

Libertarian National Committee - Membership Report

"Donor" Totals - Dec-13

4 Year & 12 Month Comparison

	Dec-09	Dec-10	Dec-11	Dec-12	Dec-12	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13
Active w-MEM	14076	14077	13468	13749	13749	13883	13957	14081	14077	14149	14158	13986	13580	13429	13485	13682	13670
Active w/out MEM	587	991	859	1194	1194	1195	1181	1155	1112	1077	1070	1054	978	884	831	826	967
Total Active Donors	14663	15068	14327	14943	14943	15078	15138	15236	15189	15226	15228	15040	14558	14313	14316	14508	14637
Percent Change	-10.31%	2.76%	-4.92%	4.30%	-2.70%	0.90%	0.40%	0.65%	-0.31%	0.24%	0.01%	-1.23%	-3.20%	-1.68%	0.02%	1.34%	0.89%
Lapsed/Drop MEM	695	845	1379	1381	1381	925	626	677	698	614	624	948	1241	1106	1445	1132	1245
Lapses w/out MEM	40	33	74	76	76	53	44	56	84	66	36	43	89	157	201	54	82
Lapsed/Drop Total	735	878	1453	1457	1457	978	670	733	782	680	660	991	1330	1263	1646	1186	1327
Percent Change	-48.17%	19.46%	65.49%	0.28%	31.97%	-32.88%	-31.49%	9.40%	6.68%	-13.04%	-2.94%	50.15%	34.21%	-5.04%	30.32%	-27.95%	11.89%
New Donors w-MEM	206	143	256	240	240	395	257	292	199	219	206	219	196	254	362	293	267
New w/out MEM	3	13	26	38	38	34	7	7	6	9	10	8	1	39	24	17	168
New Total	209	156	282	278	278	429	264	299	205	228	216	227	197	293	386	310	435
Percent Change	34.84%	-25.36%	80.77%	-1.42%	-60.11%	54.32%	-38.46%	13.26%	-31.44%	11.22%	-5.26%	5.09%	-13.22%	48.73%	31.74%	-19.69%	40.32%
Renewed w-MEM	602	921	900	708	708	664	443	509	495	467	427	557	639	701	1139	1036	966
Renewed w/out MEM	49	71	61	57	57	20	23	23	35	22	19	19	12	24	124	32	55
Total Renewals	651	992	961	765	765	684	466	532	530	489	446	576	651	725	1263	1068	1021
Percent Change	46.62%	52.38%	-3.13%	-20.40%	59.04%	-10.59%	-31.87%	14.16%	-0.38%	-7.74%	-8.79%	29.15%	13.02%	11.37%	74.21%	-15.44%	-4.40%
Total "MEM"	117226	119731	121850	126900	126900	127367	127552	127876	128132	128415	128673	128929	129200	129455	129833	130187	130507
Percent Change	3.72%	2.14%	1.77%	4.14%	0.47%	0.37%	0.15%	0.25%	0.20%	0.22%	0.20%	0.20%	0.21%	0.20%	0.00%	0.27%	0.25%
Total "LIFETIME"	2035	2096	2142	2208	2208	2216	2216	2229	2245	2264	2266	2269	2271	2274	2276	2290	2295
Total "BSM"	14096	14309	13589	13824	13824	14029	14028	14120	14119	14149	14088	13944	13586	13251	13363	13402	13869

Last Year vs. This Year

	Dec-12	Dec-13	Change
Active w-MEM	13749	13670	-0.57%
Active w/out MEM	1194	967	-19.01%
Total Active Donors	14943	14637	-2.05%
Lapsed/Dropped	1457	1327	-8.92%
New Donors	278	435	56.47%
Renewals	765	1021	33.46%

NEW-RENEW BREAKDOWN BY TYPE

Source	New Members Number	\$ Total	Ave Gift
House Mailing to Inq	1	\$ 100.00	\$ 100.00
Dir Mail Prospecting	146	\$ 6,835.00	\$ 43.39
Tele-New	0	\$ -	\$ -
Web New Members	113	\$ 5,144.34	\$ 45.53
* Manual Adjustments	175	n/a	n/a
Total	435	\$ 11,579.34	\$ 44.54

