

OUR PARTNER



The Premium Cigar Association (PCA)

Founded in 1933 as the Retail Tobacco Dealers of America, the Premium Cigar Association is the largest, most active, and longest-running trade association representing and assisting premium tobacco retailers, manufacturers, and partners in the industry. PCA offers premier services in education, advocacy, and business development, helping protect their members' businesses from unfair regulations while simultaneously helping them grow and succeed.

UNPREDICTABLE THREATS

The Need for Flexible and Scalable Advocacy

In 2018, the Premium Cigar Association noticed growing legislative threats that attempted to increase product taxes, slow industry-wide innovative practices, and restrict the industry's legal client base. It was apparent that manufacturers, retailers, and partners could see their businesses and livelihoods devastated by a variety of legislative threats. PCA knew they needed to identify a solution to strengthen their relationship with their members and legislators to aid in halting these disruptive threats.

PROVEN RESULTS

Saving Costs for PCA

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, 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.

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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 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.

**Campaigns
& Elections**
REED AWARD
WINNER**ACTIVATE YOUR ADVOCATES WITH ONE CLICK!**

"OneClickPolitics is far and away the most robust, effective and easy to use advocacy software platform available to advocacy professionals. During my time at PCA, I have leveraged OneClickPolitics to defeat dozens of pieces of legislation that would have led to unnecessary and harmful taxes on the cigar industry. I've also raised awareness for PCA through video deliveries to lawmakers and the growth of Cigar Action, our legislative action center designed in collaboration with OCP."



Josh Harbursky, Head of Federal Affairs, Premium Cigar Association