

Libertarian National Committee - Membership Report

"Donor" Totals - Jan-11

5 Year & 12 Month Comparison

	Dec-06	Dec-07	Dec-08	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11
Active w-MEM	11014	14181	15358	14076	14412	14469	14307	14523	14394	14486	14524	14403	14408	14250	13858	14077	13872
Active w/out MEM	778	924	991	587	647	747	779	709	767	872	834	876	912	934	940	991	974
Total	11792	15105	16349	14663	15059	15216	15086	15232	15161	15358	15358	15279	15320	15184	14798	15068	14846
Percent Change	n/a	28.10%	8.24%	-10.31%	2.70%	1.04%	-0.85%	0.97%	-0.47%	1.30%	0.00%	-0.51%	0.27%	-0.89%	-2.54%	1.82%	-1.47%

Lapsed/Drop MEM	928	718	1285	695	714	778	1280	1077	1124	924	994	1160	1096	1200	1115	845	855
Lapes w/out MEM	56	13	133	40	33	31	53	82	32	32	79	41	31	38	21	33	72
Lapsed/Drop Total	984	731	1418	735	747	809	1333	1159	1156	956	1073	1201	1127	1238	1136	878	927
Percent Change	n/a	-25.71%	93.98%	-48.17%	1.63%	8.30%	64.77%	-13.05%	-0.26%	-17.30%	12.24%	11.93%	-6.16%	9.85%	-8.24%	-22.71%	5.58%

New Donors w-MEM	132	319	152	206	218	258	338	223	247	247	266	219	190	234	149	143	147
New w/out MEM	0	83	3	3	9	66	15	3	6	22	3	15	4	14	3	13	7
New Total	132	402	155	209	227	324	353	226	253	269	269	234	194	248	152	156	154
Percent Change	n/a	204.55%	-61.44%	34.84%	8.61%	42.73%	8.95%	-35.98%	11.95%	6.32%	0.00%	-13.01%	-17.09%	27.84%	-38.71%	2.63%	-1.28%

Renewed w-MEM	614	1271	412	602	832	577	780	1070	748	769	766	820	911	808	574	921	503
Renewed w/out MEM	10	83	32	49	84	65	70	9	84	115	38	68	63	46	24	71	48
Total Renewals	624	1354	444	651	916	642	850	1079	832	884	804	888	974	854	598	992	551
Percent Change	n/a	116.99%	-67.21%	46.62%	40.71%	-29.91%	32.40%	26.94%	-22.89%	6.25%	-9.05%	10.45%	9.68%	-12.32%	-29.98%	65.89%	-44.46%

Active MEM	11014	14181	15358	14076	14412	14469	14307	14523	14394	14486	14524	14403	14408	14250	13858	14077	13872
Zero Dues MEM	93718	93567	97666	103150	103034	103207	103643	103761	104068	104183	104300	104598	104822	105169	105786	105654	106037
Total "MEM"	104732	107748	113024	117226	117446	117676	117950	118284	118462	118669	118824	119001	119230	119419	119644	119731	119909
Percent Change	n/a	2.88%	4.90%	3.72%	0.19%	0.20%	0.23%	0.28%	0.15%	0.17%	0.13%	0.15%	0.19%	0.16%	0.19%	0.07%	0.15%

Total "LIFETIME"	1861	1930	1993	2035	2040	2043	2049	2066	2070	2077	2077	2084	2085	2088	2087	2096	2097
Total "BSM"	n/a	n/a	n/a	14096	14316	14394	14331	14615	14526	14562	14667	14579	14543	14488	14072	14309	14305

Last Year vs. This Year

	Jan-10	Jan-11	Change	12 Mo Ave
Active w-MEM	14412	13872	-3.75%	14298
Active w/out MEM	647	974	50.54%	861
Total Active	15059	14846	-1.41%	15159
Lapsed/Dropped	747	927	24.10%	1083
New Donors	227	154	-32.16%	236
Renewals	916	551	-39.85%	829

Active Donors w-MEM = 13872

Lapsed & Zero Dues MEM = 106037

Total "MEM" w-Signed Certificate = 119909

Member Signed Certificate = "MEM"

