



How MST A Increased Advocacy Engagement by 80%

The Missouri State Teachers Association (MSTA) empowers educators across Missouri by championing their needs through advocacy and engagement. To effectively rally members in support of critical legislative initiatives, **MSTA needed a cost-efficient, impactful way to inspire action.**

With the integration of PropFuel, a conversational engagement platform, and Betty, an AI-powered knowledge assistant built for associations, MST A transformed its advocacy strategy, achieving unprecedented member engagement and personalization.

Prior Challenges

High Cost of Traditional Tools: MST A was evaluating advocacy tools that would cost the organization \$7,000 per year to facilitate advocacy campaigns. While functional, it lacked personalization and placed a strain on the organization's budget.

Low Member Participation: Getting members to take action—such as writing letters to legislators—proved challenging. Members often found the process cumbersome or demotivating.

Need for Personalization: Mass-produced, cookie-cutter messages lacked the persuasive power of personalized outreach, reducing their effectiveness in influencing legislative outcomes.

Finding a Solution with the Propfuel & Betty Integration

MSTA launched an advocacy email campaign addressing Social Security fairness legislation. Using the PropFuel and Betty Integration, MSTA prompted members to engage directly with legislators using Tillie's assistance. PropFuel's platform seamlessly funneled member data into Tillie, enabling personalized, AI-generated responses.

How it works:

01

Dynamic Emails: Using PropFuel, MSTA sent a campaign asking members to contact their legislatures about changes to retirement legislation. The campaign asked, **"Do you want Tillie to help you write a message?"**

02

Personalized Drafts: When members clicked "Yes," they were taken to Tillie. Tillie was automatically prompted to draft a unique letter using the member's information (name and city) pulled from PropFuel's data integration.

03

Member Contribution: Members had the option to provide additional details, allowing Tillie to create even more tailored and impactful messages.

The Results:

✓ **34,146** emails sent

✓ **Nearly 1,300** responses

✓ **57%** opened

✓ **96%** took action

✓ **1,865** total conversations with Tillie

✓ **218** follow-up interactions

96% of respondents relied on Tillie to draft their message, showing trust in MSTA's AI assistant.

The Impact:



By using existing tools, MSTA is saving \$7,000 annually that would be spent on an additional advocacy tool.



MSTA was able to spin up test campaigns in less than 10 minutes, going from “I wonder if this will work...” to a viable solution in less than an hour!



The integration allowed MSTA to reach new audiences through social media check-ins, increasing visibility and engagement beyond their membership base.

“We were pleasantly surprised to discover how this integration could work for advocacy engagement and were blown away by the member response.

Being able to generate 1-to-1 personalized content in this type of campaign is priceless. It makes it so easy for our members to send a thoughtful message to their elected representatives, while also demonstrating Tillie’s value to members who might not have tried it otherwise. Icing on the cake!”

- Kara Potter, Digital Strategist/Project Manager Missouri State Teachers Association

Future Goals:

- **Seasonal engagement campaigns** to drive member interaction during slower periods.
- **Personalize professional development recommendations** to help members find the right opportunities for their interests and career stage.
- **Create highly tailored member experiences** utilizing deeper AMS data integration.
- **Amplify advocacy** by expanding campaigns to attract non-members.

MSTA’s success demonstrates the power of PropFuel and Betty in modernizing member advocacy. Associations seeking to amplify their outreach and engagement strategies should explore how this innovative integration can transform their efforts.

[Book a Demo with Betty](#) || [Book a Demo with PropFuel](#)