Source	Renewals Number	\$ Total	Ave Gift
Renew via House Mailing	27	\$ 1,733.00	\$ 64.19
Dir Mail Renewals	286	\$ 16,240.00	\$ 56.78
Tele-Renewal	4	\$ 200.00	\$ 50.00
Web Renewals	306	\$ 14,587.70	\$ 47.87
* Manual Adjustments	398	n/a	n/a
Total	1021	\$ 32,760.70	\$ 52.89

* Includes Pledge, Extensions, New Pledges & New Renewal Items via BA, BF & Legal Donations

Dec-13 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	650	61	5	66	61
AL	1660	172	10	182	180
AR	851	98	5	103	99
AZ	3072	290	33	323	304
CA	19040	1686	128	1814	1688
CO	3559	384	30	414	389
CT	1448	157	14	171	160
DC	345	30	6	36	31
DE	373	38	4	42	40
FL	7673	712	68	780	729
GA	5793	405	32	437	415
HI	519	67	6	73	70
IA	990	117	10	127	121
ID	737	65	2	67	66
IL	4390	464	37	501	472
IN	3029	418	14	432	423
KS	1192	144	12	156	145
KY	1121	122	6	128	126
LA	1024	123	9	132	128
MA	2780	233	15	248	240
MD	2353	264	22	286	260
ME	793	57	6	63	56
MI	5050	447	25	472	449
MN	1977	199	14	213	204
MO	2273	245	21	266	246
MS	650	82	6	88	83

<u>STATE</u>	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
MT	488	55	3	58	58
NC	3222	313	22	335	317
ND	203	29	2	31	30
NE	628	76	5	81	77
NH	1319	133	11	144	134
NJ	2990	312	24	336	312
NM	1107	118	14	132	120
NV	1850	269	10	279	277
NY	4808	570	56	626	577
OH	5037	1072	13	1085	1071
OK	989	105	4	109	104
OR	2156	162	20	182	167
PA	5705	512	41	553	523
RI	307	35	1	36	36
SC	1620	164	10	174	164
SD	236	32	0	32	33
TN	2314	230	15	245	234
TX	8640	917	76	993	937
UT	1111	90	13	103	92
VA	4447	654	33	687	656
VT	387	26	5	31	26
WA	4211	367	21	388	376
WI	1865	189	15	204	193
WV	578	57	1	58	61
WY	311	31	3	34	30
XX	636	72	9	81	79

	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
TOTALS	130507	13670	967	14637	13869

