

# Libertarian National Committee - Membership Report

"Donor" Totals - Dec-11

## 4 Year & 12 Month Comparison

	Dec-06	Dec-07	Dec-08	Dec-09	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11
Active w-MEM	11014	14181	15358	14076	14077	13872	13807	13675	13509	13549	13295	13315	13204	13133	13269	13691	13468
Active w/out MEM	778	924	991	587	991	974	813	802	794	791	759	784	777	746	773	846	859
<b>Total</b>	<b>11792</b>	<b>15105</b>	<b>16349</b>	<b>14663</b>	<b>15068</b>	<b>14846</b>	<b>14620</b>	<b>14477</b>	<b>14303</b>	<b>14340</b>	<b>14054</b>	<b>14099</b>	<b>13981</b>	<b>13879</b>	<b>14042</b>	<b>14537</b>	<b>14327</b>
<b>Percent Change</b>	<b>-32.28%</b>	<b>28.10%</b>	<b>8.24%</b>	<b>-10.31%</b>	<b>1.82%</b>	<b>-1.47%</b>	<b>-1.52%</b>	<b>-0.98%</b>	<b>-1.20%</b>	<b>0.26%</b>	<b>-1.99%</b>	<b>0.32%</b>	<b>-0.84%</b>	<b>-0.73%</b>	<b>1.17%</b>	<b>3.53%</b>	<b>-1.44%</b>
Lapsed/Drop MEM	928	718	1285	695	845	855	823	1030	1084	1041	984	766	915	998	996	675	1379
Lapes w/out MEM	56	13	133	40	33	72	285	49	61	50	105	25	50	86	38	14	74
<b>Lapsed/Drop Total</b>	<b>984</b>	<b>731</b>	<b>1418</b>	<b>735</b>	<b>878</b>	<b>927</b>	<b>1108</b>	<b>1079</b>	<b>1145</b>	<b>1091</b>	<b>1089</b>	<b>791</b>	<b>965</b>	<b>1084</b>	<b>1034</b>	<b>689</b>	<b>1453</b>
<b>Percent Change</b>	<b>-45.96%</b>	<b>-25.71%</b>	<b>93.98%</b>	<b>-48.17%</b>	<b>-22.71%</b>	<b>5.58%</b>	<b>19.53%</b>	<b>-2.62%</b>	<b>6.12%</b>	<b>-4.72%</b>	<b>-0.18%</b>	<b>-27.36%</b>	<b>22.00%</b>	<b>12.33%</b>	<b>-4.61%</b>	<b>-33.37%</b>	<b>110.89%</b>
New Donors w-MEM	132	319	152	206	143	147	127	158	200	265	192	151	175	217	167	174	256
New w/out MEM	0	83	3	3	13	7	8	7	11	11	16	15	14	10	19	42	26
<b>New Total</b>	<b>132</b>	<b>402</b>	<b>155</b>	<b>209</b>	<b>156</b>	<b>154</b>	<b>135</b>	<b>165</b>	<b>211</b>	<b>276</b>	<b>208</b>	<b>166</b>	<b>189</b>	<b>227</b>	<b>186</b>	<b>216</b>	<b>282</b>
<b>Percent Change</b>	<b>-25.84%</b>	<b>204.55%</b>	<b>-61.44%</b>	<b>34.84%</b>	<b>2.63%</b>	<b>-1.28%</b>	<b>-12.34%</b>	<b>22.22%</b>	<b>27.88%</b>	<b>30.81%</b>	<b>-24.64%</b>	<b>-20.19%</b>	<b>13.86%</b>	<b>20.11%</b>	<b>-18.06%</b>	<b>16.13%</b>	<b>30.56%</b>
Renewed w-MEM	614	1271	412	602	921	503	631	740	718	816	538	635	629	710	965	923	900
Renewed w/out MEM	10	83	32	49	71	48	116	31	42	36	57	35	29	45	46	45	61
<b>Total Renewals</b>	<b>624</b>	<b>1354</b>	<b>444</b>	<b>651</b>	<b>992</b>	<b>551</b>	<b>747</b>	<b>771</b>	<b>760</b>	<b>852</b>	<b>595</b>	<b>670</b>	<b>658</b>	<b>755</b>	<b>1011</b>	<b>968</b>	<b>961</b>
<b>Percent Change</b>	<b>-38.76%</b>	<b>116.99%</b>	<b>-67.21%</b>	<b>46.62%</b>	<b>65.89%</b>	<b>-44.46%</b>	<b>35.57%</b>	<b>3.21%</b>	<b>-1.43%</b>	<b>12.11%</b>	<b>-30.16%</b>	<b>12.61%</b>	<b>-1.79%</b>	<b>14.74%</b>	<b>33.91%</b>	<b>-4.25%</b>	<b>-0.72%</b>
<b>Total "MEM"</b>	<b>104732</b>	<b>107748</b>	<b>113024</b>	<b>117226</b>	<b>119731</b>	<b>119909</b>	<b>119853</b>	<b>120036</b>	<b>120198</b>	<b>120491</b>	<b>120663</b>	<b>120830</b>	<b>121056</b>	<b>121307</b>	<b>121429</b>	<b>121567</b>	<b>121850</b>
<b>Percent Change</b>	<b>n/a</b>	<b>2.88%</b>	<b>4.90%</b>	<b>3.72%</b>	<b>0.07%</b>	<b>0.15%</b>	<b>-0.05%</b>	<b>0.15%</b>	<b>0.13%</b>	<b>0.24%</b>	<b>0.14%</b>	<b>0.14%</b>	<b>0.19%</b>	<b>0.21%</b>	<b>0.10%</b>	<b>0.11%</b>	<b>0.23%</b>
<b>Total "LIFETIME"</b>	<b>1861</b>	<b>1930</b>	<b>1993</b>	<b>2035</b>	<b>2096</b>	<b>2097</b>	<b>2099</b>	<b>2107</b>	<b>2111</b>	<b>2113</b>	<b>2118</b>	<b>2123</b>	<b>2131</b>	<b>2133</b>	<b>2133</b>	<b>2136</b>	<b>2142</b>
<b>Total "BSM"</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>14096</b>	<b>14309</b>	<b>14305</b>	<b>13890</b>	<b>13705</b>	<b>13384</b>	<b>13525</b>	<b>13290</b>	<b>13162</b>	<b>13046</b>	<b>13004</b>	<b>13034</b>	<b>13480</b>	<b>13589</b>

