

Libertarian National Committee - Membership Report

"Donor" Totals - Nov-10

18 Month Comparison

	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10
Active w-MEM	14566	14303	14094	13787	13618	13963	14076	14412	14469	14307	14523	14394	14486	14524	14403	14408	14250	13858
Active w/out MEM	693	674	691	628	552	575	587	647	747	779	709	767	872	834	876	912	934	940
Total	15259	14977	14785	14415	14170	14538	14663	15059	15216	15086	15232	15161	15358	15358	15279	15320	15184	14798
Percent Change	-3.17%	-1.85%	-1.28%	-2.50%	-1.70%	2.60%	0.86%	2.70%	1.04%	-0.85%	0.97%	-0.47%	1.30%	0.00%	-0.51%	0.27%	-0.89%	-2.54%

Lapsed/Drop MEM	1443	1151	1129	1072	1089	1075	695	714	778	1280	1077	1124	924	994	1160	1096	1200	1115
Lapes w/out MEM	35	54	42	72	120	21	40	33	31	53	82	32	32	79	41	31	38	21
Lapsed/Drop Total	1478	1205	1171	1144	1209	1096	735	747	809	1333	1159	1156	956	1073	1201	1127	1238	1136
Percent Change	20.75%	-18.47%	-2.82%	-2.31%	5.68%	-9.35%	-32.94%	1.63%	8.30%	64.77%	-13.05%	-0.26%	-17.30%	12.24%	11.93%	-6.16%	9.85%	-8.24%

New Donors w-MEM	319	364	412	367	284	251	206	218	258	338	223	247	247	266	219	190	234	149
New w/out MEM	4	3	3	3	7	9	3	9	66	15	3	6	22	3	15	4	14	3
New Total	323	367	415	370	291	260	209	227	324	353	226	253	269	269	234	194	248	152
Percent Change	-11.26%	13.62%	13.08%	-10.84%	-21.35%	-10.65%	-19.62%	8.61%	42.73%	8.95%	-35.98%	11.95%	6.32%	0.00%	-13.01%	-17.09%	27.84%	-38.71%

Renewed w-MEM	622	524	508	398	636	1169	602	832	577	780	1070	748	769	766	820	911	808	574
Renewed w/out MEM	33	32	56	6	37	35	49	84	65	70	9	84	115	38	68	63	46	24
Total Renewals	655	556	564	404	673	1204	651	916	642	850	1079	832	884	804	888	974	854	598
Percent Change	-4.66%	-15.11%	1.44%	-28.37%	66.58%	78.90%	-45.93%	40.71%	-29.91%	32.40%	26.94%	-22.89%	6.25%	-9.05%	10.45%	9.68%	-12.32%	-29.98%

Active MEM	14566	14303	14094	13787	13618	13963	14076	14412	14469	14307	14523	14394	14486	14524	14403	14408	14250	13858
Zero Dues MEM	100697	101390	102010	102737	103243	103079	103150	103034	103207	103643	103761	104068	104183	104300	104598	104822	105169	105786
Total "MEM"	115263	115693	116104	116524	116861	117042	117226	117446	117676	117950	118284	118462	118669	118824	119001	119230	119419	119644
Percent Change	0.22%	0.37%	0.36%	0.36%	0.29%	0.15%	0.16%	0.19%	0.20%	0.23%	0.28%	0.15%	0.17%	0.13%	0.15%	0.19%	0.16%	0.19%

Total "LIFETIME"	2006	2013	2020	2024	2026	2031	2035	2040	2043	2049	2066	2070	2077	2077	2084	2085	2088	2087
Total "BSM"				13725	13549	13777	14096	14316	14394	14331	14615	14526	14562	14667	14579	14543	14488	14072

Last Year vs. This Year

	Nov-09	Nov-10	Change	18 Mo Ave
Active w-MEM	13963	13858	-0.75%	14247
Active w/out MEM	575	940	63.48%	745
Total Active	14538	14798	1.79%	14992
Lapsed/Dropped	1096	1136	3.65%	1110
New Donors	260	152	-41.54%	277
Renewals	1204	598	-50.33%	779

Active Donors w-MEM =	13858
Lapsed & Zero Dues MEM =	105786
Total "MEM" w-Signed Certificate =	119644
Member Signed Certificate =	"MEM"
Total "BSM" =	14072
Bylaws defined Sustaining Member =	"BSM"