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

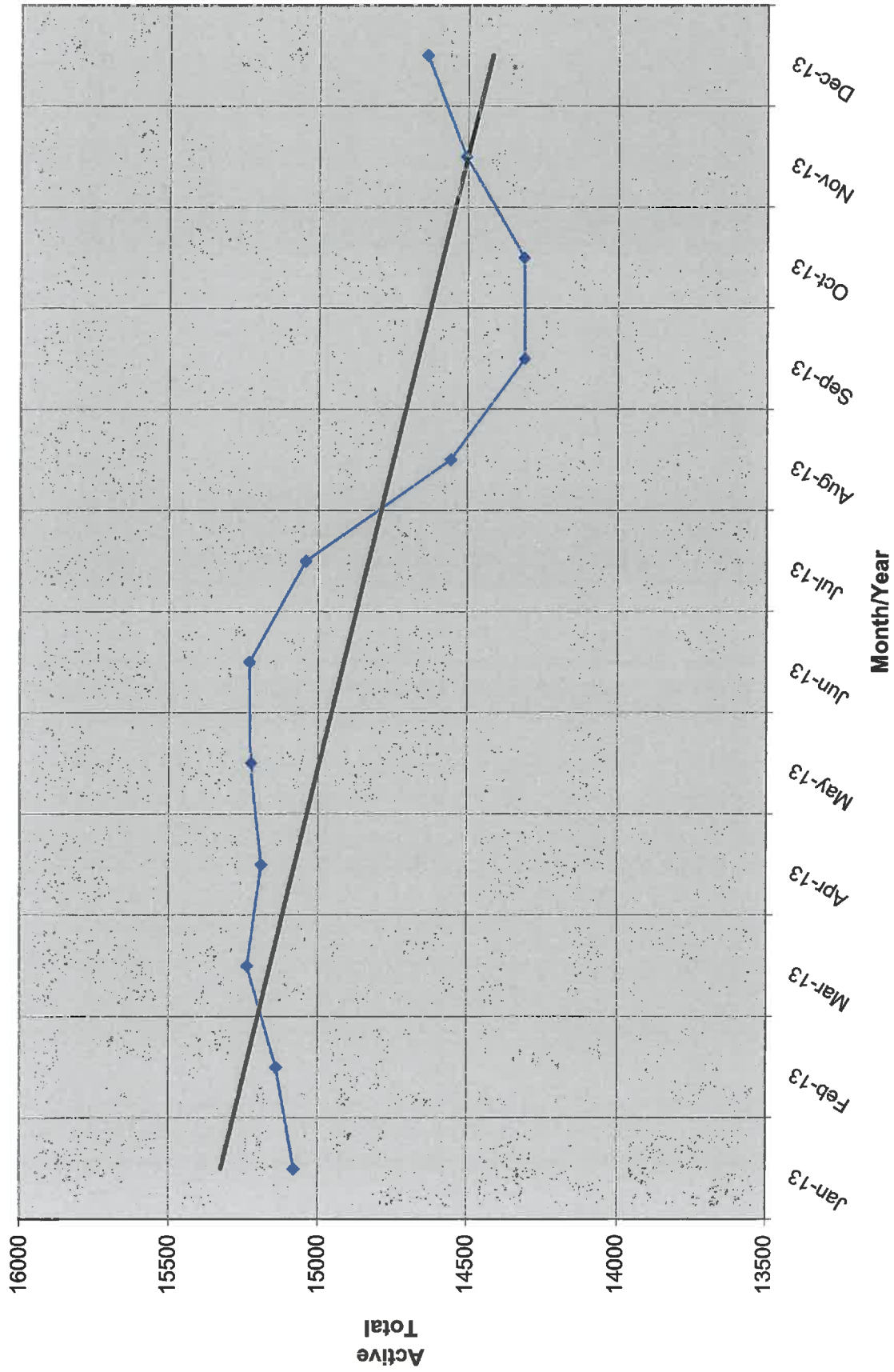
BSM = By Law Definition of "Sustaining Member" and number used for delegate count

(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.)