## Last Year vs. This Year

	Dec-10	Dec-11	Change	12 Mo Ave
Active w-MEM	14077	13468	-4.33%	13482
Active w/out MEM	991	859	-13.32%	810
<b>Total Active</b>	<b>15068</b>	<b>14327</b>	<b>-4.92%</b>	<b>14292</b>
Lapsed/Dropped	878	1453	65.49%	1038
New Donors	156	282	80.77%	201
Renewals	992	961	-3.13%	775

**Active Donors w-MEM = 13468**

**Lapsed & Zero Dues MEM = 108382**

**Total "MEM" w-Signed Certificate = 121850**

**Member Signed Certificate = "MEM"**

**Total "BSM" = 13589**

**Bylaws defined Sustaining Member = "BSM"**

## NEW-RENEW BREAKDOWN BY TYPE

New Members 12/11			
Source	Number	\$ Total	Ave Gift
House Mailing to Inq	1	\$ 25.00	\$ 25.00
Dir Mail Prospecting	115	\$ 3,945.00	\$ 34.30
Tele-New	0	\$ -	\$ -
Web New Members	134	\$ 5,625.00	\$ 41.98
* Manual Adjustments	32	n/a	n/a
<b>Total</b>	<b>282</b>	<b>\$ 9,595.00</b>	<b>\$ 38.38</b>
Renewals			
Source	Number	\$ Total	Ave Gift
Renewals via House Mailing	1	\$ 25.00	\$ 25.00
Dir Mail Renewals	298	\$ 16,835.00	\$ 56.49
Tele-Renewal	90	\$ 3,450.00	\$ 38.33
Web Renewals	131	\$ 6,505.50	\$ 49.66
* Manual Adjustments	441	n/a	n/a
<b>Total</b>	<b>961</b>	<b>\$ 26,815.50</b>	<b>\$ 51.57</b>