NEW-RENEW BREAKDOWN BY TYPE

New Members 10/10			
Source	Number	\$ Total	Ave Gift
House Mailing to Inq	3	\$ 75.00	\$ 25.00
Dir Mail Prospecting	7	\$ 175.00	\$ 25.00
Tele-New	0	\$ -	\$ -
Web New Members	121	\$ 5,026.00	\$ 41.54
* Manual Adjustments	21	n/a	n/a
Total	152	\$ 5,276.00	\$ 34.71
Renewals			
Source	Number	\$ Total	Ave Gift
Renewals via House Mailing	29	\$ 1,545.10	\$ 53.28
Dir Mail Renewals	234	\$ 10,380.00	\$ 44.36
Tele-Renewal	16	\$ 850.00	\$ 53.13
Web Renewals	136	\$ 6,085.00	\$ 44.74
* Manual Adjustments	183	n/a	n/a
Total	598	\$ 18,860.10	\$ 45.45

* Includes Renewals via Pledge Extension & New Pledges

Nov-10 MEMBERSHIP BY STATE --- ACTIVE AND NON ACTIVE

<u>STATE</u>	<u>TOTAL "MEM"</u>	<u>NON ACTIVE "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>
AK	627	565	62	2	64
AL	1492	1293	199	14	213
AR	763	671	92	3	95
AZ	2839	2525	314	25	339
CA	18331	16439	1892	120	2012
CO	3280	2854	426	23	449
CT	1347	1181	166	14	180
DC	328	291	37	2	39
DE	354	300	54	4	58
FL	6975	6182	793	64	857
GA	5528	5039	489	23	512
HI	485	420	65	3	68
IA	878	764	114	11	125
ID	668	600	68	3	71
IL	4053	3511	542	45	587
IN	2658	2313	345	24	369
KS	1084	923	161	4	165
KY	975	874	101	8	109
LA	896	767	129	7	136
MA	2678	2410	268	26	294
MD	2115	1847	268	25	293
ME	740	660	80	3	83
MI	4819	4310	509	21	530
MN	1846	1632	214	7	221
MO	2049	1798	251	24	275
MS	544	474	70	8	78

<u>STATE</u>	<u>TOTAL "MEM"</u>	<u>NON ACTIVE "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>
MT	437	396	41	4	45
NC	2895	2539	356	22	378
ND	152	120	32	2	34
NE	547	478	69	5	74
NH	1253	1107	146	7	153
NJ	2737	2446	291	25	316
NM	1007	898	109	9	118
NV	1577	1381	196	12	208
NY	4362	3736	626	45	671
OH	4474	3829	645	41	686
OK	879	780	99	9	108
OR	2009	1832	177	19	196
PA	5265	4754	511	40	551
RI	260	227	33	2	35
SC	1424	1253	171	11	182
SD	206	172	34	0	34
TN	2090	1834	256	11	267
TX	7527	6642	885	69	954
UT	995	909	86	5	91
VA	3850	3278	572	32	604
VT	365	328	37	4	41
WA	3945	3539	406	26	432
WI	1690	1478	212	14	226
WV	539	482	57	2	59
WY	281	246	35	1	36
OTHER	526	459	67	10	77

	<u>TOTAL "MEM"</u>	<u>NON ACTIVE "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>
TOTALS	119644	105786	13858	940	14798

SUSTAINING MEMBERSHIP STATE RANKINGS - "BSM"

<u>State</u>	<u>Total BSM</u>	<u>Rank</u>	<u>State</u>	<u>Total BSM</u>	<u>Rank</u>
CA	1927	1	SC	170	27
TX	895	2	KS	161	28
FL	811	3	NH	150	29
OH	670	4	LA	135	30
NY	637	5	IA	115	31
VA	571	6	NM	107	32
IL	555	7	KY	105	33
MI	519	8	OK	102	34
PA	518	9	AR	92	35
GA	488	10	UT	86	36
CO	429	11	ME	80	37
WA	409	12	MS	73	38
IN	358	13	ID	71	39
NC	353	14	NE	69	40
AZ	315	15	XX	67	41
NJ	295	16	HI	63	42
MA	272	17	AK	62	43
MD	268	18	WV	58	44
TN	266	19	DE	56	45
MO	258	20	MT	39	46
MN	218	21	DC	38	47
WI	217	22	VT	37	48
NV	201	23	WY	35	49
AL	199	24	RI	34	50
OR	178	25	SD	33	51
CT	175	26	ND	32	52

