



**Day of
Empathy**

WEDNESDAY, MARCH 1ST

Uniting grassroots leaders and elected officials
to build empathy for those impacted
by the criminal justice system.

Google.org

BENEFIT STUDIOS

#cut 50

An initiative powered by *The Dream Corps*



THE PROBLEM: MASS INCARCERATION

In American culture, we often see prison as the first option, rather than a last resort.

EMPATHY GAP

There is still too little compassion for the millions of people locked up -- or the loved ones they left behind.

We need to *change* the “lock ‘em up” mindset that sees incarceration as the main solution to societal ills.



OUR TWO-TRACK SOLUTION:

The **Day of Empathy** is a part of *#cut50's* National campaign to end mass incarceration in America.

Use new voices, media & tech tools to tell the stories of those impacted by mass incarceration.

**CULTURAL
CHANGE**

Energize our network to change laws & end excessive prison sentences.

**POLICY
CHANGE**



SPREAD YOUR VOICE: USING TECH TOOLS, DIGITAL AND SOCIAL MEDIA

Closing the empathy gap through shared stories:

As **Empathy Ambassadors** you can use advances in digital and social media, memes, and sites that promote user generated content to share the stories of those close to you. Most suffer the consequences of incarceration long years after they have completely paid for their crimes.

As **Empathy Ambassadors** you have the tools to help **bridge the empathy gap** between the one-third of all American families who have experienced incarceration, and the other two-thirds who are at least indirectly impacted as taxpayers and neighbors.



LEARN THE FACTS AND GET INVOLVED

Closing the empathy gap by interactions with leaders:

Make a call, or send a message, or shake a hand and let policy makers and business leaders know that **you care**:

- About healing and repairing the causes of repeated criminal behavior
- To break the cycles for all youth tempted by drugs and gangs
- About sensible alternatives to incarceration
- About the restoration of rights to those who have paid for their errors
- To explore ways to give inmates the opportunity to help heal victims of crime
- About how we treat mothers of young children in prison
- That we provide support for children with incarcerated parents
- To see bans on employment practices & policies that deny second chances
- And that you will be standing up and speaking up as an **EMPATHY AMBASSADOR**





DAY OF EMPATHY: CREATING A NATIONAL NETWORK IN ALL 50 STATES WEDNESDAY, MARCH 1ST

#cut50 has quickly built and coordinated this national network of Day of Empathy partners in all 50 states. These partner organizations are charged with acting as ambassadors and recruiters of ambassadors to promote criminal justice reform at each local Day of Empathy event.

But that's only a beginning for this year of informed activism...

In Georgia, positive actions have been changing costly outdated systems. There has also been a groundswell of advocacy. Yet the vast majority of Georgians, like most Americans, don't realize how connected they and their families are to the social and economic impacts of mass incarceration.

GET INVOLVED – JOIN THIS EMPATHY MACHINE

Become an active Empathy Ambassador *today!*



POWERHOUSE PARTNERS

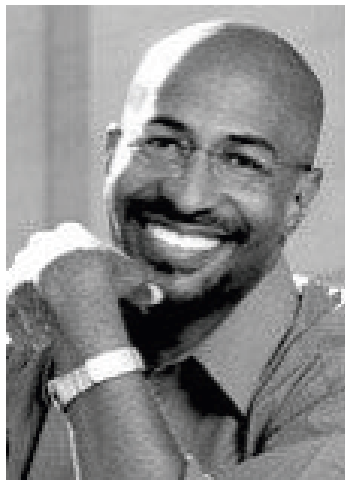


More than 100 top-level celebrities & leaders have worked with *The Dream Corps*



TOP POLICY EXPERTS

The *#cut50* Team Leaders



Van Jones

#cut50 Co-Founder,
Dream Corps President,
& CNN Correspondent



Jessica Jackson Sloan

#cut50 Co-Founder &
National Director,
Mayor of Mill Valley, CA



Shaka Senghor

Author, activist,
former inmate, &
Co-Founder of
#BeyondPrisons



Matt Haney

#cut50 Co-Founder,
Dream Corps Political
Director, & San Francisco
School Board President



#cut 50

#cut50 is a national bipartisan effort to safely and smartly reduce our incarcerated population by 50 percent over the next 10 years.

We believe there is a once-in-a-lifetime opportunity to reform our broken criminal justice system. To do so, we are catalyzing new and unlikely partnerships and elevating proven solutions. We are amplifying the voices of those impacted by the system and driving a national narrative of justice, redemption, and transformation.

TAKE ACTION! Join our campaign for [#JusticeReformNOW](#) at [JusticeReformNOW.org](#)

[cut50.org](#)

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