



CAPABILITIES STATEMENT

WWW.THELUKESNETWORK.COM
MARKETING + SUSTAINABILITY
DO WELL & DO GOOD

Core Competencies Strategy Marketing Sustainability Fundraising Outreach
Government Relations Public Affairs Project Management Branding

The Lukes Network, LLC Overview & Differentiators

- Principals: combined 70 years' experience in private, government, non-profit sectors
- Energy, Housing, Workforce & Economic Development
- Strategy re hard-to-reach populations and disadvantaged communities
- Purpose-driven
- Focus on People, Profit & Planet; Do Well + Do Good
- Woman-owned
- Minority-owned
- Evidence-based data
- Authentic storytelling

TIN: 86-1554390 DUNS: 117896912

NAICS: 541613, 541820, 541810, 541611

Sample of Principals'

Past Experience, Clients, Projects & Partnerships

Business for Social Responsibility; McDonald's North American Logistics Council; Starbucks; Golden State Foods; GRID Alternatives; U.S. Department of Housing & Urban Development; California Attorney General's Office; State Bar of California; Legal Services Corporation; Carbon Disclosure Project; Orange County Workforce Development Board; Habitat for Humanity of Orange County; Multiple Chambers of Commerce

Professional Services

Full-service and Integrated Strategic Marketing & Communications, Fundraising, Management

- Strategic Planning, Project Management and Implementation; Government Relations
- Brand Development & Content Creation
- Fundraising + Public/Private Grant Planning/Writing/Implementation/Reporting
- Digital & New/Social Media Strategic Content Planning and Implementation
- Event Marketing & Event Production
- Communications/Public Relations
- Production, Campaign Design and Creative (Collateral, Graphic, Photography/Video and Web Design and Messaging)
- Media Planning and Buying
- Analysis and Reporting.

Sustainability/Corporate Social Responsibility

- ESG Strategy, Implementation & Reporting
- Marketing of Sustainability Programs
- Corporate Social Responsibility & Employee Engagement Programs;
- Giving/Grant Making Strategy

Co-Founders

- CEO: Anna Lisa Lukes, JD; MBA (UCLA, Whittier Law School; Chapman University MBA, Entrepreneurship Emphasis)
 - COO: Jay Lukes (Cal Poly San Luis Obispo)
- Orange County Business Journal Nominee: Family-Owned Business, Women in Business, Company That Cares; OneOC Spirit of Volunteerism Honoree



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Strategy | Outreach | Fundraising Sustainability. Energy. Community.