DEFINITIONS: MEM = Member Signed Certificate

Total MEM = Total # Constituents Per State w-Member Signed Certificate

NON ACTIVE MEM = Const w-Signed Certificate who are Lapsed or Inquires ("Zero Dues Member")

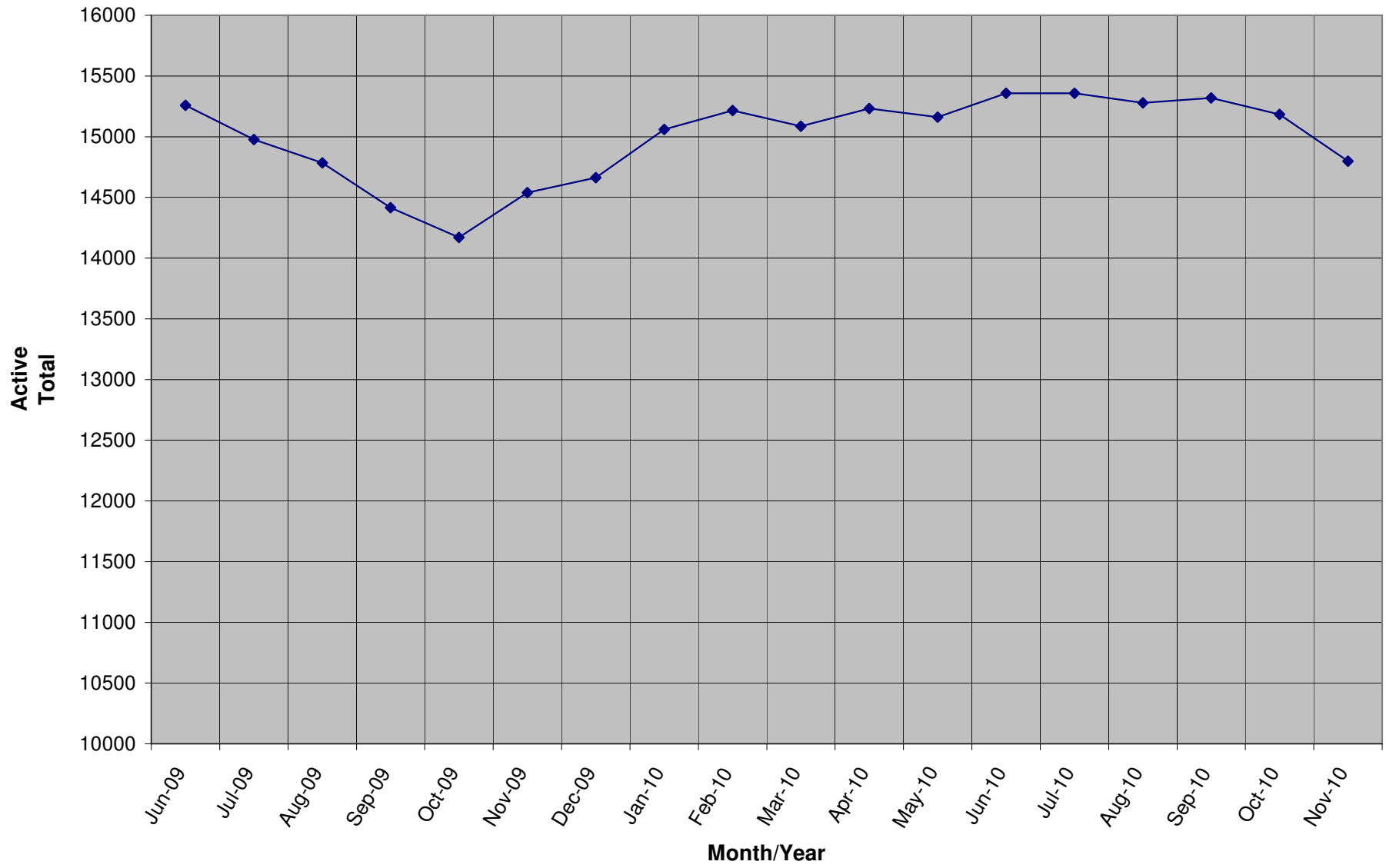
ACTIVE MEM = Current Dues Paying or Lifetime Donor w-Signed Certificate

