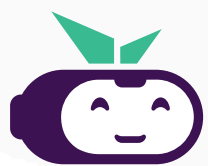


# MSTA



# Switched to AI for Member Engagement— Was It Worth It?



betty



# The Goals

- ✓ **Improve member engagement**
- ✓ **Boost advocacy participation**
- ✓ **Provide real-time support for educators**

## The Tactic

**Partner with Betty to develop Tillie:**

- ✓ **Streamline advocacy drafting personalized messages to legislators.**
- ✓ **Answers educator questions instantly**
- ✓ **Enhances professional development support**

Meet Tillie!  
MSTA's AI-Assitant.



## The Results

**2500+**

Total Unique  
Users

**67**

Avg. Daily  
Users

**14900+**

Total Questions  
Answered

**116**

Avg. Daily  
Questions

**80%** Increase in advocacy  
engagement

**\$7,000** Annual savings on  
advocacy tools

# It's Your Turn.

AI-powered solutions  
designed just for your  
association

## Book a Demo



[meetbetty.ai/demo](https://meetbetty.ai/demo)