



COMMUNITIES OVER CAGES: CLOSE THE JAIL ATL CAMPAIGN FROM CUFFS TO CARE MEDIA TOOLKIT

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BACKSTORY

The City of Atlanta has allocated \$18 million dollars in the [proposed 2020-21 city budget](#) to the Atlanta City Detention Center, *a building that sits mostly empty and is slated for closure & repurposing into a Center for Wellness & Freedom* thanks to the work of the [Communities Over Cages: Close the Jail ATL Campaign](#), our alliance partners, and the [Reimagining ACDC Initiative](#).

In a time of public health crisis, loss of millions to the City's revenue, and nationwide mobilization to defund police and jails, it is unconscionable for the City of Atlanta to spend \$18 million to lock people in cages for jaywalking and disorderly conduct. We can, in no way, allow for this jail - and potential hotspot - to exist any longer in our community, wasting desperately needed resources, disproportionately criminalizing Black people and poor people of color, and making us all less safe.

WHAT WE WANT

- 1.** We demand a FY2021 budget for the Atlanta Department of Corrections of \$0. We support a city budget that reflects the **\$18 million dollars** going to protect the health and safety of the people of Atlanta instead of wasted on a soon-to-be-closed jail which has destroyed lives and rendered us all less safe.
- 2.** We demand the city walk its talk and close the jail for good.
- 3.** We demand that the employees and workers of ACDC get a leg up, not a lay off in desperate economic times. We support a budget that reflects current ACDC staff being moved to other departments where they can learn skills for future jobs and truly be of service to our city.



TIMELINE

We have *less than a month* until the FY2021 budget will be voted on by the City Council and we intend to do everything in our power to zero out the Corrections budget. We need you to join with us to mobilize your folks in advance of the:

May 27: Finance & Executive Committee Meeting

June 1: Full City Council Meeting

June 10: Finance & Executive Committee Meeting (where budget amendments are offered)

June 15: Final Vote on Budget in City Council

June 23: Final Mayoral Approval of the FY21 City Budget

CALLS-TO-ACTION

We need YOU and your supporters to:

1. [Sign this petition](#) to urge the Mayor and City Council to redirect \$18 million from cuffs to care.
2. [Call and email your Councilmember](#) to demand they redirect \$18 million from cuffs to care.

Phone/ Email Script: *Hi, my name is _____ and I live in District _____. I'm calling/ emailing to ask you to move \$18 million dollars in the city's proposed budget out of the Atlanta City Detention Center. Atlanta should not be wasting \$18 million dollars to operate a jail that's mostly empty and already slated for closure- especially in the midst of national turmoil over police violence, the COVID health crisis and a \$40 million dollar city budget deficit. Employees of ACDC should be moved to other departments where they can learn skills for future jobs and truly be of service to our city. Move \$18 million dollars from cuffs to care and invest in the safety and wellness of Black Atlantans!*



3. Tweet at the Mayor and Councilmembers and share images on social media

Council President: @FeliciaAMoore

Post 1 At-Large: @Michael_J_Bond

Post 2 At-Large: @WestmorelandATL

Post 3 At-Large: @Andre4Atlanta

District 1: *Facebook Only:* [Carla Smith](#)

District 2: @AmirForATL

District 3: @AtlDistrict3, @AntonioisMuted

District 4: *Facebook Only:* [Cleta Winslow](#)

District 5: @NMArchibong

District 6: @JenniferIde1

District 7: *Not on Social Media*

District 8: *Not on Twitter, use Senior Policy Advisor & Community Affairs Director*

Office of Atlanta City Councilmember J.P. Matzigkeit, Jim Elgar: @jimelgar

District 9: @Dustin4Atlanta

District 10: @AndreaBooneNow

District 11: @MarciOverstreet

District 12: @joycesheperd

City Council General: @atlcouncil

Atlanta Mayor: @KeishaBottoms

4. Make a 15 second or less video about why the city should move \$18 million from cuffs to care and submit it to budgettalk@atlantaga.gov (Also send it to info@rjactioncenter.org so we can share!)

**If you are with an organization, [contact Che](#) about how your organization can sign on to a letter to the Mayor urging her to “do the right thing” and redirect \$18 million of our tax dollars from cuffs to care!*

More on other actions as we gear up for City Council meetings coming soon. (Be sure to sign up for updates at www.closejailatl.org)



MESSAGING & TALKING POINTS

- Now more than ever, we must take action to defund the institutions which destroy Black lives. Defund the jail. DIVEST from cuffs, INVEST in care.
- The Mayor should do the right thing and uphold her bold commitment to close and repurpose the extra jail into a Center for Equity, Wellness & Freedom - something our city needs now more than ever.
- With the COVID crisis, the city faces a \$40 million dollar deficit and should not be wasting \$18 million dollars of taxpayer money to operate a jail that's mostly empty and already slated for closure.
- Now is the time to protect the safety and wellness of all Atlantans! Move \$18 million dollars from cuffs to care, from petty punishment to public health!
- Employees and workers of ACDC should get a leg up, not a lay off in desperate economic times. Move ACDC staff to other departments where they can learn skills for future jobs and truly be of service to our city during this crisis.