ACTIVE SUB (ACTIVE NON MEM) = Current Dues Paying or Lifetime Donors Whoe Have NOT Signed the Certificate (Formerly Called "Subscriber")

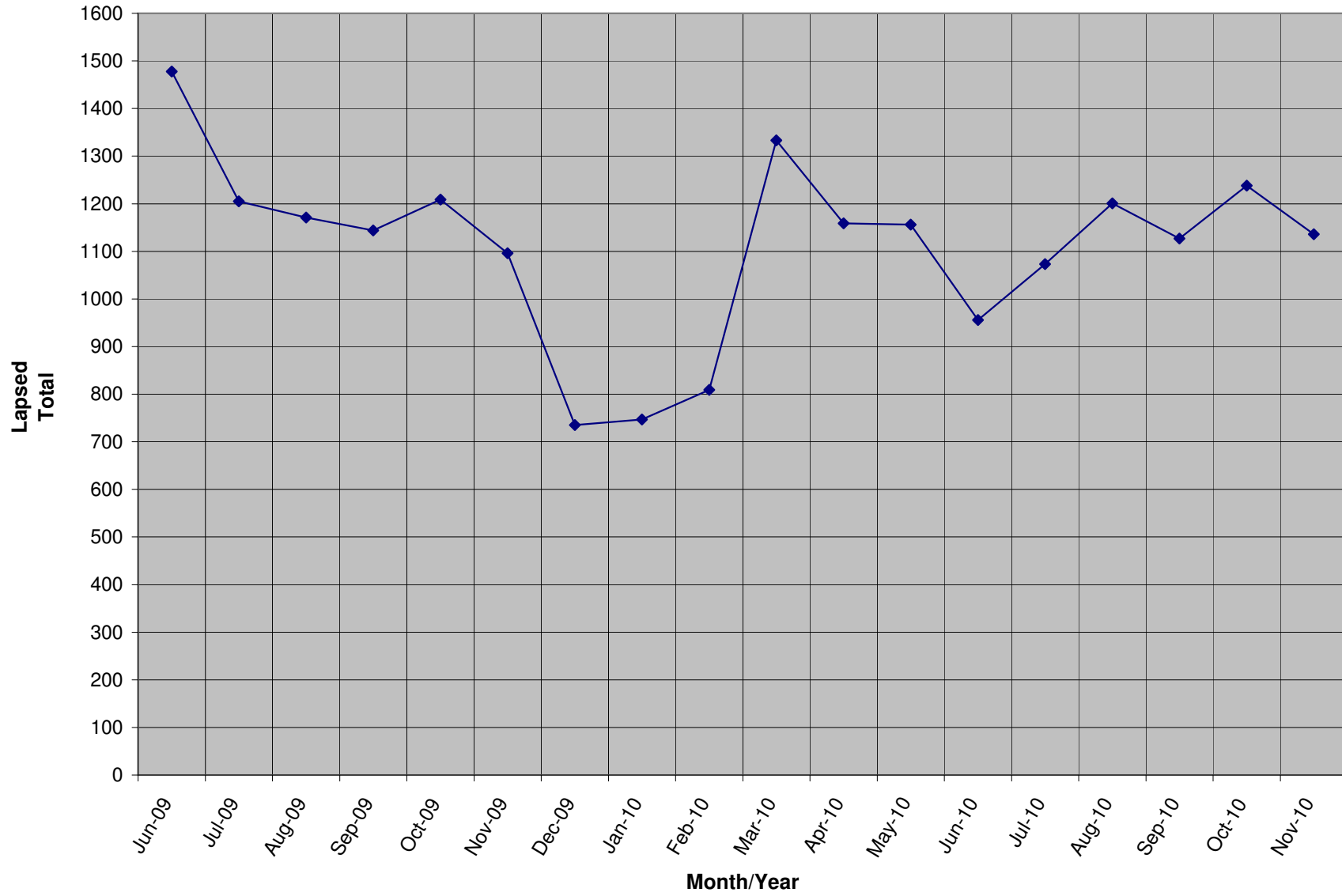
TOTAL ACTIVE = Current Dues Paying or Lifetime Donor

