

Libertarian National Committee - Membership Report

"Donor" Totals - Dec-12

4 Year & 12 Month Comparison

	Dec-09	Dec-10	Dec-11	Dec-12	Dec-11	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	Nov-12	Dec-12
Active w-MEM	14076	14077	13468	13749	13468	13492	13538	13406	13179	12923	12870	12960	13361	13788	14070	14182	13749
Active w/out MEM	587	991	859	1194	859	851	852	880	921	911	884	896	968	1135	1213	1175	1194
Total	14663	15068	14327	14943	14327	14343	14390	14286	14100	13834	13754	13856	14329	14923	15283	15357	14943
Percent Change	-10.31%	2.76%	-4.92%	4.30%	-1.44%	0.11%	0.33%	-0.72%	-1.30%	-1.89%	-0.58%	0.74%	3.41%	4.15%	2.41%	0.48%	-2.70%
Lapsed/Drop MEM	695	845	1379	1381	1379	720	616	840	814	937	804	680	791	835	1129	1017	1381
Lapes w/out MEM	40	33	74	76	74	52	31	40	51	59	70	39	55	36	66	87	76
Lapsed/Drop Total	735	878	1453	1457	1453	772	647	880	865	996	874	719	846	871	1195	1104	1457
Percent Change	-48.17%	19.46%	65.49%	0.28%	110.89%	-46.87%	-16.19%	36.01%	-1.70%	15.14%	-12.25%	-17.73%	17.66%	2.96%	37.20%	-7.62%	31.97%
New Donors w-MEM	206	143	256	240	256	235	209	157	182	170	187	338	448	589	679	661	240
New w/out MEM	3	13	26	38	26	22	26	33	23	48	23	15	58	137	131	36	38
New Total	209	156	282	278	282	257	235	190	205	218	210	353	506	726	810	697	278
Percent Change	34.84%	-25.36%	80.77%	-1.42%	30.56%	-8.87%	-8.56%	-19.15%	7.89%	6.34%	-3.67%	68.10%	43.34%	43.48%	11.57%	-13.95%	-60.11%
Renewed w-MEM	602	921	900	708	900	509	453	551	405	511	564	432	744	673	732	468	708
Renewed w/out MEM	49	71	61	57	61	22	6	35	69	1	20	36	69	66	13	13	57
Total Renewals	651	992	961	765	961	531	459	586	474	512	584	468	813	739	745	481	765
Percent Change	46.62%	52.38%	-3.13%	-20.40%	-0.72%	-44.75%	-13.56%	27.67%	-19.11%	8.02%	14.06%	-19.86%	73.72%	-9.10%	0.81%	-35.44%	59.04%
Total "MEM"	117226	119731	121850	126900	121850	122178	122339	122475	122726	122942	123152	123591	124107	124917	125618	126309	126900
Percent Change	3.72%	2.14%	1.77%	4.14%	0.23%	0.27%	0.13%	0.11%	0.20%	0.18%	0.17%	0.36%	0.42%	0.65%	0.56%	0.55%	0.47%
Total "LIFETIME"	2035	2096	2142	2208	2142	2146	2149	2149	2153	2155	2163	2170	2183	2197	2201	2207	2208
Total "BSM"	14096	14309	13589	13824	13589	13642	13558	13664	13397	12919	12817	12816	13197	13475	13758	14043	13824

Last Year vs. This Year

	Dec-11	Dec-12	Change	12 Mo Ave
Active w-MEM	13468	13749	2.09%	13460
Active w/out MEM	859	1194	39.00%	990
Total Active	14327	14943	4.30%	14450
Lapsed/Dropped	1453	1457	0.28%	936
New Donors	282	278	-1.42%	390
Renewals	961	765	-20.40%	596

Active Donors w-MEM = 13749

Lapsed & Zero Dues MEM = 113151

Total "MEM" w-Signed Certificate = 126900

Member Signed Certificate = "MEM"

Total "BSM" = 13824

Bylaws defined Sustaining Member = "BSM"