Total "BSM" = 14305

Bylaws defined Sustaining Member = "BSM"

NEW-RENEW BREAKDOWN BY TYPE

New Members 01/11			
Source	Number	\$ Total	Ave Gift
House Mailing to Inq	1	\$ 25.00	\$ 25.00
Dir Mail Prospecting	16	\$ 475.00	\$ 29.69
Tele-New	0	\$	\$
Web New Members	122	\$ 4,325.00	\$ 35.45
* Manual Adjustments	15	n/a	n/a
Total	154	\$ 4,825.00	\$ 31.33
Renewals			
Source	Number	\$ Total	Ave Gift
Renewals via House Mailing	62	\$ 2,794.99	\$ 45.08
Dir Mail Renewals	281	\$ 14,866.00	\$ 52.90
Tele-Renewal	24	\$ 790.00	\$ 32.92
Web Renewals	179	\$ 8,142.00	\$ 45.49
* Manual Adjustments	5	n/a	n/a
Total	551	\$ 26,592.99	\$ 48.71

* Includes Renewals via Pledge Extension & New Pledges

Jan-11 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	566	61	2	63
AL	1511	1305	206	13	219
AR	768	673	95	2	97
AZ	2844	2523	321	26	347
CA	18344	16451	1893	124	2017
CO	3294	2865	429	27	456
CT	1350	1168	182	17	199
DC	332	296	36	2	38
DE	350	297	53	5	58
FL	6993	6207	786	61	847
GA	5512	5037	475	24	499
HI	486	424	62	3	65
IA	885	772	113	11	124
ID	666	598	68	3	71
IL	4037	3485	552	42	594
IN	2679	2331	348	23	371
KS	1087	926	161	4	165
KY	973	879	94	8	102
LA	901	772	129	9	138
MA	2662	2401	261	23	284
MD	2116	1840	276	24	300
ME	742	662	80	6	86
MI	4800	4285	515	24	539
MN	1842	1629	213	9	222
MO	2058	1804	254	24	278
MS	548	473	75	8	83

<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	445	406	39	4	43
NC	2912	2560	352	24	376
ND	151	120	31	2	33
NE	551	478	73	5	78
NH	1262	1116	146	6	152
NJ	2748	2437	311	26	337
NM	1007	896	111	10	121
NV	1599	1390	209	12	221
NY	4366	3747	619	54	673
OH	4484	3848	636	41	677
OK	891	789	102	10	112
OR	2013	1836	177	18	195
PA	5275	4754	521	40	561
RI	260	227	33	2	35
SC	1430	1260	170	11	181
SD	207	174	33	0	33
TN	2103	1850	253	13	266
TX	7554	6686	868	71	939
UT	1002	915	87	4	91
VA	3876	3316	560	33	593
VT	366	334	32	5	37
WA	3944	3542	402	27	429
WI	1691	1483	208	17	225
WV	537	482	55	4	59
WY	283	245	38	1	39
OTHER	545	477	68	10	78

	<u>TOTAL "MEM"</u>	<u>NON ACTIVE "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>
TOTALS	119909	106037	13872	974	14846

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")

