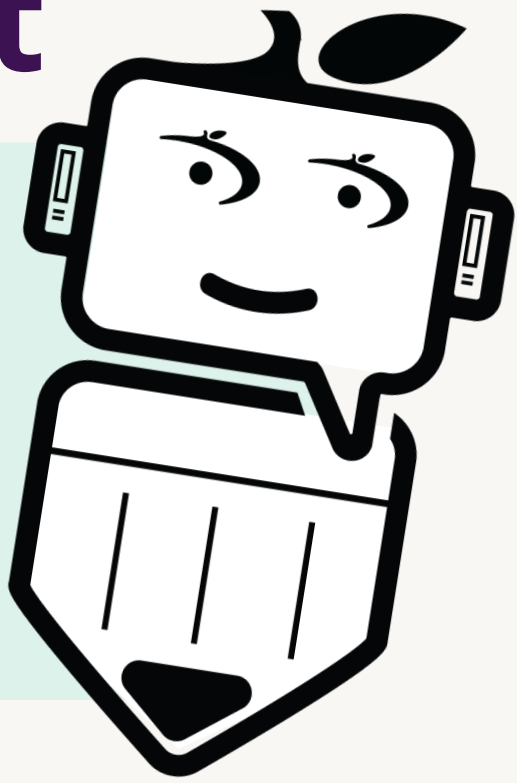


Transforming Advocacy and Classroom Support

Meet Tillie!
Missouri State Teachers
Association (MSTA) AI Assistant



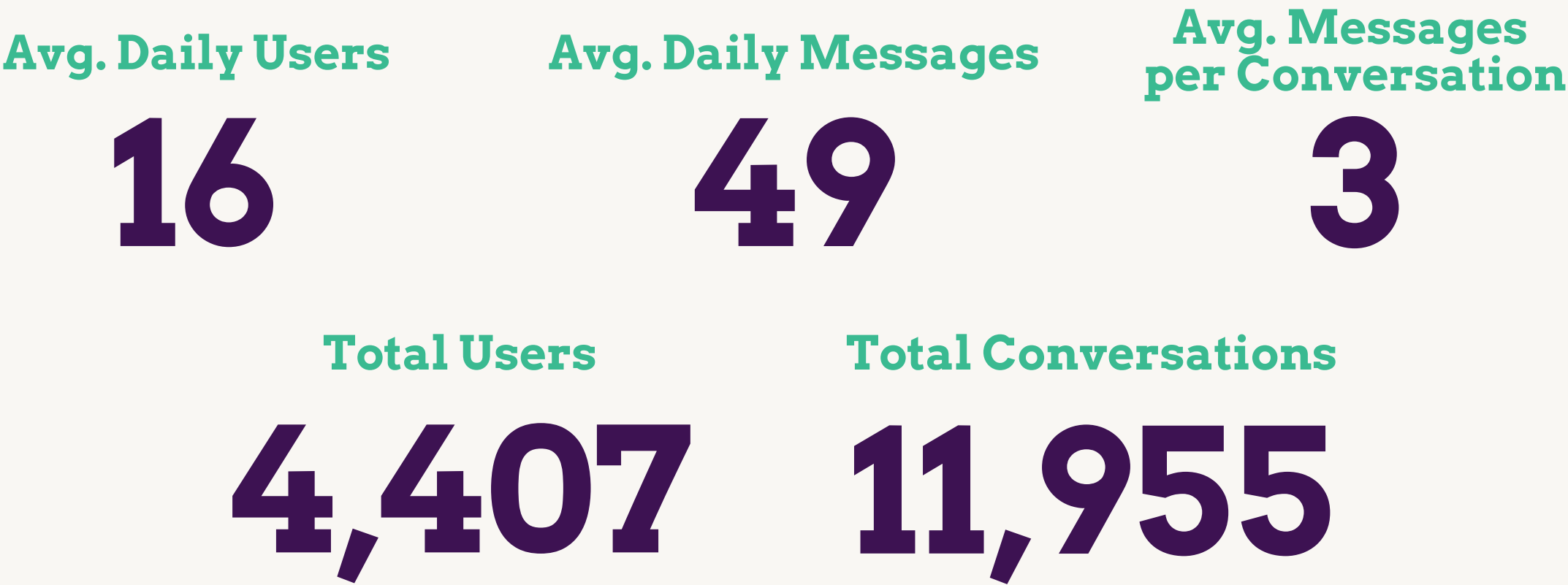
Driving Advocacy Success

- **96% of members used Tillie to write personalized messages to legislators** for MSTAI's Social Security fairness campaign
- **Initiated 1,865 conversations** with Tillie, including **218 follow-ups**, showing deep member trust and repeat use.
- By integrating Betty into MSTAI's advocacy campaign, MSTAI **increased advocacy engagement by 80%**, while **saving \$7,000** annually by eliminating a costly third-party advocacy tool

