

# Libertarian National Committee - Membership Report

## "Donor" Totals - Sep-11

### 4 Year & 12 Month Comparison

	Dec-06	Dec-07	Dec-08	Dec-09	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11
Active w-MEM	11014	14181	15358	14076	14408	14250	13858	14077	13872	13807	13675	13509	13549	13295	13315	13204	13133
Active w/out MEM	778	924	991	587	912	934	940	991	974	813	802	794	791	759	784	777	746
<b>Total</b>	<b>11792</b>	<b>15105</b>	<b>16349</b>	<b>14663</b>	<b>15320</b>	<b>15184</b>	<b>14798</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>Percent Change</b>	<b>-32.28%</b>	<b>28.10%</b>	<b>8.24%</b>	<b>-10.31%</b>	<b>0.27%</b>	<b>-0.89%</b>	<b>-2.54%</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>
Lapsed/Drop MEM	928	718	1285	695	1096	1200	1115	845	855	823	1030	1084	1041	984	766	915	998
Lapes w/out MEM	56	13	133	40	31	38	21	33	72	285	49	61	50	105	25	50	86
<b>Lapsed/Drop Total</b>	<b>984</b>	<b>731</b>	<b>1418</b>	<b>735</b>	<b>1127</b>	<b>1238</b>	<b>1136</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>Percent Change</b>	<b>-45.96%</b>	<b>-25.71%</b>	<b>93.98%</b>	<b>-48.17%</b>	<b>-6.16%</b>	<b>9.85%</b>	<b>-8.24%</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>
New Donors w-MEM	132	319	152	206	190	234	149	143	147	127	158	200	265	192	151	175	217
New w/out MEM	0	83	3	3	4	14	3	13	7	8	7	11	11	16	15	14	10
<b>New Total</b>	<b>132</b>	<b>402</b>	<b>155</b>	<b>209</b>	<b>194</b>	<b>248</b>	<b>152</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>Percent Change</b>	<b>-25.84%</b>	<b>204.55%</b>	<b>-61.44%</b>	<b>34.84%</b>	<b>-17.09%</b>	<b>27.84%</b>	<b>-38.71%</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>
Renewed w-MEM	614	1271	412	602	911	808	574	921	503	631	740	718	816	538	635	629	710
Renewed w/out MEM	10	83	32	49	63	46	24	71	48	116	31	42	36	57	35	29	45
<b>Total Renewals</b>	<b>624</b>	<b>1354</b>	<b>444</b>	<b>651</b>	<b>974</b>	<b>854</b>	<b>598</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>Percent Change</b>	<b>-38.76%</b>	<b>116.99%</b>	<b>-67.21%</b>	<b>46.62%</b>	<b>9.68%</b>	<b>-12.32%</b>	<b>-29.98%</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>Total "MEM"</b>	<b>104732</b>	<b>107748</b>	<b>113024</b>	<b>117226</b>	<b>119230</b>	<b>119419</b>	<b>119644</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>Percent Change</b>	<b>n/a</b>	<b>2.88%</b>	<b>4.90%</b>	<b>3.72%</b>	<b>0.19%</b>	<b>0.16%</b>	<b>0.19%</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>Total "LIFETIME"</b>	<b>1861</b>	<b>1930</b>	<b>1993</b>	<b>2035</b>	<b>2085</b>	<b>2088</b>	<b>2087</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>Total "BSM"</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>14096</b>	<b>14543</b>	<b>14488</b>	<b>14072</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>

### Last Year vs. This Year

	Sep-10	Sep-11	Change	12 Mo Ave
Active w-MEM	14408	13133	-8.85%	13629
Active w/out MEM	912	746	-18.20%	842
<b>Total Active</b>	<b>15320</b>	<b>13879</b>	<b>-9.41%</b>	<b>14471</b>
Lapsed/Dropped	1127	1084	-3.82%	1044
New Donors	194	227	17.01%	191
Renewals	974	755	-22.48%	734