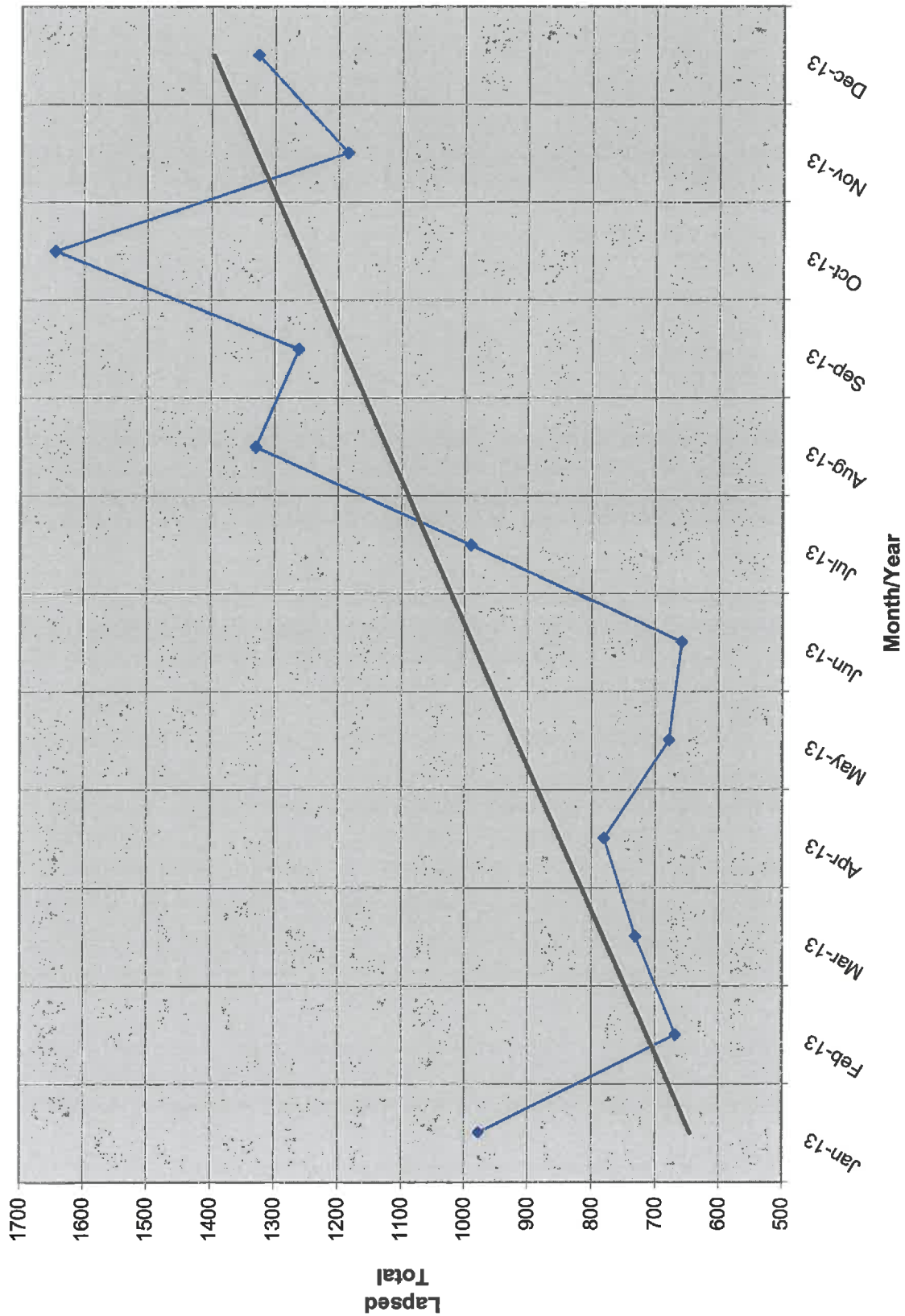
SUSTAINING MEMBERSHIP STATE RANKINGS - "BSM"

<u>State</u>	<u>Total BSM</u>	<u>Rank</u>	<u>State</u>	<u>Total BSM</u>	<u>Rank</u>
CA	1688	1	CT	160	27
OH	1071	2	KS	145	28
TX	937	3	NH	134	29
FL	729	4	LA	128	30
VA	656	5	KY	126	31
NY	577	6	IA	121	32
PA	523	7	NM	120	33
IL	472	8	OK	104	34
MI	449	9	AR	99	35
IN	423	10	UT	92	36
GA	415	11	MS	83	37
CO	389	12	NE	77	38
WA	376	13	HI	70	39
NC	317	14	ID	66	40
NJ	312	15	AK	61	41
AZ	304	16	WV	61	42
NV	277	17	MT	58	43
MD	260	18	ME	56	44
MO	246	19	DE	40	45
MA	240	20	RI	36	46
TN	234	21	SD	33	47
MN	204	22	DC	31	48
WI	193	23	ND	30	49
AL	180	24	WY	30	50
OR	167	25	VT	26	51
SC	164	26	XX	79	52

