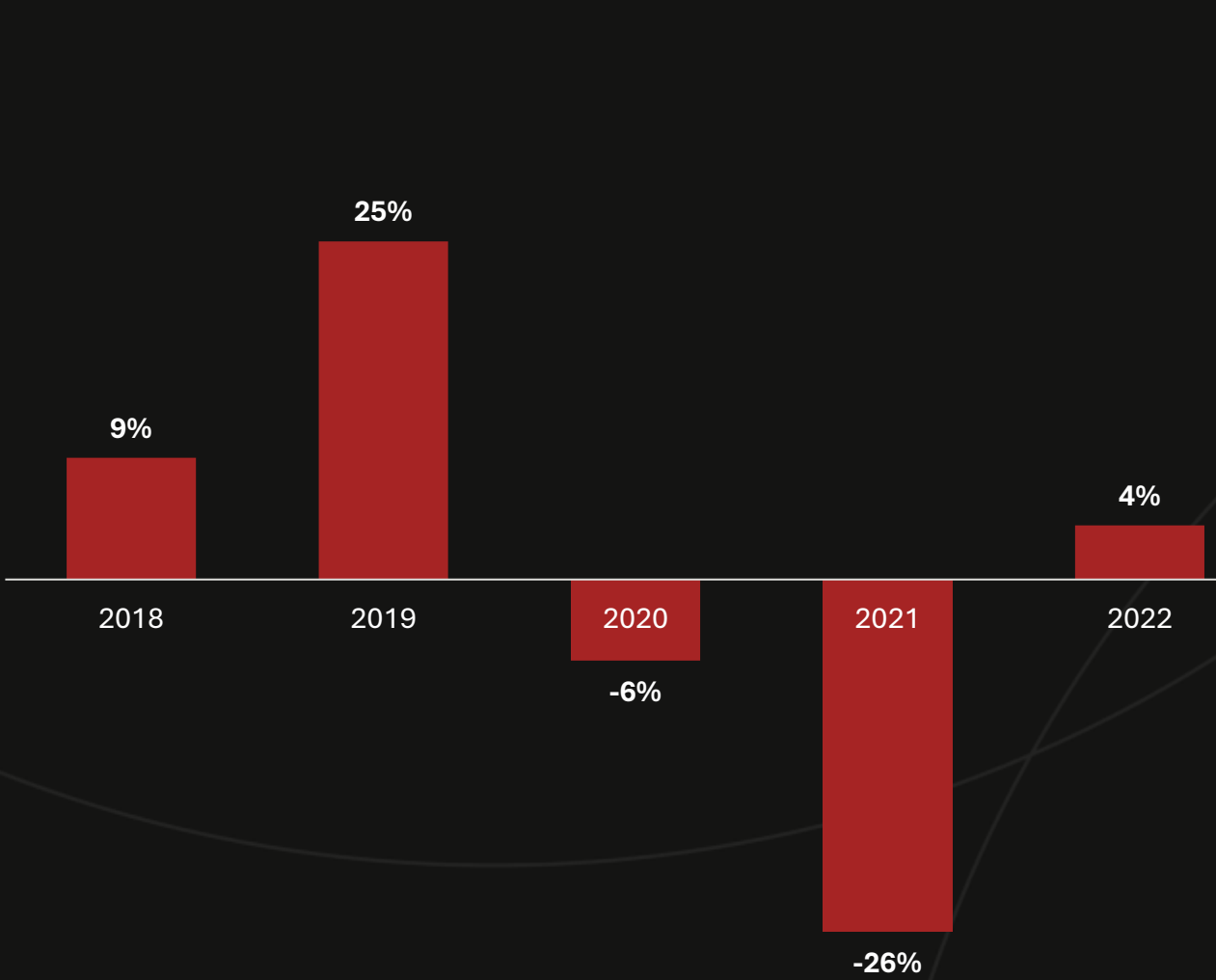


Mastercard Employee PAC

Communicating the PAC to Changing Workforces

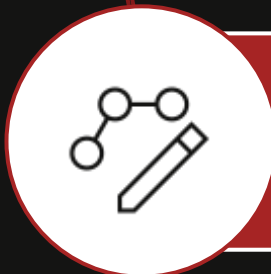
Meg Boland | November 2025

Evaluating PAC Performance & Charting a New Path



Post-Pause Return

- Significant changes in workforce
- Shifting sentiments on corporate political engagement



Evaluation

- Understanding the new audience
- Identified current pain points, challenges and opportunities.