NEW-RENEW BREAKDOWN BY TYPE

New Members			
Source	Number	\$ Total	Ave Gift
House Mailing to Inq	1	\$ 25.00	\$ 25.00
Dir Mail Prospecting	3	\$ 75.00	\$ 25.00
Tele-New	0	\$ -	\$ -
Web New Members	219	\$ 8,985.00	\$ 41.03
* Manual Adjustments	55	n/a	n/a
Total	278	\$ 9,085.00	\$ 40.74
Renewals			
Source	Number	\$ Total	Ave Gift
Renew via House Mailing	0	\$ -	\$ -
Dir Mail Renewals	172	\$ 8,318.45	\$ 48.36
Tele-Renewal	17	\$ 975.00	\$ 57.35
Web Renewals	164	\$ 7,827.00	\$ 47.73
* Manual Adjustments	412	n/a	n/a
Total	765	\$ 17,120.45	\$ 48.50

* Includes Pledge Extensions & New Pledges

Dec-12 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	643	65	4	69	61
AL	1597	182	8	190	186
AR	821	93	4	97	95
AZ	2998	318	38	356	319
CA	18783	1761	164	1925	1767
CO	3503	431	30	461	441
CT	1424	172	17	189	175
DC	344	39	9	48	40
DE	363	39	7	46	39
FL	7487	771	70	841	763
GA	5694	426	35	461	426
HI	502	64	3	67	63
IA	960	134	12	146	132
ID	717	71	5	76	67
IL	4278	511	44	555	517
IN	2877	349	28	377	358
KS	1162	143	11	154	142
KY	1071	123	6	129	121
LA	985	127	11	138	131
MA	2740	245	26	271	243
MD	2283	272	26	298	278
ME	781	73	7	80	75
MI	4958	445	32	477	452
MN	1932	207	16	223	204
MO	2196	258	22	280	264
MS	609	70	7	77	71

<u>STATE</u>	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
MT	464	49	5	54	44
NC	3148	366	25	391	370
ND	186	35	1	36	35
NE	599	69	5	74	66
NH	1296	138	16	154	138
NJ	2903	316	34	350	313
NM	1091	152	19	171	157
NV	1729	203	18	221	205
NY	4676	613	61	674	608
OH	4773	626	47	673	627
OK	960	102	7	109	103
OR	2121	176	23	199	179
PA	5572	533	65	598	547
RI	290	34	1	35	34
SC	1555	165	11	176	168
SD	231	39	3	42	38
TN	2249	264	10	274	261
TX	8276	986	75	1061	1002
UT	1081	97	12	109	98
VA	4204	601	41	642	598
VT	382	32	5	37	30
WA	4109	386	33	419	393
WI	1825	210	18	228	214
WV	561	54	0	54	53
WY	303	37	3	40	37
OTHER	608	77	14	91	76

	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
TOTALS	126900	13749	1194	14943	13824