**Active Donors w-MEM = 13133**

**Lapsed & Zero Dues MEM = 108174**

**Total "MEM" w-Signed Certificate = 121307**

**Member Signed Certificate = "MEM"**

**Total "BSM" = 13004**

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

### NEW-RENEW BREAKDOWN BY TYPE

New Members 09/11			
Source	Number	\$ Total	Ave Gift
House Mailing to Inq	1	\$ 25.00	\$ 25.00
Dir Mail Prospecting	77	\$ 3,865.00	\$ 50.19
Tele-New	1	\$ 25.00	\$ 25.00
Web New Members	146	\$ 5,955.00	\$ 40.79
* Manual Adjustments	2	n/a	n/a
<b>Total</b>	<b>227</b>	<b>\$ 9,870.00</b>	<b>\$ 43.48</b>
Renewals			
Source	Number	\$ Total	Ave Gift
Renewals via House Mailing	4	\$ 160.04	\$ 40.01
Dir Mail Renewals	485	\$ 22,617.00	\$ 46.63
Tele-Renewal	11	\$ 500.00	\$ 45.45
Web Renewals	235	\$ 12,059.99	\$ 51.32
* Manual Adjustments	20	n/a	n/a
<b>Total</b>	<b>755</b>	<b>\$ 35,337.03</b>	<b>\$ 48.08</b>

\* Includes Renewals via Pledges Extension & New Pledges

**Sep-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	626	60	1	61	58
AL	1527	181	7	188	183
AR	780	78	2	80	77
AZ	2883	294	26	320	296
CA	18402	1815	105	1920	1807
CO	3317	410	20	430	402
CT	1365	173	17	190	174
DC	333	35	3	38	37
DE	354	43	4	47	41
FL	7127	781	50	831	767
GA	5534	416	17	433	410
HI	490	61	3	64	61
IA	903	120	6	126	119
ID	673	60	1	61	61
IL	4084	496	26	522	486
IN	2716	312	17	329	308
KS	1108	159	3	162	160
KY	999	98	6	104	99
LA	930	128	5	133	127
MA	2675	234	17	251	233
MD	2140	253	20	273	251
ME	749	70	2	72	72
MI	4825	464	19	483	456
MN	1869	213	10	223	215
MO	2083	232	15	247	231
MS	559	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	451	46	4	50	44
NC	2948	323	12	335	321
ND	154	24	0	24	25
NE	589	80	4	84	80
NH	1258	133	7	140	134
NJ	2793	321	23	344	315
NM	1006	107	5	112	105
NV	1614	196	9	205	193
NY	4446	583	49	632	576
OH	4524	601	30	631	598
OK	905	88	3	91	88
OR	2036	171	14	185	173
PA	5339	512	28	540	503
RI	271	35	1	36	35
SC	1459	167	3	170	166
SD	209	29	1	30	27
TN	2125	237	8	245	239
TX	7707	863	50	913	854
UT	1014	82	5	87	82
VA	3951	504	28	532	495
VT	368	32	4	36	30
WA	3971	374	22	396	361
WI	1729	218	14	232	210
WV	546	64	2	66	63
WY	285	33	2	35	32
OTHER	558	58	9	67	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>121307</b>	<b>13133</b>	<b>746</b>	<b>13879</b>	<b>13004</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*

