



# CAMPAIGN PROSPECTUS

# CONTENTS

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Meet Maggie .....3

Why Maggie is Running .....5

Links to Media.....7

Maggie 2019 Updates.....7

Path to Victory .....8

Get Involved .....11





# MEET MAGGIE

Like many of us, I woke up on November 9, 2016 in a state of sadness and shock that I hadn't experienced before. Not only had I spent the year running my own small business and supporting my partner and I after he was laid off as a result of the failed Republican leadership in Illinois, but suddenly, overnight, the moral floor that this country had been resting upon was pulled out from under me—out from under us all.

I watched the news cycle whirl in front of me and I felt helpless. I thought about how my life was about to change as a young, LGBT+ woman—I thought about how life was about to change for all of us.

## And then I started digging.

Low voter turnout in marginalized communities motivated me to become a deputy voter registrar, and by the end of 2017 I had deputized over 500 voter registers in Cook County and had organized voter drives at more than three dozen high schools, festivals, and events. We registered thousands of new voters in the Chicagoland area in one year and we were only beginning.

In 2017, I was appointed as a lead volunteer in Ameya Pawar's campaign for governor. I was inspired by his call for progressive reform in Illinois, and by his battle against corporate interests and donors. While working on his campaign, I travelled across Illinois and listened to the issues that were important to the people of this state while inviting them to become a part of the electoral process.



As we know, after a hard-fought battle, Ameya chose to end his campaign. But I didn't let the end of his campaign be the end of the movement we all needed. I redoubled my efforts, and helped turn out the vote for the important March primary. While spending time in my community, I started to focus on the **needs of my own neighborhood, my own community, and the ward I lived in.** In February 2018, I knocked on my first doors and began to introduce myself to the 40th Ward.

Those first few months walking in the bitter cold of the Chicago winter was a challenge, but hearing from the residents of the 40th Ward about their local issues and representation fueled me to reach every resident. I met some of my most dedicated volunteers in those early days, people who would help me build my campaign infrastructure, accompanied me to my first events, helped me knock on even more doors, and now make up the most incredible canvass team in Chicago. My most active volunteers live in the community and have graciously invited me into their homes, their schools, and have even donated their space for our field office.



**Maggie 2019 is a women-led campaign supported by women**—my donation come nearly 2 to 1 from women from the Chicagoland area, with an average contribution of \$45 per person. We are building a real, grassroots movement in the 40th Ward with the people at the center of the fight. A successful ward network can only come from an energized and engaged voter base. You can see that not just in my volunteer based campaign, but also in my dedication to campaign finance reform. I believe that we need to make it easier for people to run for office—public office shouldn't just be for the wealthy, but for real people from all walks of life. I am refusing to take corporate PAC money, land-use attorneys or building developers. My donor looks a lot like the people who have come out to support my campaign.

I believe that the 40th Ward truly needs a representative who truly **listens and responds to fellow neighbors**. Together, we can make sure our leaders no longer silence neighbors in order to protect a status quo that enriches the few.





# WHY MAGGIE IS RUNNING

Voters hold the real power and Chicago needs our help. We face financial peril and problems that no one person can fix (no matter how much they might promise otherwise). **A true sustainable community is empowered by active community engagement.** That is why I am running to be your public servant—to work with you and serve as all neighbors voices. I am running for alderman to build a sustainable community in the 40th Ward—one we're proud to live in and proud to share.

The way we are running our campaign is the way we will run the 40th Ward Alderman's Office from day one. I will work with others, listen to all perspectives, and follow through to produce results. To me, this job is about serving the public, not playing politics or working the angles.

I believe that—working together—we can develop this community around three pillars: equity in education, small business development, and environmental sustainability.

## EQUITY IN EDUCATION

- Suspend the creation of new charter schools or magnet schools in the 40th Ward.
- Expand Universal Pre-K and Kindergarten access to provide high quality, full-day school days to families and educators.
- Seek grants and partner with local nonprofits to boost after-school programming and safe havens for students.
- Establish an elected Chicago Public Schools board to truly represent the needs of parents and children.

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## SMALL BUSINESS DEVELOPMENT

- Expand small business development through community zoning and licensing reform to give residents an opportunity to be a part of the growth process.
- Establish 40th Ward participatory budgeting and provide community members their rightful place in the decision-making process.
- Attract new affordable and transit-oriented developments to create density in our shopping districts and main transportation arteries.

## ENVIRONMENTAL SUSTAINABILITY

- Support block-by-block initiatives including permeable alleys, green roofs, and clean water conservation.
- Build a coalition of aldermen and nonprofit organizations to reform the recycling program, where only 10% of materials actually get recycled.
- Minimizing waste through composting and provide access to energy-saving programs.
- Reinforce the good work from existing park advisory councils to protect public green spaces.
- Create new recreation centers and jobs across the Chicago River, including boat rentals, tours, and more.



## PAT O'CONNOR

Alderman Pat O'Connor has spent 35 years maintaining the culture of corruption in Chicago for his own personal profit. He serves as the Floor Leader for multiple mayors and has blocked hundreds of progressive and common-sense initiatives - most recently, public hearings on dangerous levels of lead in Chicago's drinking water.

His law practice – coupled with his wife's realty business – has made millions for himself and his family at the expense of his constituents. This is not public service. This is gaming the system by picking winners and losers when it comes to development.

I am challenging him because **the 40th Ward deserves a real public servant**, one with the willpower and energy to meet neighbors where they are at and to improve our community through people-powered engagement.