\* Includes Renewals via Pledge Extn & New Pledges (plus annual adjustment for extending pledgers)

**Dec-11 MEMBERSHIP BY STATE --- ACTIVE AND NON ACTIVE**

<u>STATE</u>	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
AK	629	63	2	65	64
AL	1530	179	10	189	179
AR	784	85	3	88	87
AZ	2893	311	28	339	313
CA	18504	1957	123	2080	1971
CO	3334	419	24	443	423
CT	1375	178	23	201	179
DC	335	34	4	38	35
DE	354	39	4	43	42
FL	7161	776	58	834	783
GA	5546	411	20	431	412
HI	491	70	3	73	71
IA	906	118	5	123	119
ID	678	64	2	66	64
IL	4092	487	31	518	491
IN	2732	332	22	354	334
KS	1108	167	4	171	167
KY	1006	105	5	110	107
LA	931	121	5	126	120
MA	2678	227	18	245	236
MD	2156	274	24	298	276
ME	756	74	2	76	77
MI	4832	477	24	501	484
MN	1868	211	10	221	209
MO	2091	235	18	253	238
MS	566	66	7	73	67

<u>STATE</u>	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
MT	452	52	7	59	51
NC	2971	326	15	341	331
ND	157	23	1	24	22
NE	592	84	4	88	88
NH	1258	140	8	148	140
NJ	2802	321	27	348	322
NM	1015	114	6	120	112
NV	1623	190	9	199	192
NY	4473	585	55	640	589
OH	4537	611	28	639	613
OK	907	96	4	100	97
OR	2047	186	18	204	185
PA	5357	525	31	556	531
RI	273	34	2	36	36
SC	1458	166	4	170	169
SD	214	39	1	40	39
TN	2134	219	8	227	222
TX	7760	894	57	951	905
UT	1023	86	9	95	88
VA	3963	521	32	553	521
VT	371	31	4	35	31
WA	3990	371	20	391	381
WI	1737	221	16	237	224
WV	551	67	1	68	65
WY	287	30	3	33	30
OTHER	562	56	10	66	57

	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
<b>TOTALS</b>	<b>121850</b>	<b>13468</b>	<b>859</b>	<b>14327</b>	<b>13589</b>