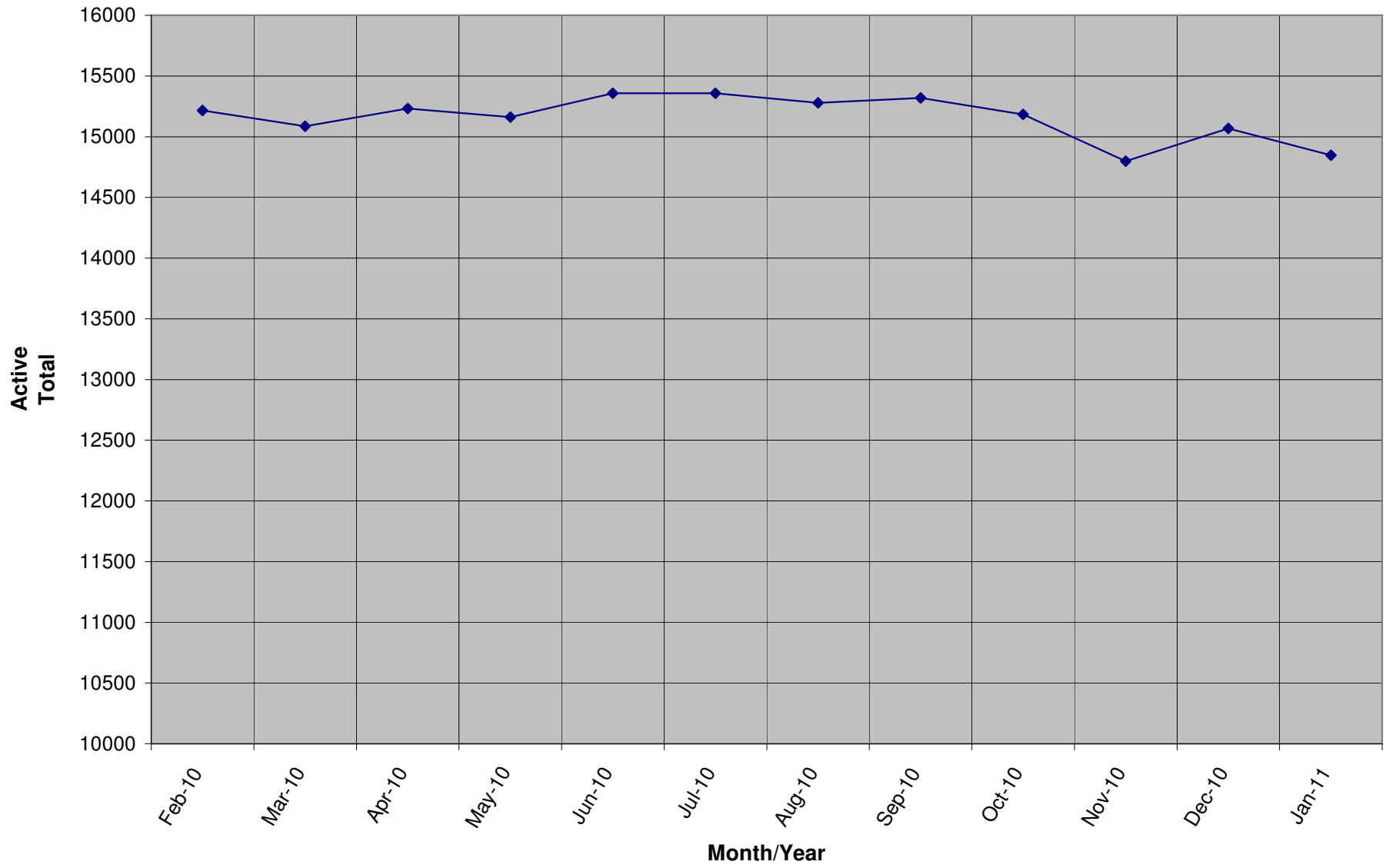
TOTAL ACTIVE = Current Dues Paying or Lifetime Donor