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

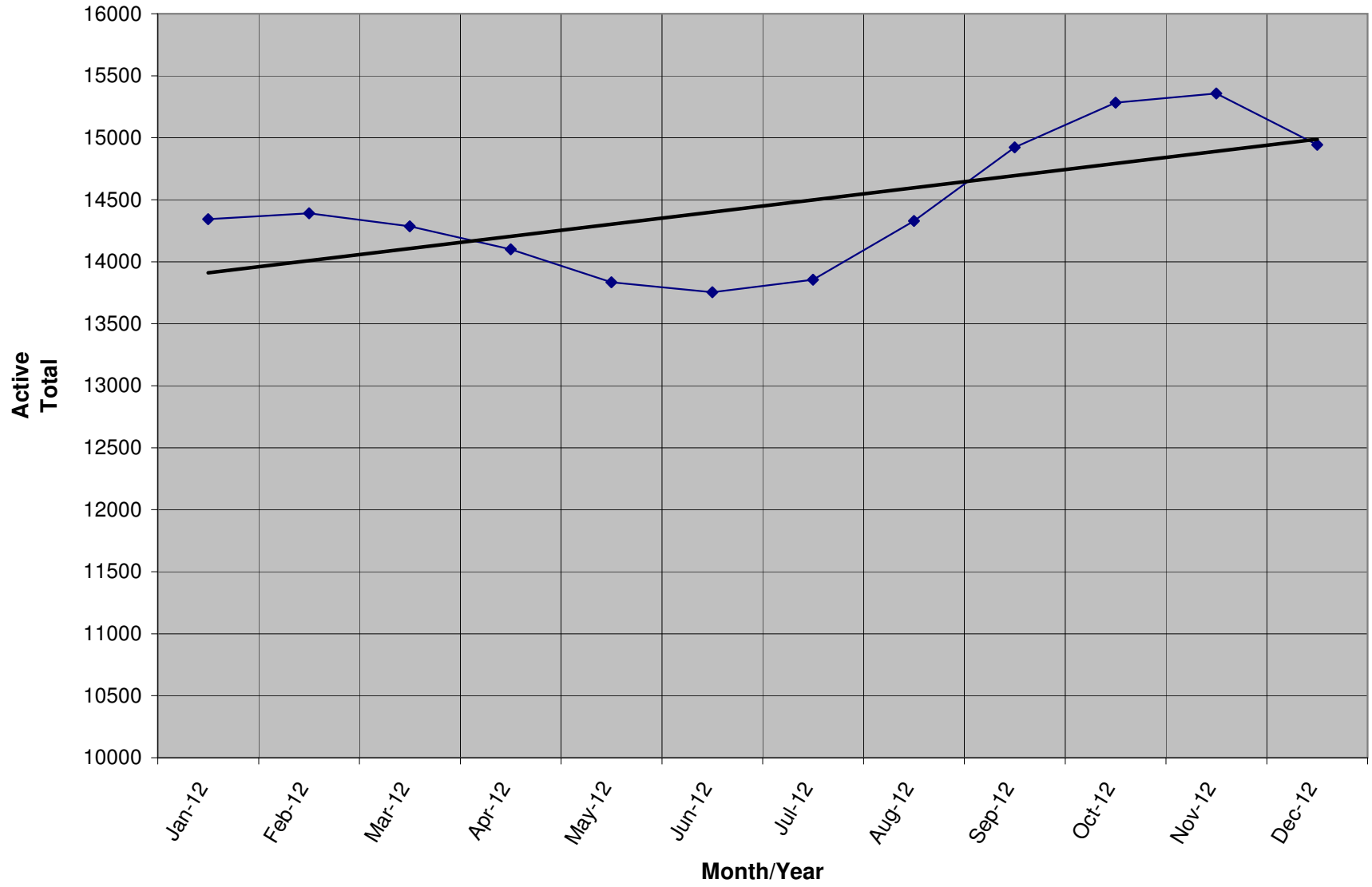
BSM = By Law Definition of "Sustaining Member" and number used for delegate count

(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.)

