



OneClickPolitics (OCP) led the Premium Cigar Association through a customized demo where OCP identified the exact tools to centralize and streamline PCA's advocacy efforts. OCP showed PCA how to combine and exponentially increase their daily outreach efforts for local, state, and federal into one easy-to-use platform with less PCA staff.

OCP also created the site [cigaraction.org](http://cigaraction.org), a grassroots platform to engage and mobilize thousands of stakeholders in PCA's legislative efforts organically, where industry stakeholders can easily sign up to become PCA advocates.

Premium Cigar Association advocates include, but are not limited to, retail store owners, family-owned single-store operators, store managers, employees, and consumer enthusiasts from varying backgrounds who are all united in their shared love and passion for premium cigars. During PCA's three-year partnership with OCP, many OCP features were essential to ensure victory against the numerous harmful legislation threats PCA faced every year.

OneClickPolitics has helped save the premium cigar industry millions by coordinating massive campaign and advocacy efforts against tax increase legislation and other restrictive policies that attempted to narrow PCA's clientele.

OCP allowed PCA to take their outreach efforts from a few hundred, to thousands of outreach messages per campaign. OCP was able to help PCA achieve this with limited staff and less advocacy campaign training necessary per staff member due to the OCP platform's ease of use.

PCA's [cigaraction.org](http://cigaraction.org) site, created by OCP, was mentioned with praise in multiple cigar industry publications, blogs, and other industry media outlets. Given PCA's demonstrated success with OCP, PCA is providing OCP tools to state affiliates to deepen their OCP partnership and further their success with state legislation. PCA uses OCP's advocacy software, consulting, and advocate acquisition services where they constantly innovate their advocacy approach by leveraging OCP's consultants and utilizing the latest features in video campaigning, integrated messaging, and advocate management.



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