TAGLINES

Move \$18 million from cuffs to care!

Support Black lives. Defund the jail.

DIVEST from cuffs, INVEST in care.

Move \$18 million from petty punishment to public health!

SOCIAL MEDIA POSTS

Or, create your own content, including graphics & memes, using the Talking Points above!

TWITTER

[DOWNLOAD IMAGES HERE](#)

(Or tweet directly at your Councilmember using the handles above.)

@atlcouncil Support Black lives. Defund the jail. Move the \$18 million dollars from cuffs to care! #CloseTheJailATL #CommunitiesOverCages #ATLBudget



@atlcouncil Not one more dollar wasted on the extra city jail! Move the \$18 million dollars from cuffs to care! #CloseTheJailATL #CommunitiesOverCages #ATLBudget

Tell @atlcouncil to vote correct! Move \$18 million from petty punishment to public health! Close the jail now! Sign the petition at: [closejailatl.org/cuffs-to-care](https://www.closejailatl.org/cuffs-to-care) #CloseTheJailATL #CommunitiesOverCages #ATLBudget

@KeishaBottoms do us proud & do the right thing! Uphold your bold commitment to close and repurpose the extra jail into a Center for Wellness- something we need now more than ever. Move \$18 million dollars from cuffs to care. #CloseTheJailATL #CommunitiesOverCages #ATLBudget

FACEBOOK

[DOWNLOAD IMAGES HERE](#)



Support Black lives! Defund the jail! The @atlcouncil is voting on a budget with \$18 million dollars for a jail that's nearly empty and already slated for closure - in the midst of a global pandemic, a \$40 million dollar city budget deficit, & nationwide community mobilization to defund police and jails. SIGN THE PETITION to move \$18 million dollars from cuffs to care!

👉 <https://actionnetwork.org/petitions/tell-atlanta-to-move-18-million-from-cuffs-to-care>
#CloseTheJailATL #CommunitiesOverCages #ATLBudget

Do the right thing, @atlcouncil & @keisha.bottoms! Uphold your bold commitment to close and repurpose the extra jail into a Center for Equity, Freedom and Wellness- something we need now more than ever. Move \$18 million from petty punishment to public health! SIGN

THE PETITION TODAY 👉

<https://actionnetwork.org/petitions/tell-atlanta-to-move-18-million-from-cuffs-to-care>
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INSTAGRAM

**Put the petition link in your bio! <https://www.closejailatl.org/cuffs-to-care>*

[DOWNLOAD IMAGES HERE](#)



**SUPPORT BLACK LIVES
DEFUND THE JAIL**
#CommunitiesOverCages #CloseTheJailATL


On June 15th, the City of Atlanta is voting on a budget with \$18 million dollars for the Atlanta City Detention Center.

SIGN NOW to divest from cuffs & invest in care :
closethejailatl.org/cuffs-to-care



[DOWNLOAD IMAGES HERE](#)

CAPTION:

Support Black lives. Defund the jail. Atlanta City Council is voting on a proposed budget of \$18 million dollars for a jail that's nearly empty and already slated for closure - in the midst of a global pandemic, \$40 million dollar city budget deficit, nationwide community mobilization to defund police and jails.  SIGN THE PETITION (link in bio!) to move \$18 million dollars from cuffs to care! #CloseTheJailATL #CommunitiesOverCages #ATLBudget



**MOVE \$18 MILLION
FROM CUFFS TO CARE**

#CommunitiesOverCages
#CloseTheJailATL
#ATLBudget

Sign the petition TODAY:
closethejailatl.org/cuffs-to-care



[DOWNLOAD IMAGES HERE](#)

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Atlanta City Council is voting on a proposed budget of \$18 million dollars for a jail that's nearly empty and already slated for closure - in the midst of a global pandemic, \$40 million dollar city budget deficit, nationwide community mobilization to defund police and jails. 📄 SIGN THE PETITION (link in bio!) to move \$18 million dollars from cuffs to care! #CloseTheJailATL #CommunitiesOverCages #ATLBudget



[DOWNLOAD IMAGES HERE](#)

CAPTION:

Do the right thing, Atlanta! Uphold your bold commitment to close and repurpose the extra jail into a Center for Equity & Wellness- something we need now more than ever. Move \$18 million from petty punishment to public health! 📄 SIGN THE PETITION TODAY (link in bio!) #CloseTheJailATL #CommunitiesOverCages #ATLBudget

#HASHTAGS

#CommunitiesOverCages
#CloseTheJailATL
#ATLBudget