Rebuilding & Relaunching

- Leveraged data-driven strategies to meet employees where-they-are
- Developed education and engagement materials relevant to the “new” audience

Strategy in Action: Three-Pronged Approach



**EMPLOYEE
EDUCATION**



**LEADERSHIP
INVESTMENT**



**INCENTIVES &
ENGAGEMENT**

1

Point of Friction: Employee Education

Refreshed PAC Assets



Enhanced User Experience

- Designed for a digital audience



Amplified Audience Reach

- Host recordings, reports, collateral
- Measurable engagement



Solving for Technical Trouble

- QR codes and custom webforms to reduce friction points

2

Point of Friction: Senior Leadership Engagement

Stakeholder Development: Senior Leadership

RELATABLE

- Developed executive PAC Champions from different business units

REACHABLE

- Recorded in-person and virtual events
- Pushed links via e-mail and hosted on website

REPEATABLE

- Remote and new employees have full access to previous content
- Identified & measured impact of executive engagement

EXCLUSIVE EDUCATION EVENT **IN-PERSON**

PAC Board Panel:
Understanding our Political Engagement

October 17, 2024 at 4:00 PM
Purchase, NY Office

Linda Kirkpatrick
President, the Americas & PAC Board Member

Tiffany Hall
General Counsel, the Americas & PAC Board Member

Seth Eisen
SVP, Communications, & PAC Board Member

MODERATOR
Amanda Slater
SVP, Head of U.S. Government Affairs

mastercard
EMPLOYEE PAC

CONGRESSIONAL UPDATE

Tucker Foote
Chief Government Affairs and Policy Officer

3

Point of Friction: Incentives and Engagement

Your October Update is Here



Mastercard Employee PAC <EmployeePAC@mastercard.com>



10/16/2025



Your monthly Mastercard Employee PAC Newsletter is here!

We're excited to share the October PAC newsletter, bringing you the latest news from Washington and the ongoing government shutdown.

Thank you again for contributing to the Mastercard Employee PAC. Your voluntary support of the PAC signals to our peers and lawmakers that we are dedicated to investing and building an inclusive global payments system. Together, we are making a difference!