**DEFINITIONS: MEM = Member Signed Certificate**

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

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

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

**TOTAL ACTIVE = Current Dues Paying or Lifetime Donor**

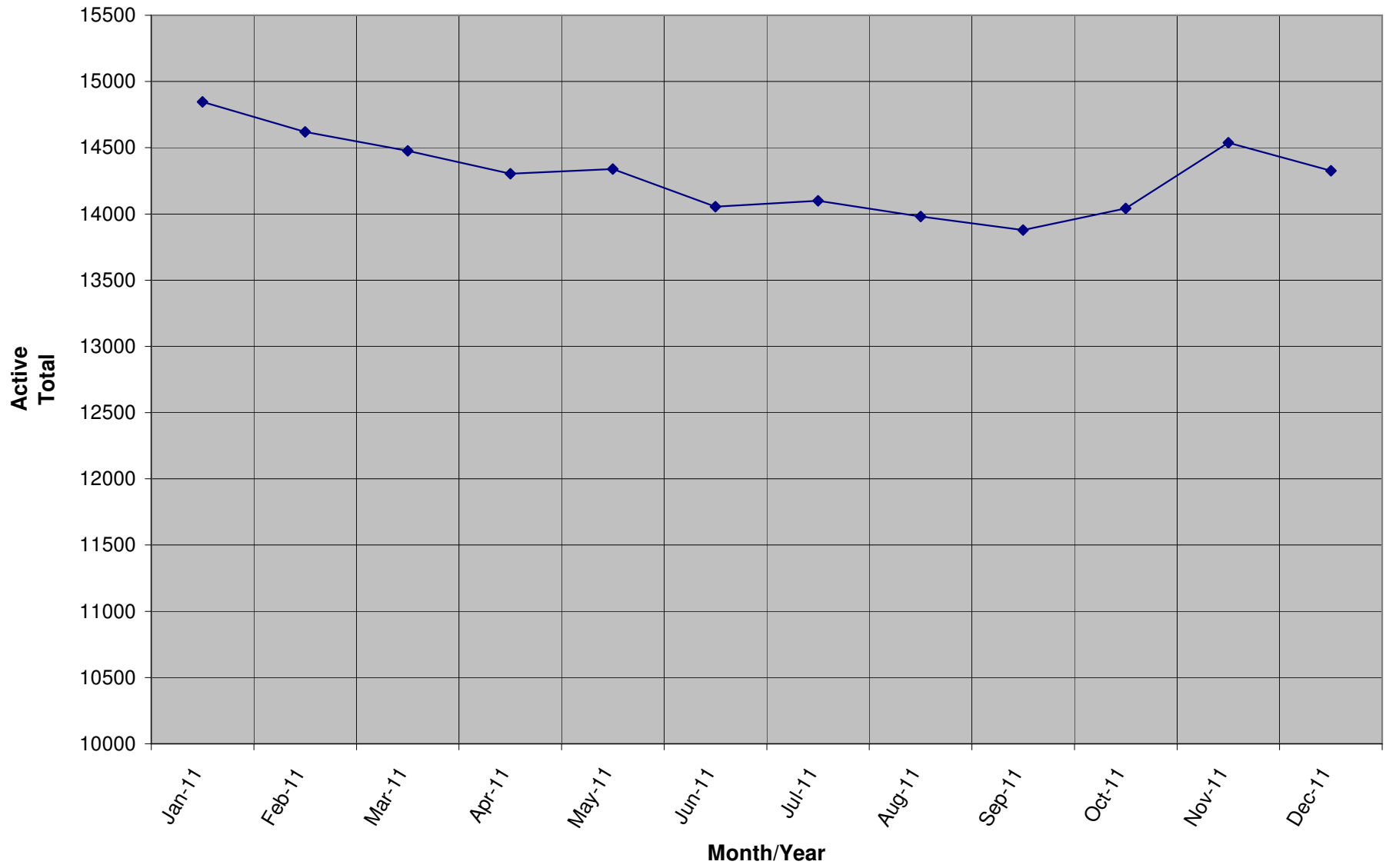
**BSM = By Law Definition of "Sustaining Member" and number used for delegate count**

**(Art 5-3: "Sustaining member" is any Party member who has given at least \$25 to the Party in the prior twelve months, or who is a life member.)**