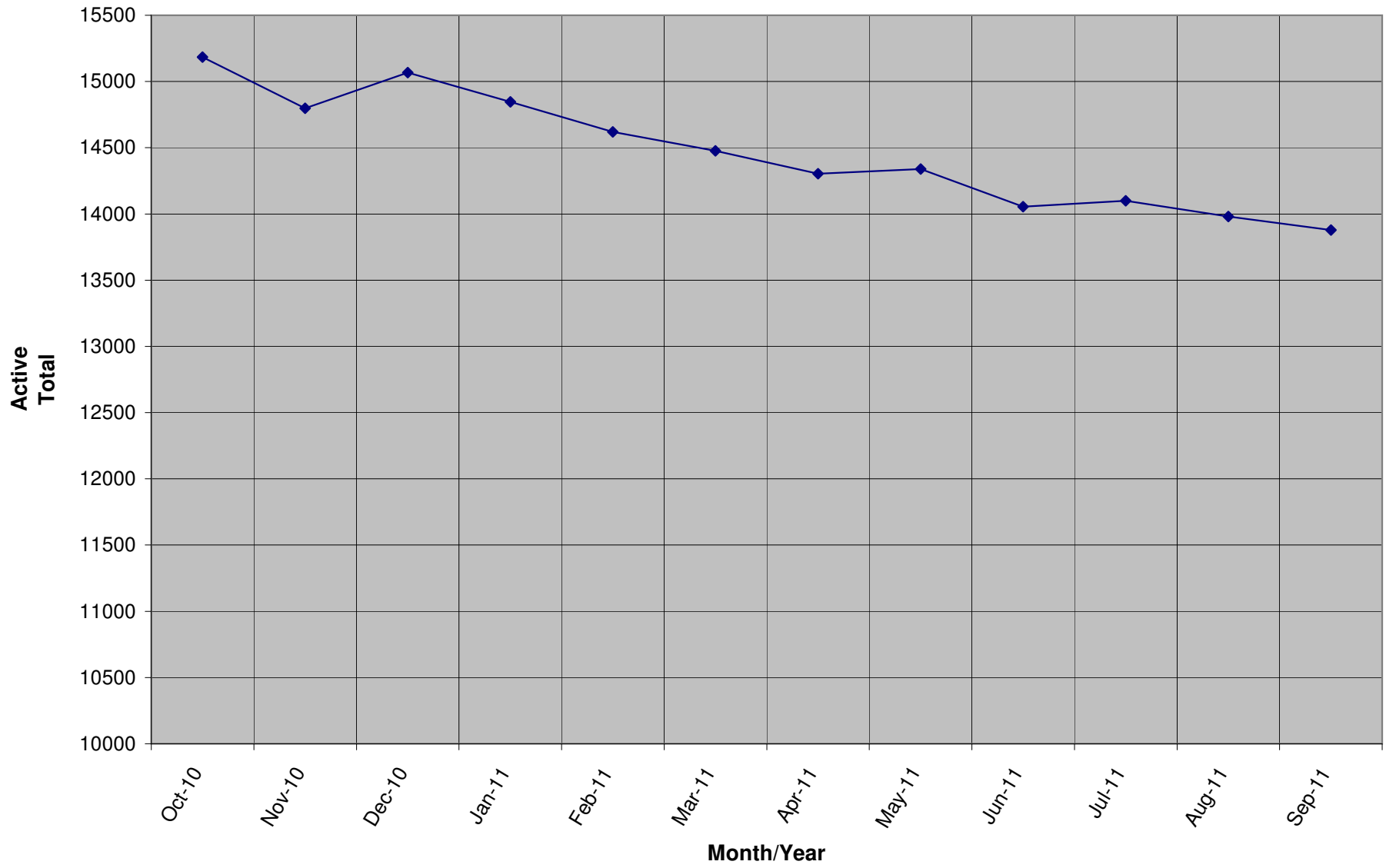
*BSM = By Law Definition of "Sustaining Member" and number used for delegate count*