Enhancing Daily Teaching & Professional Growth

- **Curriculum & Standards:** aligning lessons with Missouri Learning Standards, CTE, and literacy programs.
- **Professional Development:** providing references, resources, and classroom strategies on demand.
- **Administrative Support:** helping teachers stay ahead of state program timelines and compliance needs

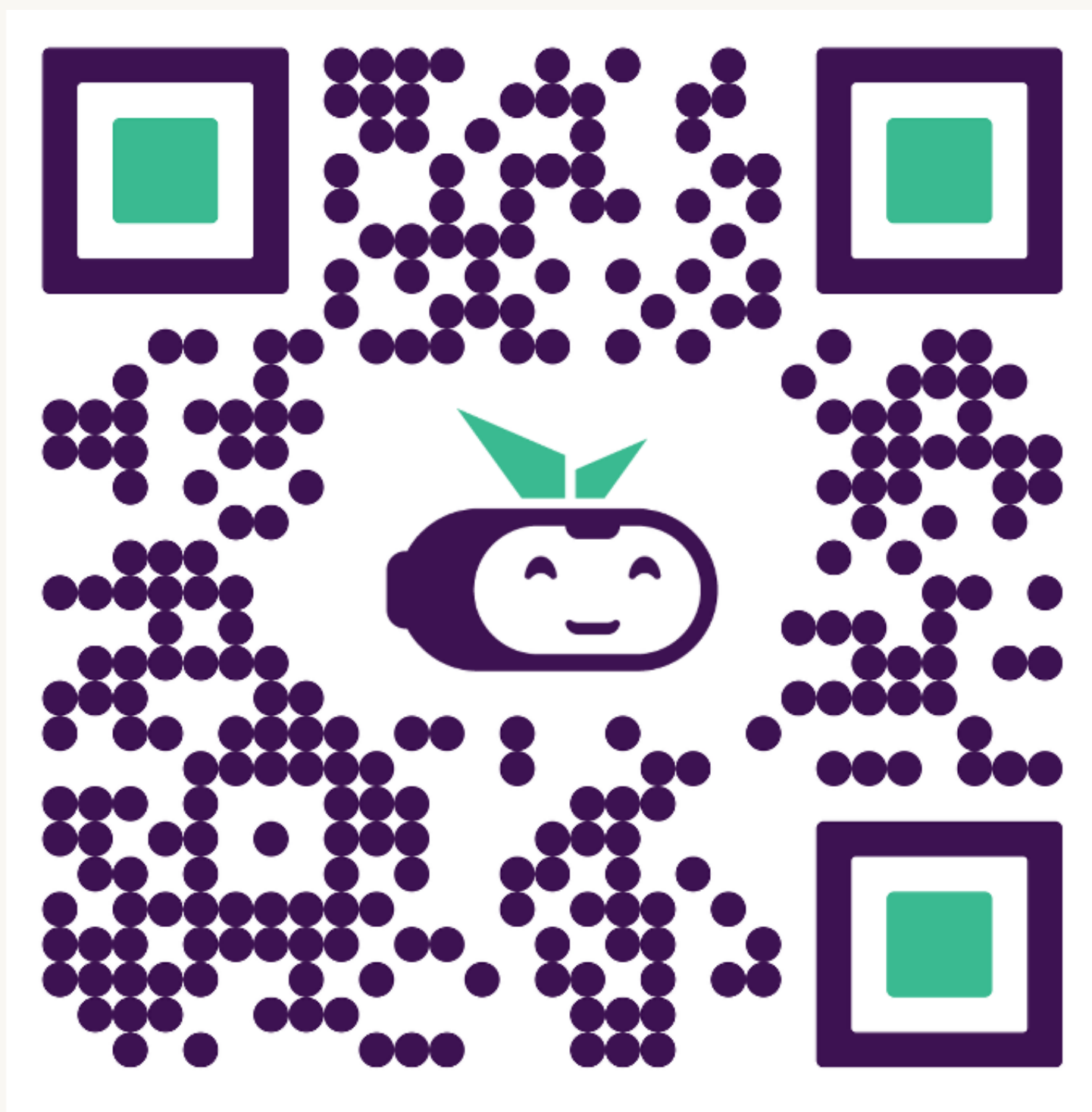
Tillie in 2025:





Meeting the knowledge needs of your members

Your Association's AI Knowledge Assistant



meetbetty.ai/demo