

# WIN A \$5,000 GRANT

You could be the lucky winner if you attend our session:

“It’s Hip To Be Snipped: Join Our Movement”

**Thursday**, April 6, at **11:15** AM CDT

Cat Track Room **350-351**

Any nonprofit who helps cats and attends our presentation has a chance to win a \$5,000 grant.  
One winner will be selected at random. Be sure to add us to your show planner!





# It's Hip To Be Snipped

## Join our Movement

APRIL 2023

**Deborah Cribbs**, *Founder and Director, Give Them Ten Movement*

**Monica Frenden-Tarant**, *Chief Innovation Officer: Feline Lifesaving*



# Agenda

- The State of Cat Welfare
- Starting a Movement
- Give Them Ten
- The Creative Work
- Join Our Movement
- Q&A

# **The State of Cat Welfare**



In 2012, cats were being euthanized in U.S. shelters at a rate of **one every 20 minutes.**

Greater Cincinnati was no exception.

Greater Cincinnati  
**2012 Live-Release Rate**

**37%**





# Challenges

People don't know about the need, available resources and/or how to access them.

They are ambivalent, confused and apathetic.

# Starting a Movement







# Why a Movement?

Changes the culture by leveraging emotions to shift perceptions and behavior





# Water Bottle Movement

Plastic no longer the social norm

Moved beyond just sharing information to emotional appeal, empowerment and making it cool

# Give Them Ten

Learn how we changed Greater Cincinnati's Cat Culture  
Raised live release rates to over 96%  
How you can do this, too.





# **It's Hip To Be Snipped**

Join our Movement

Thursday, April 6 @ 11:45 Rooms 350-351