our people in the audience on a wide range of issues including her administration's efforts to address homelessness.

The mayor's appearance provided an opportunity for our people to learn firsthand about her approach to the important issues facing Phoenix, and it gave the mayor an opportunity to continue to get to know Western Alliance Bank.

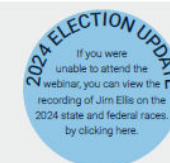
GET OUT THE VOTE!

Do you need to register to vote? Have you confirmed that your information is up to date?

Now is your opportunity to do so! And make sure you vote on November 5th!



We make it easy for you to find the information you need to vote in this year's election. Check out our [WAB Voices website](#) and complete your state's voter registration process. And while you're there, take a look at the candidates running in your area.



wabpac.westernalliancebank.com

1

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 if you have one
- Charity match and recognition work



WESTERN ALLIANCE BANCORPORATION POLITICAL ACTION COMMITTEE

Josh Denney

Western Alliance Bank

Josh.Denney@westernalliancebank.com

240.731.3010