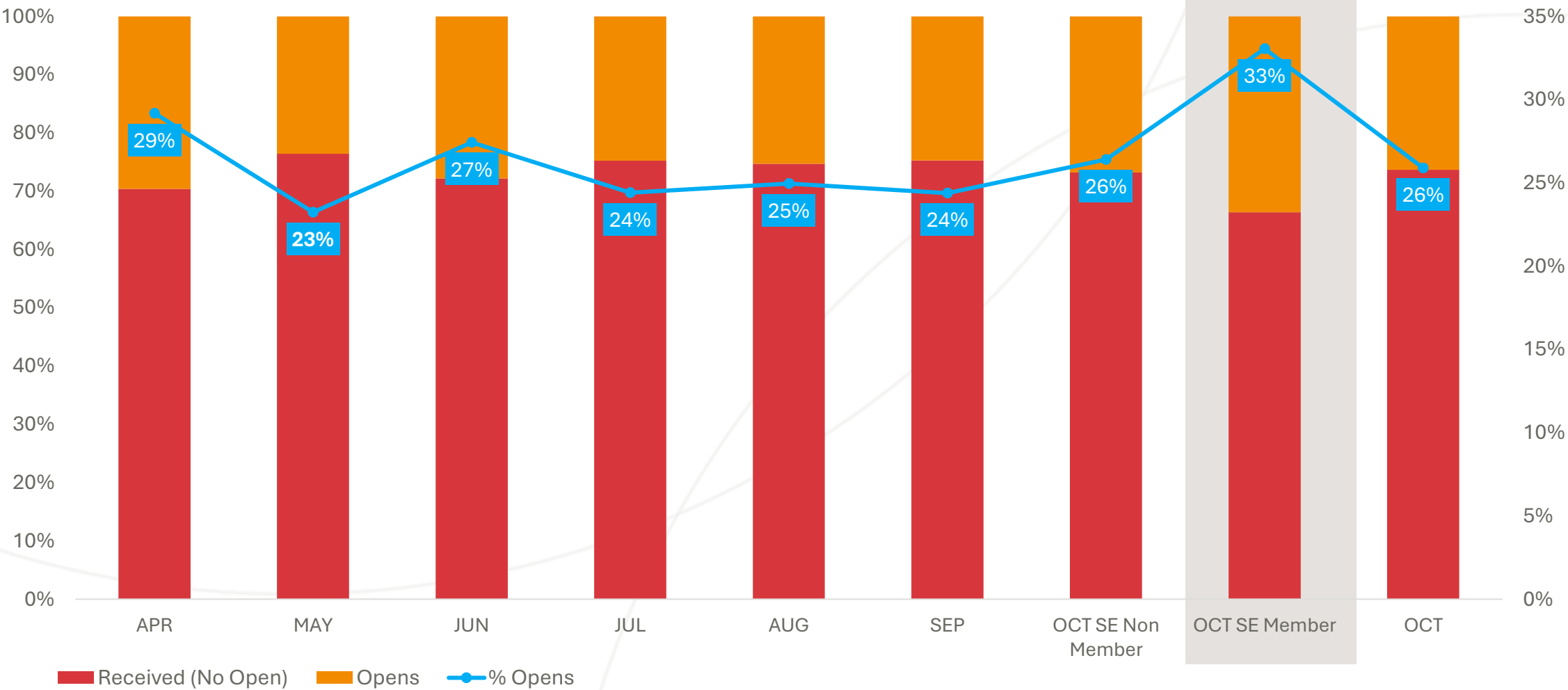
Newsletter Relaunch

Delivering news not noise

- **Explored** policy issues relevant to our business
- **Digital** delivery designed for ease of access
- **Built** trust, transparency, feedback opportunity
- **Analyzed** data such as open rates, click through rates, and day and time to maximize engagement
- **Transitioned** to member-only benefit

Monitored Newsletter

Launched monthly newsletter to all PAC eligible. Pivoting to PAC member-only in Nov 2025