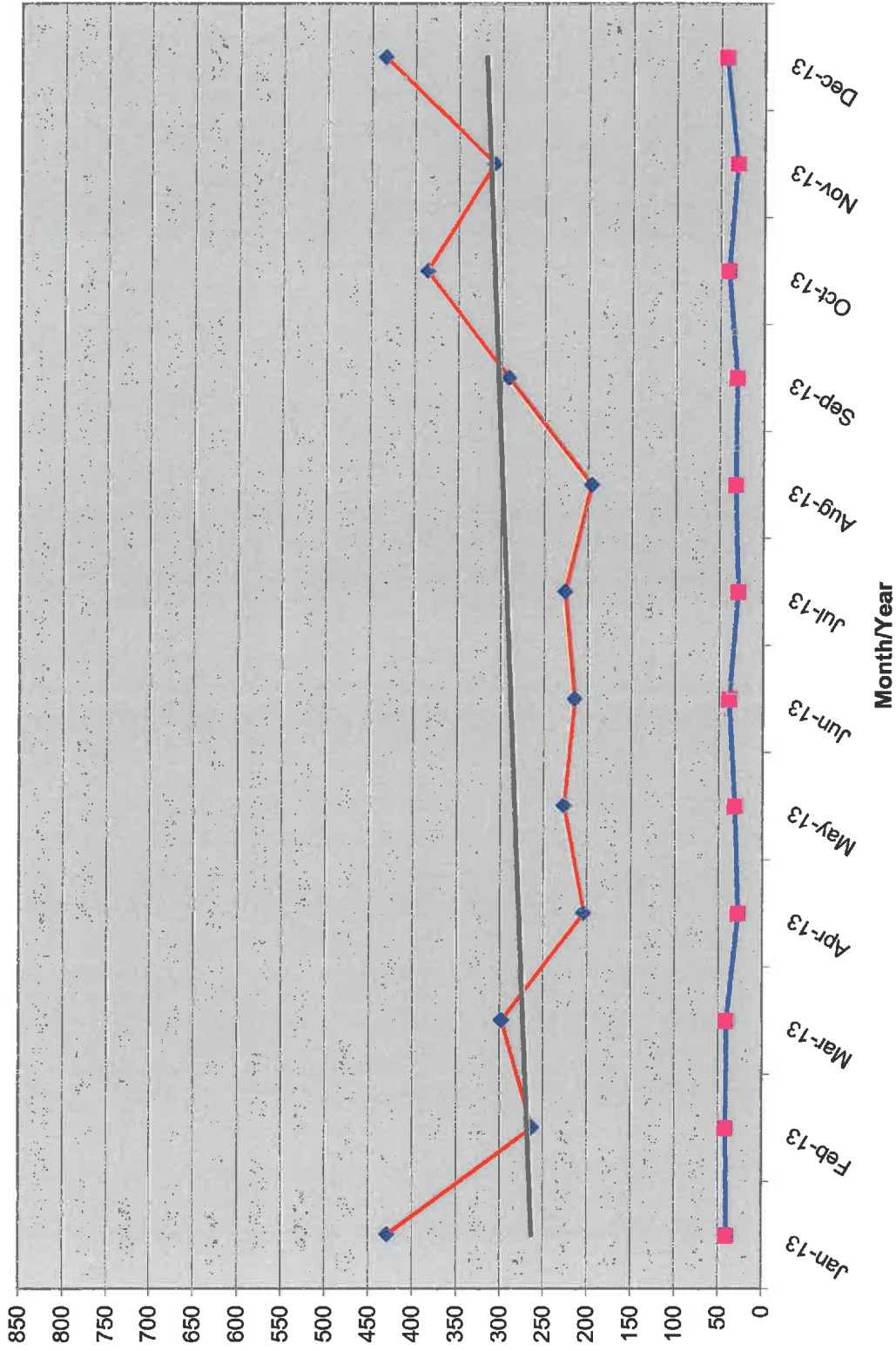
Active Donors - Past 12 Months



Lapsed - Dropped - Donors - Past 12 Months

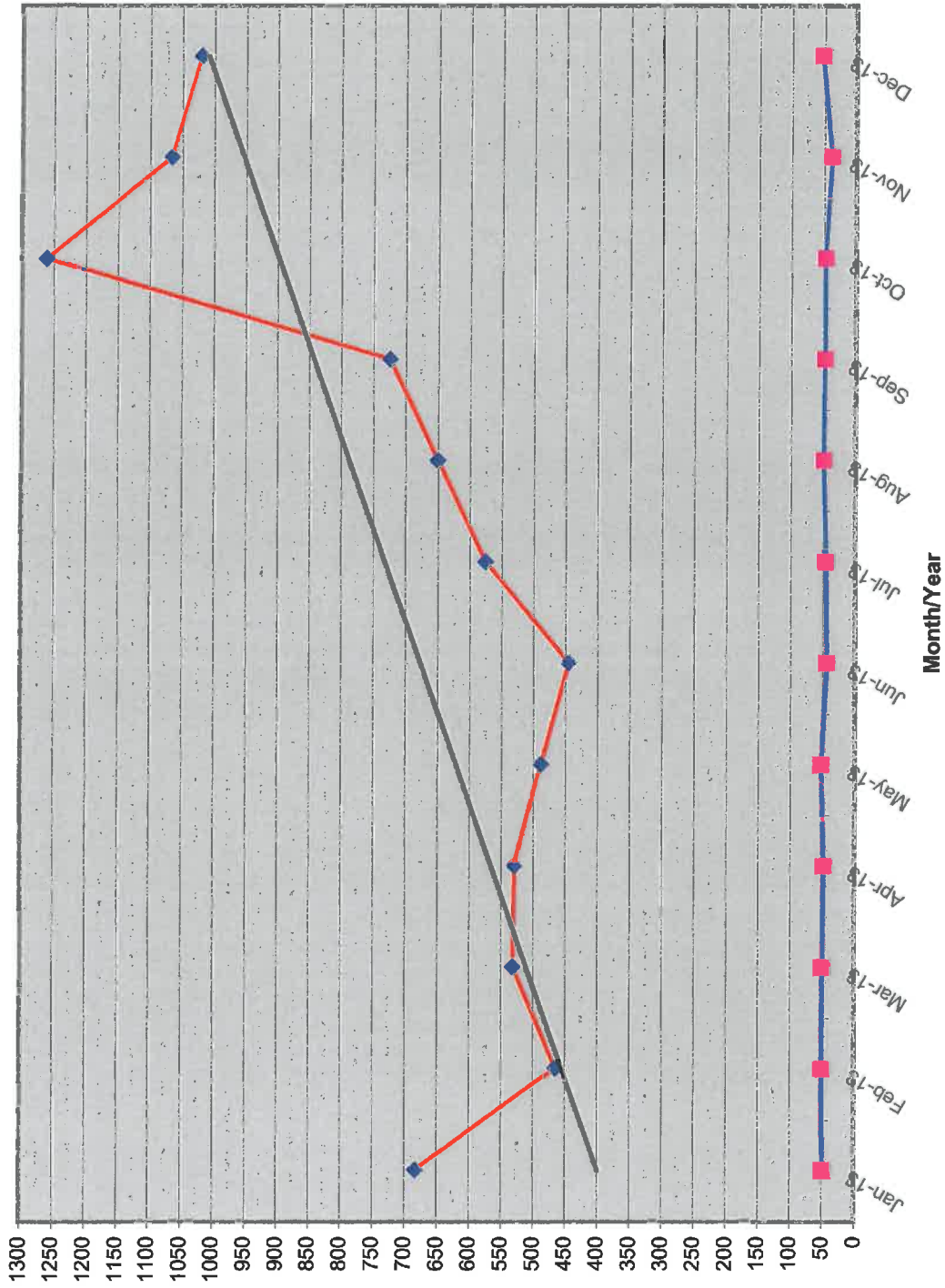


New Donors / Ave Gift - Past 12 Months



Month/Year	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13
New Donors	429	264	299	205	228	216	227	197	293	386	310	435
Ave Gift	\$ 40.74	\$ 42.17	\$ 41.44	\$ 28.77	\$ 32.43	\$ 39.18	\$ 29.68	\$ 32.45	\$ 31.53	\$ 40.98	\$ 31.85	\$ 44.54

Renew Donors - Past 12 Months



Jan-13 Feb-13 Mar-13 Apr-13 May-13 Jun-13 Jul-13 Aug-13 Sep-13 Oct-13 Nov-13 Dec-13

Renew Total 684

Ave Gift \$ 48.50

684

\$ 50.15

532

\$ 49.47

530

\$ 47.90

489

\$ 51.81

446

\$ 43.81

576

\$ 46.05

651

\$ 49.76

725

\$ 48.76

1263

\$ 47.94

1068

\$ 38.42

1021

\$ 52.59