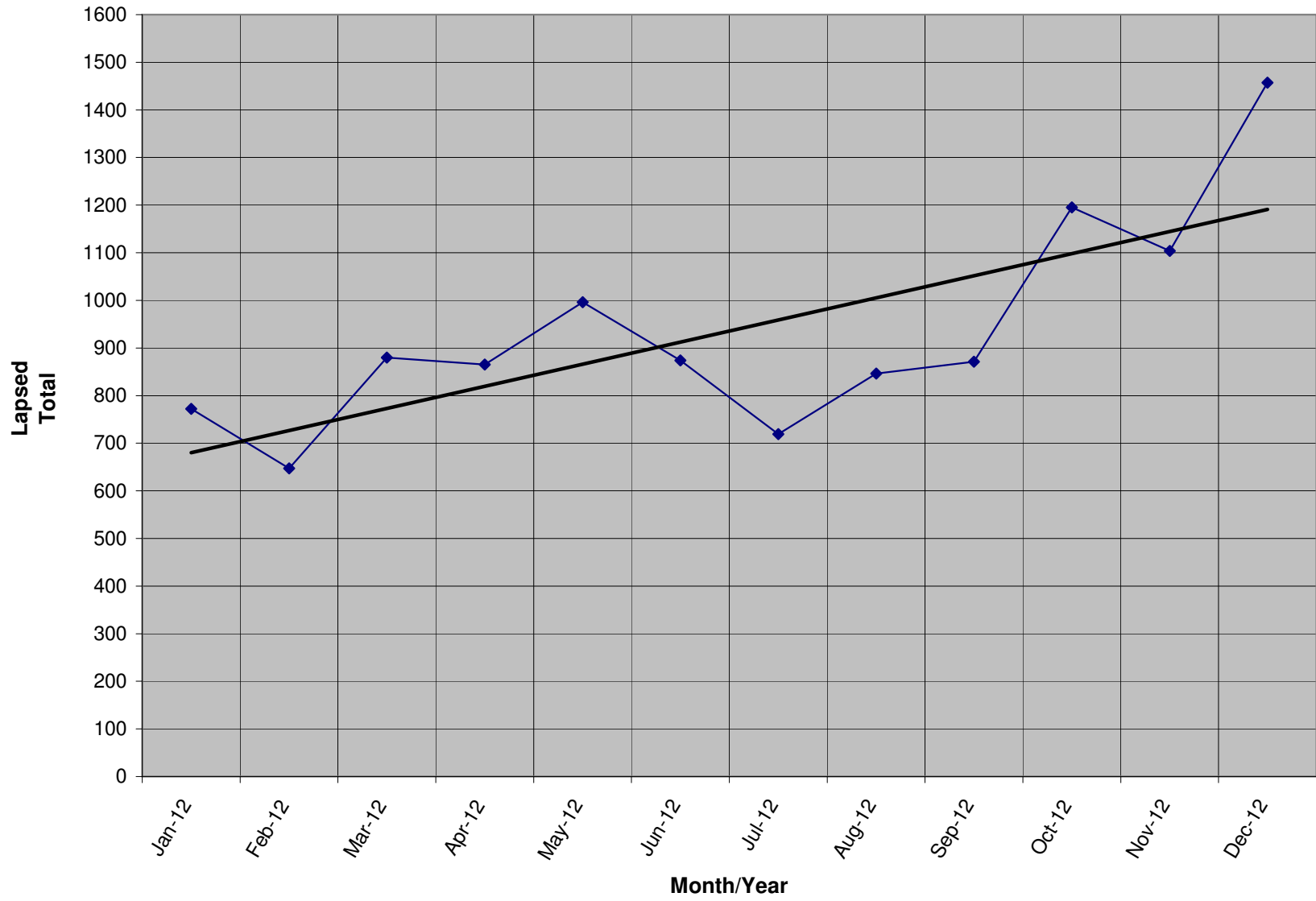
SUSTAINING MEMBERSHIP STATE RANKINGS - "BSM"

<u>State</u>	<u>Total BSM</u>	<u>Rank</u>	<u>State</u>	<u>Total BSM</u>	<u>Rank</u>
CA	1767	1	SC	168	27
TX	1002	2	NM	157	28
FL	763	3	KS	142	29
OH	627	4	NH	138	30
NY	608	5	IA	132	31
VA	598	6	LA	131	32
PA	547	7	KY	121	33
IL	517	8	OK	103	34
MI	452	9	UT	98	35
CO	441	10	AR	95	36
GA	426	11	ME	75	37
WA	393	12	MS	71	38
NC	370	13	ID	67	39
IN	358	14	NE	66	40
AZ	319	15	HI	63	41
NJ	313	16	AK	61	42
MD	278	17	WV	53	43
MO	264	18	MT	44	44
TN	261	19	DC	40	45
MA	243	20	DE	39	46
WI	214	21	SD	38	47
NV	205	22	WY	37	48
MN	204	23	ND	35	49
AL	186	24	RI	34	50
OR	179	25	VT	30	51
CT	175	26	XX	76	52