# LINKS TO MEDIA

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## **Columbia alumna aims to become ward's first female alderman**

*Alexandra Yetter, Columbia Chronicle*

<http://bit.ly/maggiemedia1>

## **Candidates For 40th Ward Alderman To Face Off At Neighborhood Forum Tuesday**

Alex V. Hernandez, Block Club Chicago

<http://bit.ly/maggiemedia2>

## **MAGGIE 2019 UPDATES**

### **Maggie 2019 Hosts Multilingual Political Playdate with 40th Ward Immigrant Families**

<http://bit.ly/maggieupdates6>

### **Maggie 2019 Opens “Alternative 40th Ward Office” on Foster Avenue**

<http://bit.ly/maggieupdate1>

### **Maggie 2019 Raises \$10K in Independent Small Donations, Announces 40th Ward Community Roadmap**

<http://bit.ly/maggieupdates5>

### **Maggie 2019 Calls for Community Solar Development on Chicago's North Side**

<http://bit.ly/maggieupdate2>

### **Maggie 2019 Urges More Women to Run for Office—and Win—at Small Business Salon**

<http://bit.ly/maggieupdates3>

### **Maggie 2019 Brings in Over \$20K in Maternity & Children Clothing Donations at Monthly 40th Ward Community Pop-Up**

<http://bit.ly/maggieupdates4>





# PATH TO VICTORY

**Maggie 2019 has been out knocking doors since February 2018.** She has volunteered at community fundraisers, helped plant and clean up gardens, and been present for school events. Our team has spent the last eight months listening to people in the 40th Ward and hearing their concerns—and we're going to do something about those concerns, whether your alderman wants to or not.

We have opened the “Alternative 40th Ward Office” to address neighbors’ needs, including clearing sewer grates of leaves and—come this winter—shoveling snowy sidewalks. It’s time for a community-driven ward organization that actually responds to constituents’ requests.

This campaign has also knocked on doors in each of the 39 precincts in the Ward. We have completed our first sweep through the 40th Ward, and are well on our way through our second. Each time we go out, we are identifying **more and more voters who support Maggie’s run for Alderman**. We are confident that we are well on our way to a victory in February 2019, and that Alderman Pat O’Connor is a particularly vulnerable incumbent.

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The 40th Ward has approximately 30,000 registered voters. Voter turnout in municipal races such as hovers around 35%. In 2015, the 40th Ward was 25th in voter turnout. **There are four key groups that we believe are particularly receptive to the message of our campaign:**

## WOMEN VOTERS

Our campaign, particularly our **messages of equity in education and housing for all**, has really resonated with women in the Ward. 80% of women who are likely voters in this Ward are over the age of 40 and 60% of them are homeowners. They are concerned about the schools that their children attend, they are concerned by the rising cost of their property taxes, and they want to see development that is centered around small businesses. They have also been particularly energized by the politics of 2018 and want to help a progressive woman get into office.

## OLDER VOTERS

When knocking on doors and talking to residents, we find ourselves talking to a lot of people who have lived most of their lives in the 40th Ward. 39% of the likely voters in this Ward are above the age of 59 and half of them are homeowners. Many of them have stories about living in the same house for over twenty years, sending their kids to the local schools, and have seen many of the changes that the Ward has gone through over the years. Many of these voters are **ready for an active and engaged alderman's office**. They are worried about property taxes and development, but they also feel as if they have lost their voice in local politics. They want to be heard, and they no longer feel as if the current alderman is listening to them.

## IMMIGRANT VOTERS

**The 40th Ward has a thriving immigrant community** that includes cultures and languages from across the globe. From a robust Vietnamese community to neighborhoods full of Greek and Arabic voices, the 40th Ward has a great deal of diversity. We know that immigrants who can vote do—and to encourage them to participate, we will be directly reaching out to them in their language and in their communities centers and homes.

## LGBTQ VOTERS

The 40th Ward is an inclusive and welcoming community. Many LGBTQ people and families have put their roots down here for decades and helped build the neighborhoods we enjoy today. However, changing neighborhood development and property values are threatening the stability of older LGBTQ couples in areas including Andersonville, Ravenswood, and Lincoln Square. **As the only LGBTQ candidate in the race**, Maggie can speak directly to these neighbors' concerns and represent their voices, as well as fight to protect affordable housing options for the LGBTQ individuals who helped create what the 40th Ward is today.

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## WE KNOW THAT PATRICK O'CONNOR IS PARTICULARLY VULNERABLE RIGHT NOW, IN THIS RACE.

Four years ago, Patrick O'Connor had a challenger who received 41% of the vote. Four years later, even more people are waiting and wanting to vote for someone who excites them, someone who shares their issues and their concerns, and **someone who is deeply committed to bring integrity and transparency back to the Alderman's office.**

Since we've been on the ground since February 2018, we have already identified many of the voters who support Maggie O'Keefe for Alderman. We will continue to expand upon our success through an aggressive grassroots campaign that includes knocking on doors, writing postcards to voters, being present at local events, and modernizing the old idea of precinct captains.

Maggie got into this race to **bring transparency, efficiency and accountability** back to the 40th Ward. We are proud to lead a female-led, grassroots team that is working hard to bring change to our community.  
**Join us and help make a difference!**







# GET INVOLVED

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## WEBSITE

<http://maggie2019.com>

## EMAIL

[info@maggie2019.com](mailto:info@maggie2019.com)

## SOCIAL MEDIA



Maggie O'Keefe for 40th Ward Alderman

<https://facebook.com/MaggieJOkeefe/>



@MaggieJOK

<https://twitter.com/MaggieJOK>



Maggie O'Keefe

<https://linkedin.com/in/maggieokeefechicago/>