Incremental, Measurable Growth



25%

Average email open rate



10%

New and increased donors



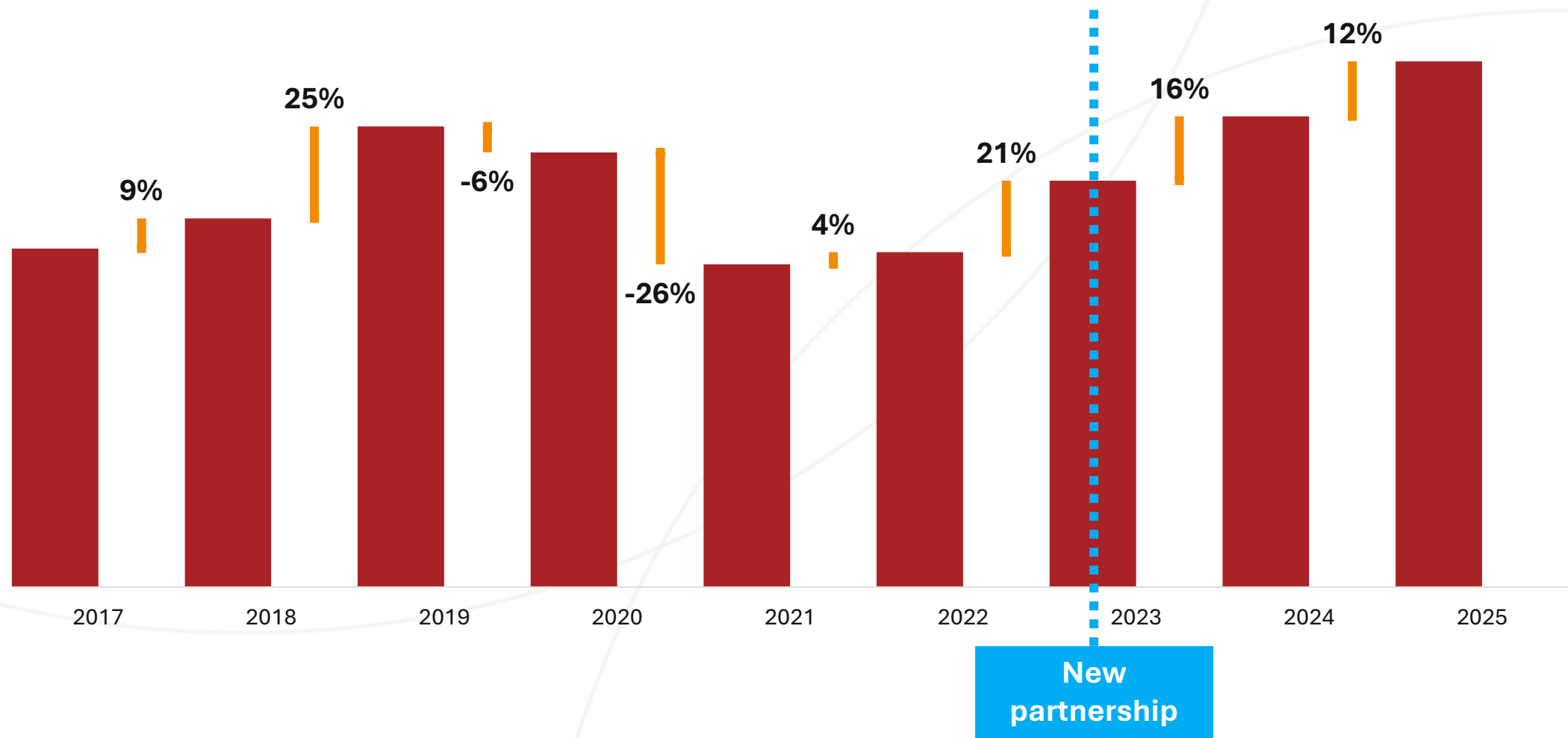
7%

Increase in annual receipts

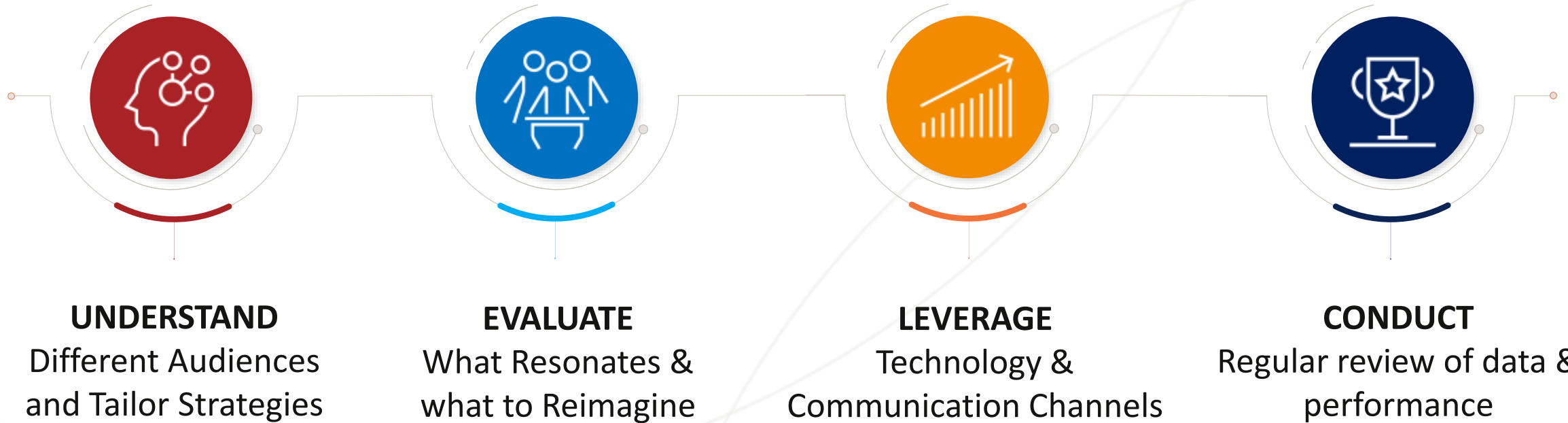


Results of Comprehensive Efforts

Steady Recovery and Sustained Growth



Key Takeaways to Engage Changing Workforce



Get a Great Partner 😊

Questions & Discussion

THANK YOU FOR YOUR TIME!