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

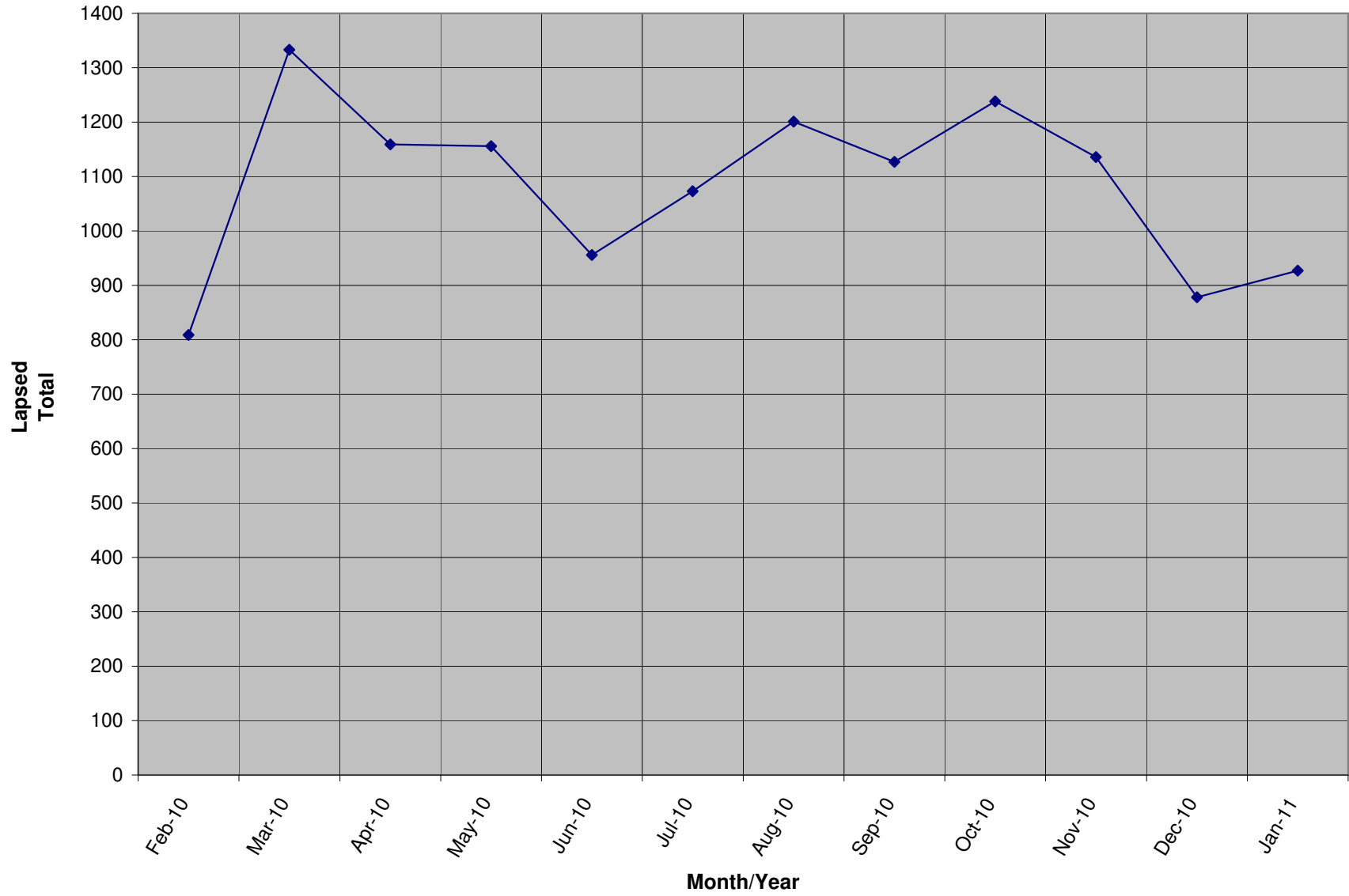
SUSTAINING MEMBERSHIP STATE RANKINGS - "BSM"

<u>State</u>	<u>Total BSM</u>	<u>Rank</u>	<u>State</u>	<u>Total BSM</u>	<u>Rank</u>
CA	1964	1	SC	173	27
TX	891	2	KS	165	28
FL	809	3	NH	153	29
OH	672	4	LA	132	30
NY	640	5	IA	119	31
VA	589	6	NM	108	32
IL	573	7	OK	105	33
PA	530	8	KY	103	34
MI	521	9	AR	96	35
GA	493	10	UT	89	36
CO	438	11	ME	81	37
WA	409	12	MS	78	38
IN	368	13	NE	73	39
NC	357	14	ID	72	40
AZ	323	15	AK	60	41
NJ	317	16	HI	60	42
MA	274	17	WV	59	43
MD	270	18	DE	57	44
MO	270	19	WY	40	45
TN	268	20	DC	39	46
MN	218	21	MT	39	47
NV	217	22	RI	36	48
WI	217	23	VT	36	49
AL	208	24	SD	32	50
OR	188	25	ND	29	51
CT	181	26	XX	66	52