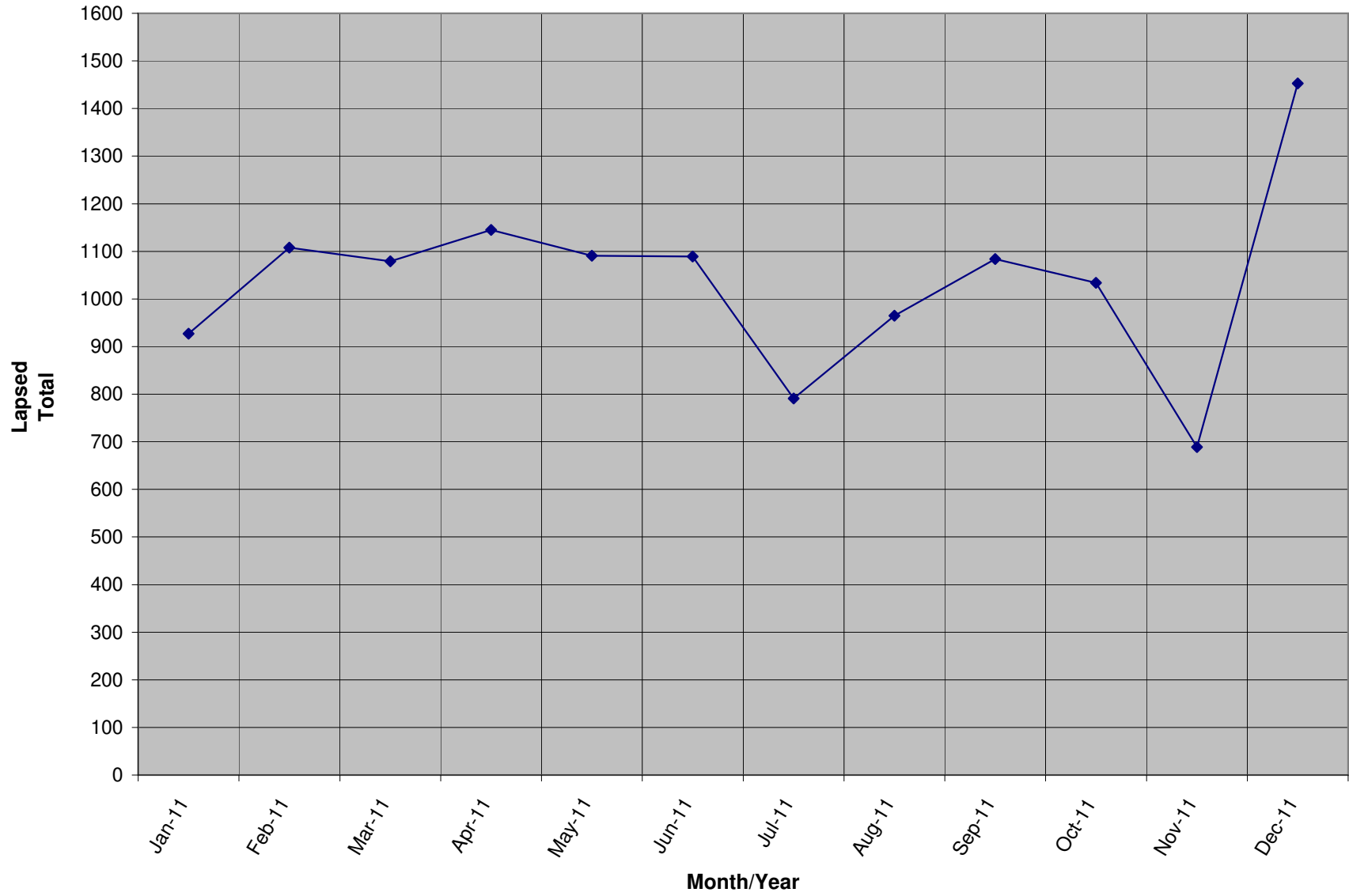
**SUSTAINING MEMBERSHIP STATE RANKINGS - "BSM"**

<u>State</u>	<u>Total BSM</u>	<u>Rank</u>	<u>State</u>	<u>Total BSM</u>	<u>Rank</u>
CA	1971	1	SC	169	27
TX	905	2	KS	167	28
FL	783	3	NH	140	29
OH	613	4	LA	120	30
NY	589	5	IA	119	31
PA	531	6	NM	112	32
VA	521	7	KY	107	33
IL	491	8	OK	97	34
MI	484	9	NE	88	35
CO	423	10	UT	88	36
GA	412	11	AR	87	37
WA	381	12	ME	77	38
IN	334	13	HI	71	39
NC	331	14	MS	67	40
NJ	322	15	WV	65	41
AZ	313	16	AK	64	42
MD	276	17	ID	64	43
MO	238	18	MT	51	44
MA	236	19	DE	42	45
WI	224	20	SD	39	46
TN	222	21	RI	36	47
MN	209	22	DC	35	48
NV	192	23	VT	31	49
OR	185	24	WY	30	50
AL	179	25	ND	22	51
CT	179	26	XX	57	52