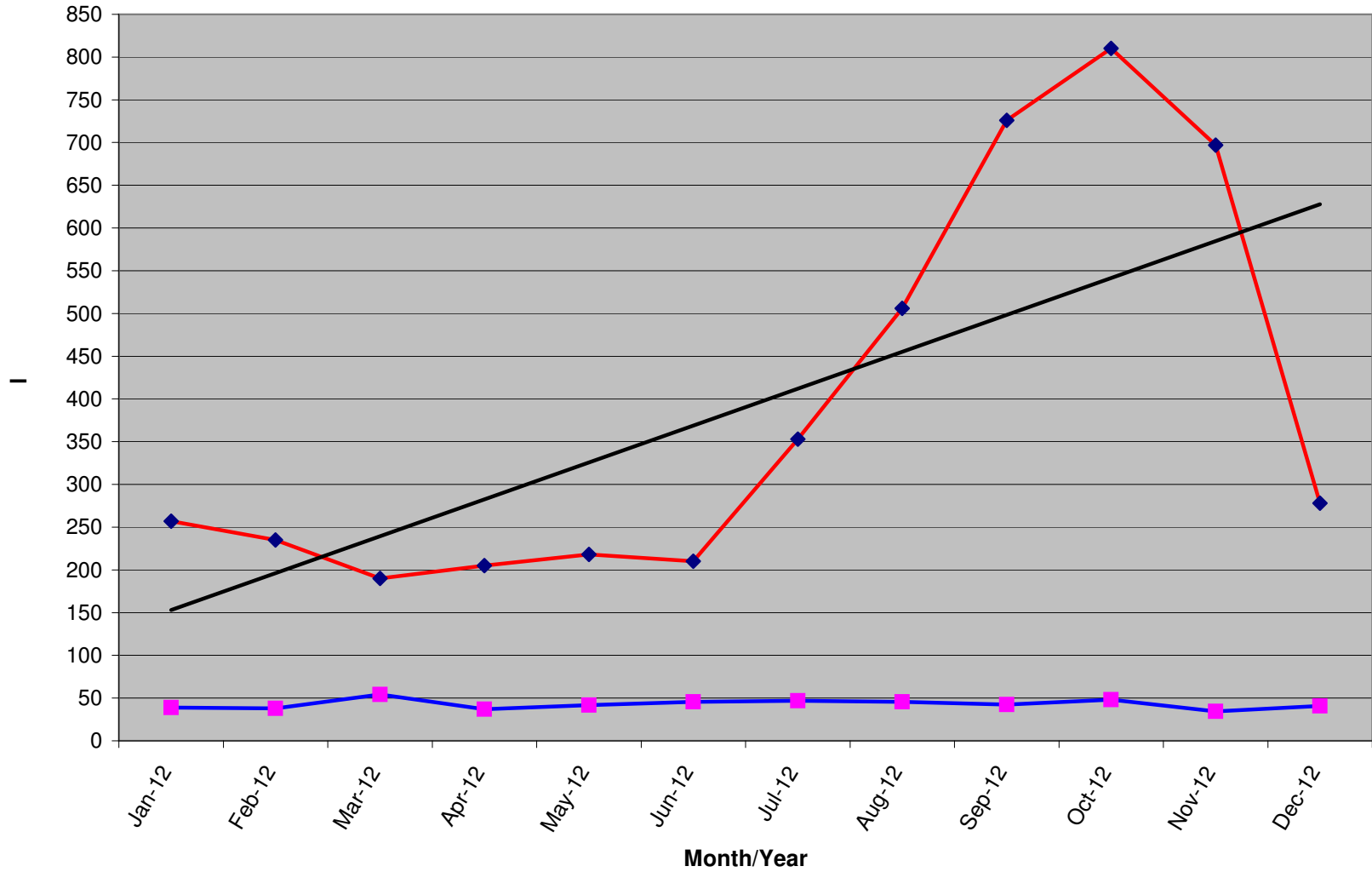
Active Donors - Past 12 Months



Lapsed - Dropped - Donors - Past 12 Months

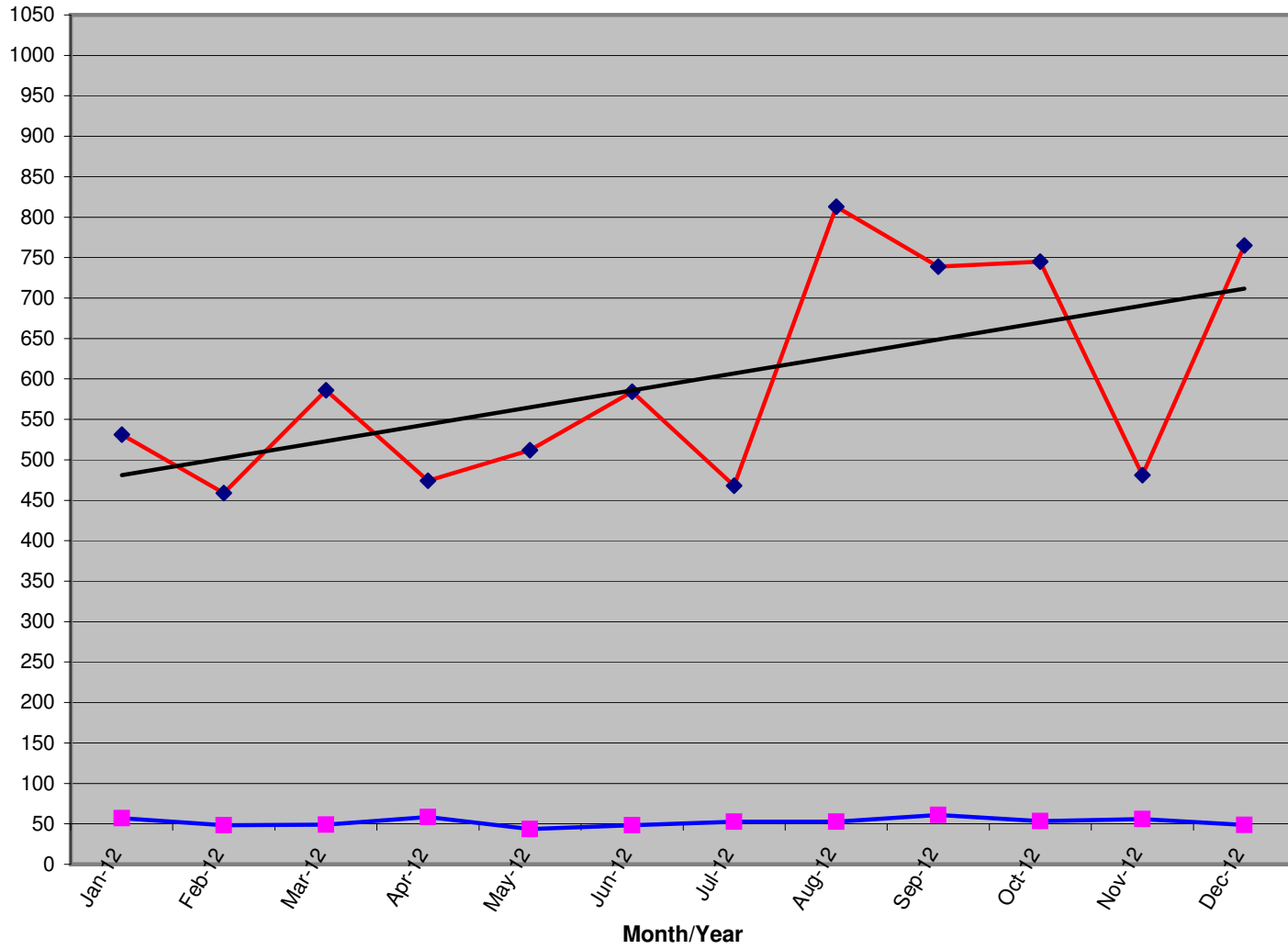


New Donors / Ave Gift - Past 12 Months



	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	Nov-12	Dec-12
New Donors	257	235	190	205	218	210	353	506	726	810	697	278
Ave Gift	\$ 39.00	\$ 37.83	\$ 54.07	\$ 36.99	\$ 41.71	\$ 45.48	\$ 46.73	\$ 45.59	\$ 42.54	\$ 48.26	\$ 34.59	\$ 40.74

Renew Donors - Past 12 Months



	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	Nov-12	Dec-12
Renew Total	531	459	586	474	512	584	468	813	739	745	481	765
Ave Gift	\$ 56.93	\$ 48.43	\$ 48.97	\$ 58.32	\$ 43.64	\$ 48.33	\$ 52.63	\$ 52.56	\$ 60.92	\$ 53.32	\$ 55.98	\$ 48.50