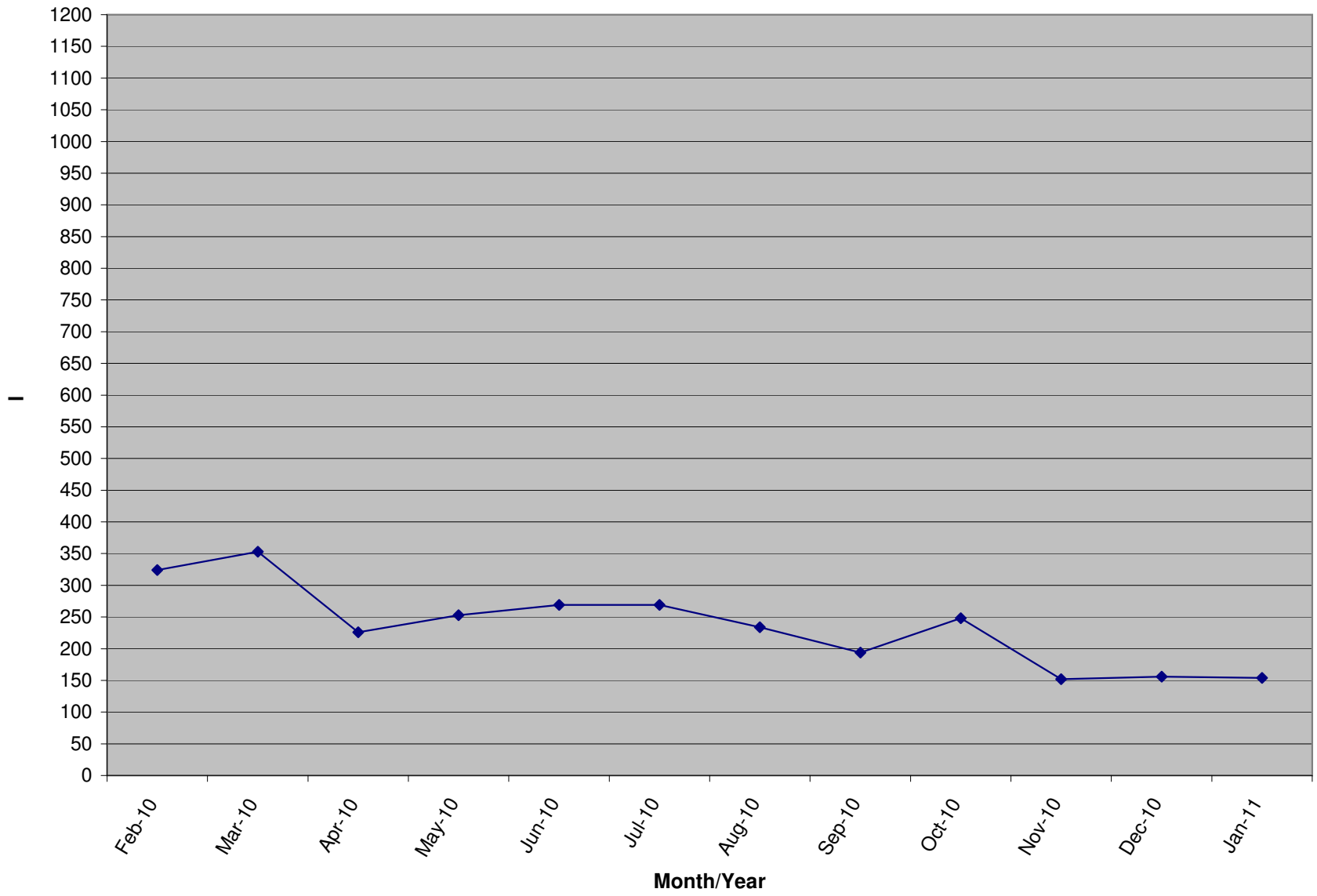
Active Donors



Lapsed - Dropped - Donors



New Donors



Renew Donors

