



Public Affairs Council

PAC Education & Fundraising



Western Alliance Bank & WABPAC

Western Alliance Bank

- \$90 billion in assets commercial bank & mortgage company headquartered in Phoenix, Arizona
- 3,700 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 = 1,759 employees + WAL Board of Directors
- 247 employees (14%) and board participating
- 2024 Election Cycle

•	Raised	\$477,028
•	Spent	\$435,750
•	Cash on Hand	\$127.778

2026 Election Cycle thru 8/9/25

•	Raised	\$262,971
•	Spent	\$259,250
•	Cash on Hand	\$113,899





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

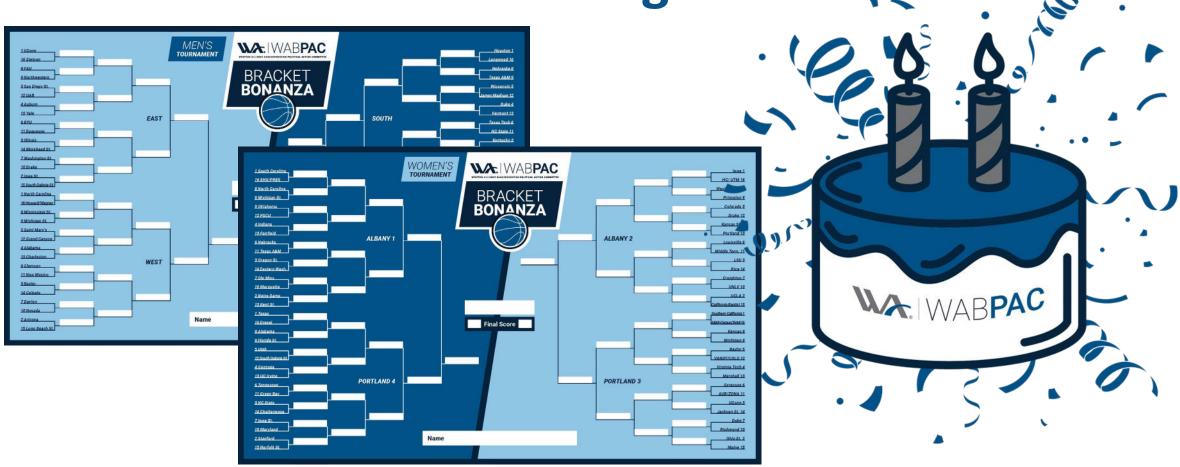


Ongoing Solicitation Tactics

- 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 (<u>Fungi Media</u>)
- 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

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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!

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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!

Contributions to Vesterin Allance Bancerporation Political Action Committee ("WABPAC") are not as educatible as charalteles contributions for Vesterin Allance Bancerporation Political Action Committee ("WABPAC") are not as educatible as charalteles contributions are violation for the relative political purposes as elevated by WABPAC. This have be right to refuse to contribution without reprints No one will be founded or disservanting of yearson of contributions amount and a contribution of the property of

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Government Relations October 29, 2024

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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
- 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 Visitem Alliance Bancosporation Folloal Action Committee ("WABPAC") are not fax deducable as charitable contributions for federal ancome tax prospose. Contributions are voluntary and visit be used for political proposes as directed by VAEPAC. You have the right for refuse to contribute without reprised. No one will be favored or disadvantaged by reason of contribution amount or any decision not to contribute. Combination proprised are memply appreciation, and you may comtribute more, less or nothing at all. Only U.S. Citizens or Lawfoll Premament Residents may contribute to VAEPAC. Prefuse later requires WAEPAC to use its best effects to coulded and report the name, making address, conceptable, not an employed for each nivitude almost aggregate confidentiate and the contribution of WAEPAC. The maximum allowable contribution to WAEPAC is \$0.00 per year, per individual. Participants may not receive any taxable benefit from the charty required in a result of the Charty Matter.

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October 31, 2024

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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 charittes you choose from our pre-approved list.

Joining WABPAC is sweet and easyl Ring the doorbell on our <u>PAC website</u> to sign up today.

Click here to join today!

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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







WAB**PAC**

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.



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

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.

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

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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 <u>WAB</u>. <u>Voices website</u> and complete your state's voter registration process. And while you're there, take a look at the candidates running in your area.

If you were unable to attend the webinary you can view the mirecoording of Jim Bils on the 2024 state and federal races, by clicking here.

wabpac.westernalliancebank.com



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

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