*(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.)*

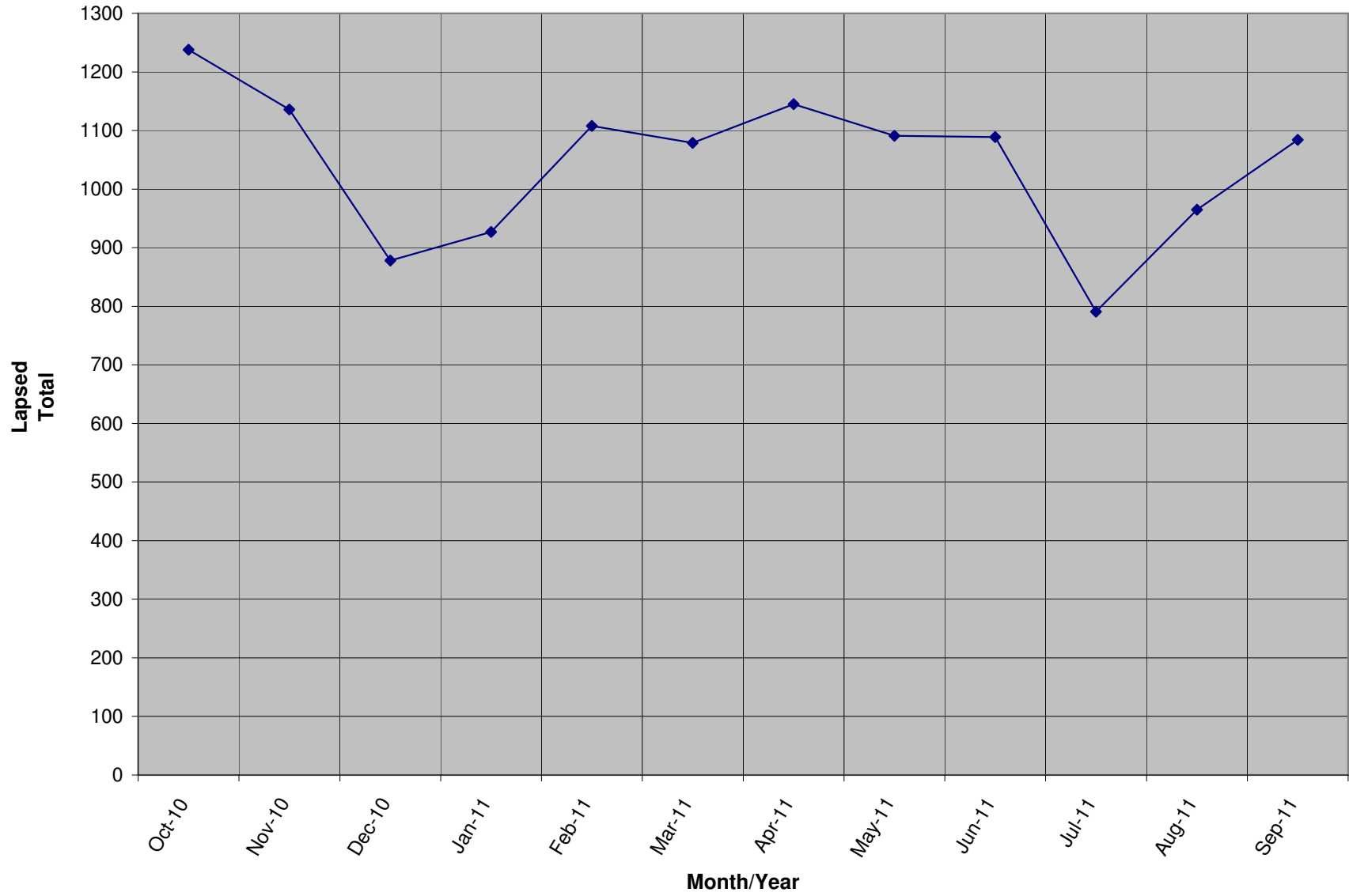
**SUSTAINING MEMBERSHIP STATE RANKINGS - "BSM"**

<u>State</u>	<u>Total BSM</u>	<u>Rank</u>	<u>State</u>	<u>Total BSM</u>	<u>Rank</u>
CA	1807	1	SC	166	27
TX	854	2	KS	160	28
FL	767	3	NH	134	29
OH	598	4	LA	127	30
NY	576	5	IA	119	31
PA	503	6	NM	105	32
VA	495	7	KY	99	33
IL	486	8	OK	88	34
MI	456	9	UT	82	35
GA	410	10	NE	80	36
CO	402	11	AR	77	37
WA	361	12	ME	72	38
NC	321	13	MS	67	39
NJ	315	14	WV	63	40
IN	308	15	HI	61	41
AZ	296	16	ID	61	42
MD	251	17	AK	58	43
TN	239	18	MT	44	44
MA	233	19	DE	41	45
MO	231	20	DC	37	46
MN	215	21	RI	35	47
WI	210	22	WY	32	48
NV	193	23	VT	30	49
AL	183	24	SD	27	50
CT	174	25	ND	25	51
OR	173	26	XX	57	52