BSM = By Law Definition of "Sustaining Member" and number used for delegate count

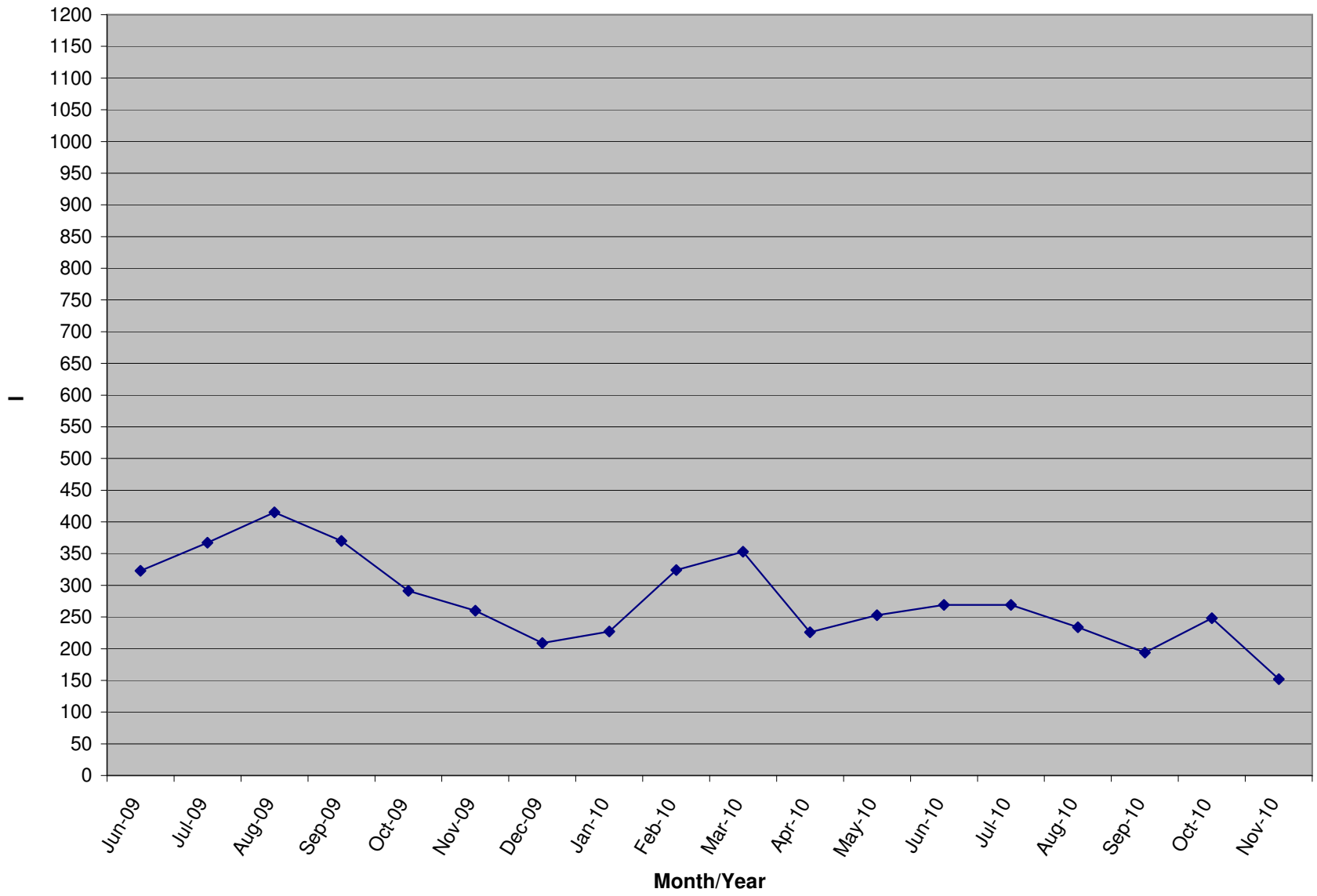
Active Donors



Lapsed - Dropped - Donors



New Donors



Renew Donors

