

Memo on Next Steps for the Ridgland Dogs

A clear, ambitious plan of action is key to social change. This memo sets out three strategic approaches for the Save the Dogs movement to free the 2000 beagles at Ridgland Farms—and take the movement for animals to the next level. The three approaches are: culture; key decisionmakers; and community organizing.

Each of the descriptions below is not a complete plan of action but, rather, a narrative anchor. Our aim is to get feedback from our rescuers; research effective strategies; and get expert opinions before deciding on one of these plans, or another plan entirely.

Regardless of which approach is taken, our strategic philosophy is “extreme diversity, extreme focus.” We hope to tap into the creativity and intelligence of the grassroots for idea generation (i.e., extreme diversity) but then relentlessly prioritize the strategies with the highest impact (i.e., extreme focus).

Approach 1: Culture and Storytelling

We will harness the backlash against police brutality to get 1,000 of the most influential people in the world to take a public stand against Ridgland Farms—and create unstoppable cultural momentum to free the dogs. The rescue efforts on March 15 and April 18 already inspired support from influencers like comedian Ricky Gervais, director James Gunn, and podcaster Jennifer Welch. Using the stories of rescuers who bravely fought off tear gas and rubber bullets, we will supercharge this effort and make Ridgland—and the abuse of dogs in labs—a subject of everyday concern. We will compile a list of 2,000 influential people; assign our activists into teams of 10 which are each tasked with reaching out to 10 of them; then use every lawsuit, court date, and individual story of heroism in the face of police brutality to persuade 1,000 of those influencers to take a public stand. Every statement by an influencer will be celebrated and posted to savethedogs.io, blown up on social media, and leveraged to push politicians, customers, and even Ridgland itself to free the dogs.

Approach 2: Key Decisionmakers and Institutions

We will use every tool of nonviolent protest to seize the attention of Gov. Tony Evers, Attorney General Josh Kaul, HHS Secretary RFK Jr., and President Donald J. Trump—and pressure them to save the dogs. We will bombard their offices with emails and phone calls from grandmas who were brutalized. We will swarm their social media with photos of beagles in labs. And we will meet them at every public event and beg, plead, or even compassionately disrupt their events to bring attention to the Ridgland dogs. We will split up into regional teams that will identify key leverage points in each region: a congressional ally in Michigan, an upcoming visit to Florida, or even just a sympathetic journalist in the local paper. We will use these leverage points to provoke reactions from these powerful people, then celebrate every reaction—such as Gov. Evers’ recent statement that he can’t “wave a magic wand”—on savethedogs.io to ratchet

up the pressure. When Evers says he doesn't have a wand, for example, 100 of us will show up at his next event in Harry Potter costumes and offer him ours.

Approach 3: Community Organizing and Rescue

We will turn Save the Dogs into the largest in-person community for animals ever—and a launchpad for a rescue effort that is 10x larger than the one we executed on April 18. We will aim to have 100 “Hugs for Pups” meetups in May—all featured on savethedogs.io—with delicious vegan ice cream and puppies from local shelters. At churches, universities, or the living rooms of our supporters, we'll share slickly-edited videos about the Ridgland rescue effort and explain how the Save the Dogs community can help *everyone's* pups. Dog parents will come to our meetups for the community and support. (We all need to meet people who can babysit our furry friends!) Others will come for the delicious food and adorable pups. We'll welcome everyone to join, even if they're afraid to hold a protest sign. But we will have an underlying purpose: build a community that can mobilize and support 10,000 people for the next rescue effort.