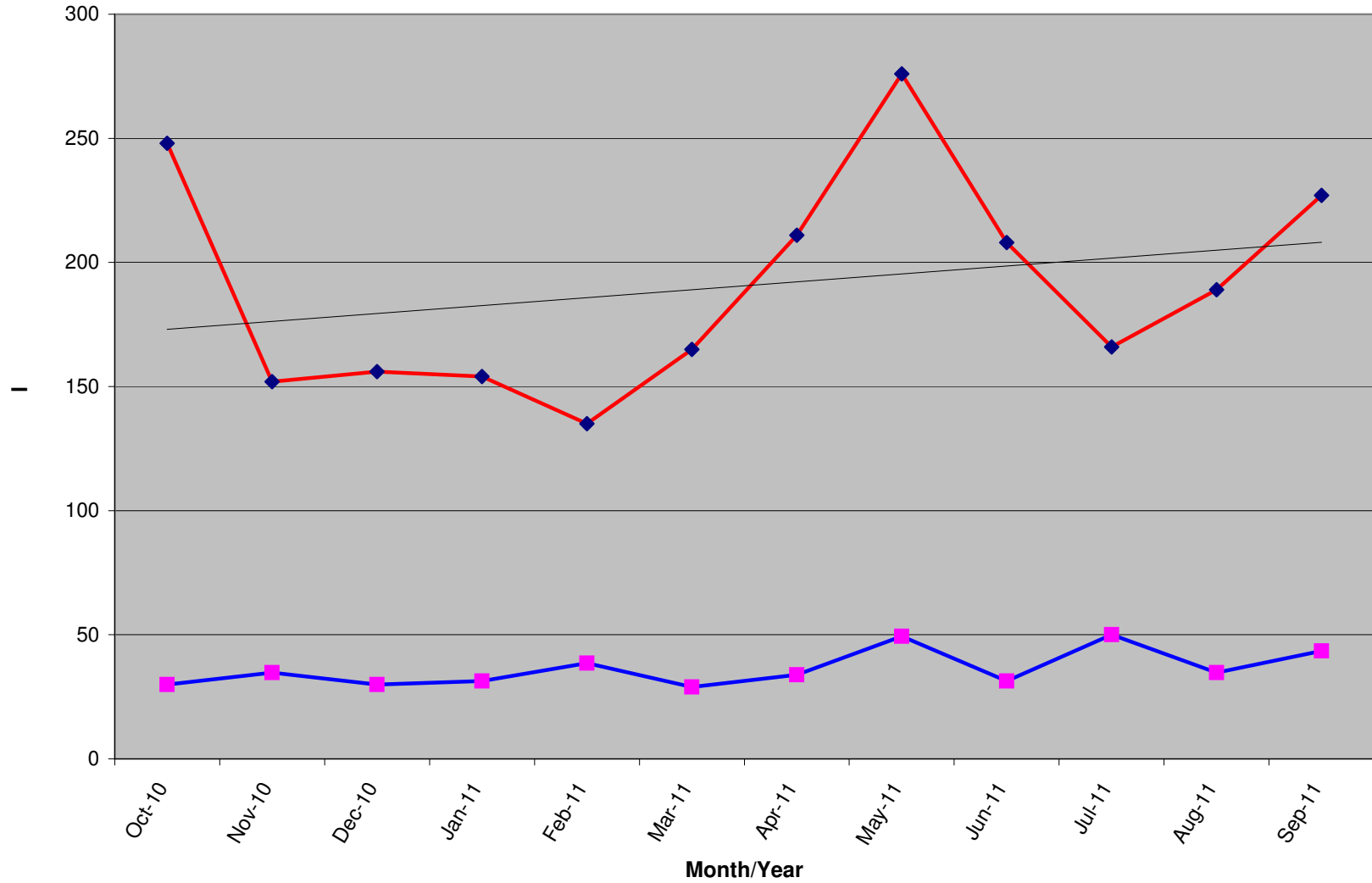
**Active Donors - Past 12 Months**



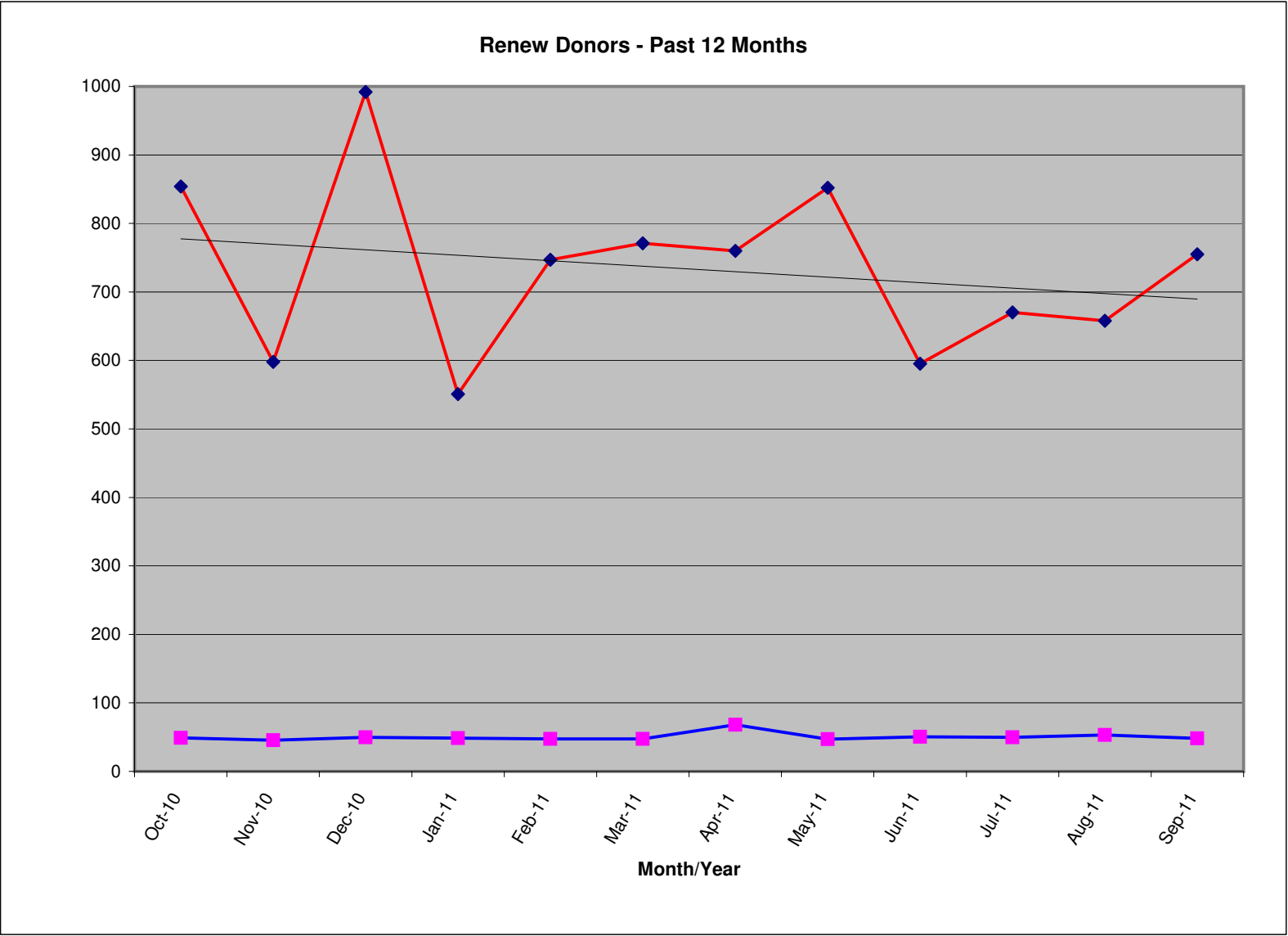
Lapsed - Dropped - Donors - Past 12 Months



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



	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11
<b>New Donors</b>	248	152	156	154	135	165	211	276	208	166	189	227
<b>Ave Gift</b>	\$ 29.94	\$ 34.71	\$ 29.97	\$ 31.33	\$ 38.59	\$ 28.97	\$ 33.89	\$ 49.33	\$ 31.37	\$ 50.02	\$ 34.76	\$ 43.48



	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11
<b>Renew Total</b>	854	598	992	551	747	771	760	852	595	670	658	755
<b>Ave Gift</b>	\$ 49.11	\$ 45.45	\$ 49.54	\$ 48.71	\$ 47.34	\$ 47.47	\$ 67.88	\$ 47.11	\$ 50.39	\$ 49.82	\$ 53.10	\$ 48.08