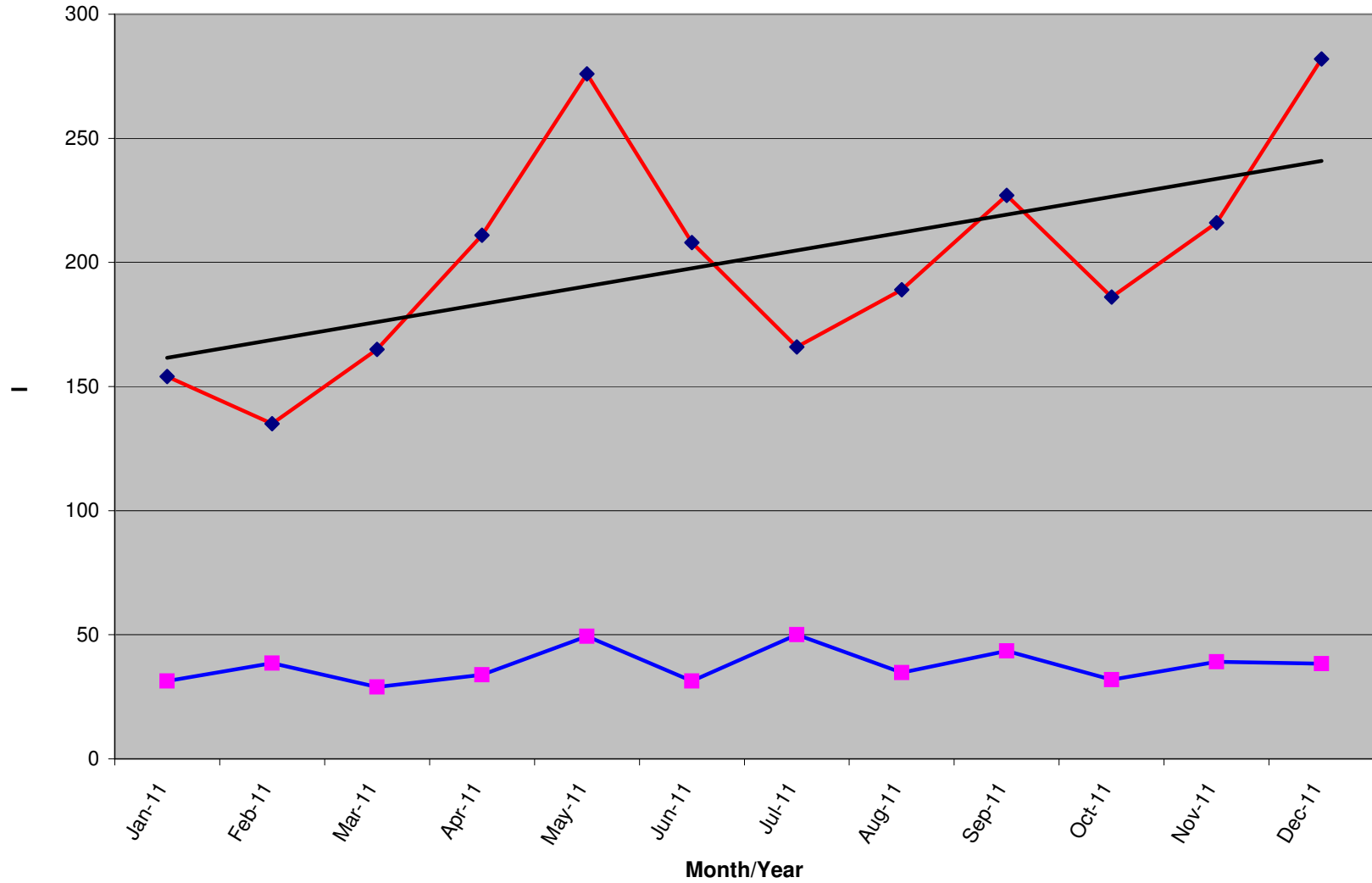
**Active Donors - Past 12 Months**



Lapsed - Dropped - Donors - Past 12 Months

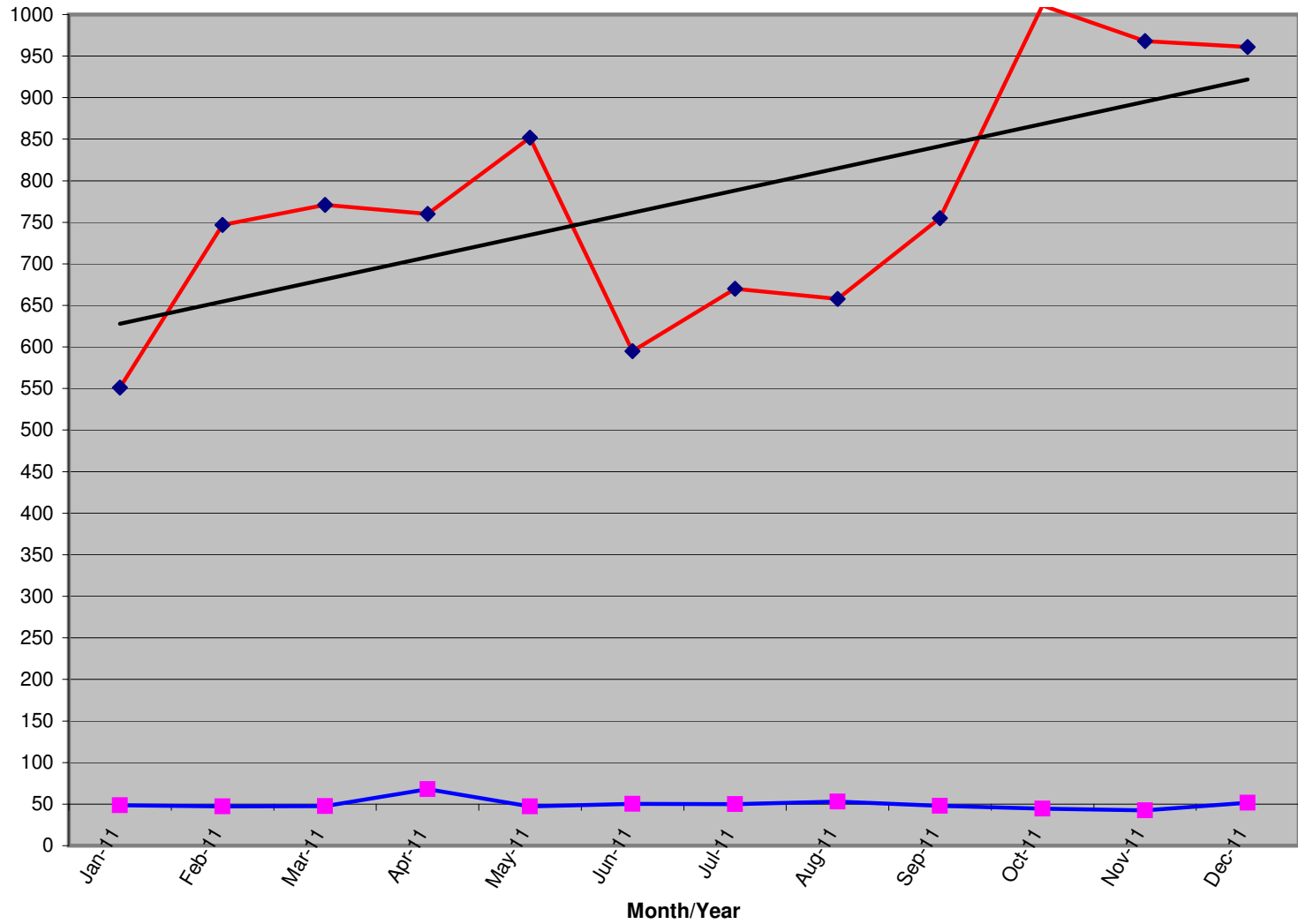


**New Donors / Ave Gift - Past 12 Months**



	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11
<b>New Donors</b>	154	135	165	211	276	208	166	189	227	186	216	282
<b>Ave Gift</b>	\$ 31.33	\$ 38.59	\$ 28.97	\$ 33.89	\$ 49.33	\$ 31.37	\$ 50.02	\$ 34.76	\$ 43.48	\$ 31.85	\$ 39.12	\$ 38.38

**Renew Donors - Past 12 Months**



	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11
<b>Renew Total</b>	551	747	771	760	852	595	670	658	755	1011	968	961
<b>Ave Gift</b>	\$ 48.71	\$ 47.34	\$ 47.47	\$ 67.88	\$ 47.11	\$ 50.39	\$ 49.82	\$ 53.10	\$ 48.08	\$ 44.59	\$ 42.31	\$ 51.57