

Libertarian National Committee - Membership Report

"Donor" Totals - Aug-13

4 Year & 12 Month Comparison

	Dec-09	Dec-10	Dec-11	Dec-12	Aug-12	Sep-12	Oct-12	Nov-12	Dec-12	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13
Active w-MEM	14076	14077	13468	13749	13361	13788	14070	14182	13749	13883	13957	14081	14077	14149	14158	13986	13580
Active w/out MEM	587	991	859	1194	968	1135	1213	1175	1194	1195	1181	1155	1112	1077	1070	1054	978
Total Active Donors	14663	15068	14327	14943	14329	14923	15283	15357	14943	15078	15138	15236	15189	15226	15228	15040	14558
Percent Change	-10.31%	2.76%	-4.92%	4.30%	3.41%	4.15%	2.41%	0.48%	-2.70%	0.90%	0.40%	0.65%	-0.31%	0.24%	0.01%	-1.23%	-3.20%
Lapsed/Drop MEM	695	845	1379	1381	791	835	1129	1017	1381	925	626	677	698	614	624	948	1241
Lapes w/out MEM	40	33	74	76	55	36	66	87	76	53	44	56	84	66	36	43	89
Lapsed/Drop Total	735	878	1453	1457	846	871	1195	1104	1457	978	670	733	782	680	660	991	1330
Percent Change	-48.17%	19.46%	65.49%	0.28%	17.66%	2.96%	37.20%	-7.62%	31.97%	-32.88%	-31.49%	9.40%	6.68%	-13.04%	-2.94%	50.15%	34.21%
New Donors w-MEM	206	143	256	240	448	589	679	661	240	395	257	292	199	219	206	219	196
New w/out MEM	3	13	26	38	58	137	131	36	38	34	7	7	6	9	10	8	1
New Total	209	156	282	278	506	726	810	697	278	429	264	299	205	228	216	227	197
Percent Change	34.84%	-25.36%	80.77%	-1.42%	43.34%	43.48%	11.57%	-13.95%	-60.11%	54.32%	-38.46%	13.26%	-31.44%	11.22%	-5.26%	5.09%	-13.22%
Renewed w-MEM	602	921	900	708	744	673	732	468	708	664	443	509	495	467	427	557	639
Renewed w/out MEM	49	71	61	57	69	66	13	13	57	20	23	23	35	22	19	19	12
Total Renewals	651	992	961	765	813	739	745	481	765	684	466	532	530	489	446	576	651
Percent Change	46.62%	52.38%	-3.13%	-20.40%	73.72%	-9.10%	0.81%	-35.44%	59.04%	-10.59%	-31.87%	14.16%	-0.38%	-7.74%	-8.79%	29.15%	13.02%
Total "MEM"	117226	119731	121850	126900	124107	124917	125618	126309	126900	127367	127552	127876	128132	128415	128673	128929	129200
Percent Change	3.72%	2.14%	1.77%	4.14%	0.42%	0.65%	0.56%	0.55%	0.47%	0.37%	0.15%	0.25%	0.20%	0.22%	0.20%	0.20%	0.21%
Total "LIFETIME"	2035	2096	2142	2208	2183	2197	2201	2207	2208	2216	2216	2229	2245	2264	2266	2269	2271
Total "BSM"	14096	14309	13589	13824	13197	13475	13758	14043	13824	14029	14028	14120	14119	14149	14088	13944	13586

Last Year vs. This Year

	Aug-12	Aug-13	Change	12 Mo Ave
Active w-MEM	13361	13580	1.64%	13972
Active w/out MEM	968	978	1.03%	1128
Total Active Donors	14329	14558	1.60%	15100
Lapsed/Dropped	846	1330	57.21%	954
New Donors	506	197	-61.07%	381
Renewals	813	651	-19.93%	592

Active Donors w-MEM = 13580

Lapsed & Zero Dues MEM = 115620

Total "MEM" w-Signed Certificate = 129200

Member Signed Certificate = "MEM"

Total "BSM" = 13586

Bylaws defined Sustaining Member = "BSM"

NEW-RENEW BREAKDOWN BY TYPE

New Members			
Source	Number	\$ Total	Ave Gift
House Mailing to Inq	10	\$ 275.00	\$ 27.50
Dir Mail Prospecting	3	\$ 110.00	\$ 36.67
Tele-New	0	\$ -	\$ -
Web New Members	177	\$ 5,605.00	\$ 31.67
* Manual Adjustments	7	n/a	n/a
Total	197	\$ 5,990.00	\$ 31.53
Renewals			
Source	Number	\$ Total	Ave Gift
Renew via House Mailing	0	\$ -	\$ -
Dir Mail Renewals	369	\$ 20,372.00	\$ 55.21
Tele-Renewal	15	\$ 500.00	\$ 33.33
Web Renewals	254	\$ 10,240.00	\$ 40.31
* Manual Adjustments	13	n/a	n/a
Total	651	\$ 31,112.00	\$ 48.76

* Includes Pledge Extensions, New Pledges & New/Renew Mem via BF & BA Donations

Aug-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	648	63	3	66	60
AL	1643	186	7	193	189
AR	829	84	3	87	86
AZ	3042	294	32	326	294
CA	18948	1714	129	1843	1697
CO	3536	404	26	430	406
CT	1441	173	13	186	174
DC	343	33	8	41	32
DE	371	33	6	39	35
FL	7598	740	63	803	740
GA	5763	429	24	453	427
HI	514	69	4	73	70
IA	981	129	10	139	130
ID	728	64	4	68	64
IL	4349	480	36	516	478
IN	2957	356	25	381	359
KS	1177	133	9	142	131
KY	1106	125	4	129	125
LA	1011	130	8	138	129
MA	2765	239	20	259	239
MD	2344	271	22	293	274
ME	790	63	5	68	69
MI	5013	456	23	479	452
MN	1965	221	13	234	222
MO	2242	250	16	266	254
MS	636	81	5	86	78

<u>STATE</u>	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
MT	483	59	3	62	58
NC	3188	332	26	358	329
ND	199	38	2	40	39
NE	617	71	3	74	75
NH	1312	129	11	140	127
NJ	2959	317	32	349	315
NM	1101	127	13	140	125
NV	1799	242	15	257	238
NY	4757	587	57	644	584
OH	4934	669	37	706	674
OK	979	107	6	113	104
OR	2149	172	19	191	174
PA	5663	540	36	576	542
RI	303	39	1	40	39
SC	1597	172	11	183	173
SD	235	35	1	36	35
TN	2294	252	13	265	250
TX	8524	960	74	1034	976
UT	1106	95	10	105	95
VA	4323	628	34	662	626
VT	386	27	5	32	27
WA	4187	391	22	413	395
WI	1847	194	16	210	192
WV	573	58	0	58	58
WY	312	34	3	37	35
XX	633	85	10	95	87

	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
TOTALS	129200	13580	978	14558	13586

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

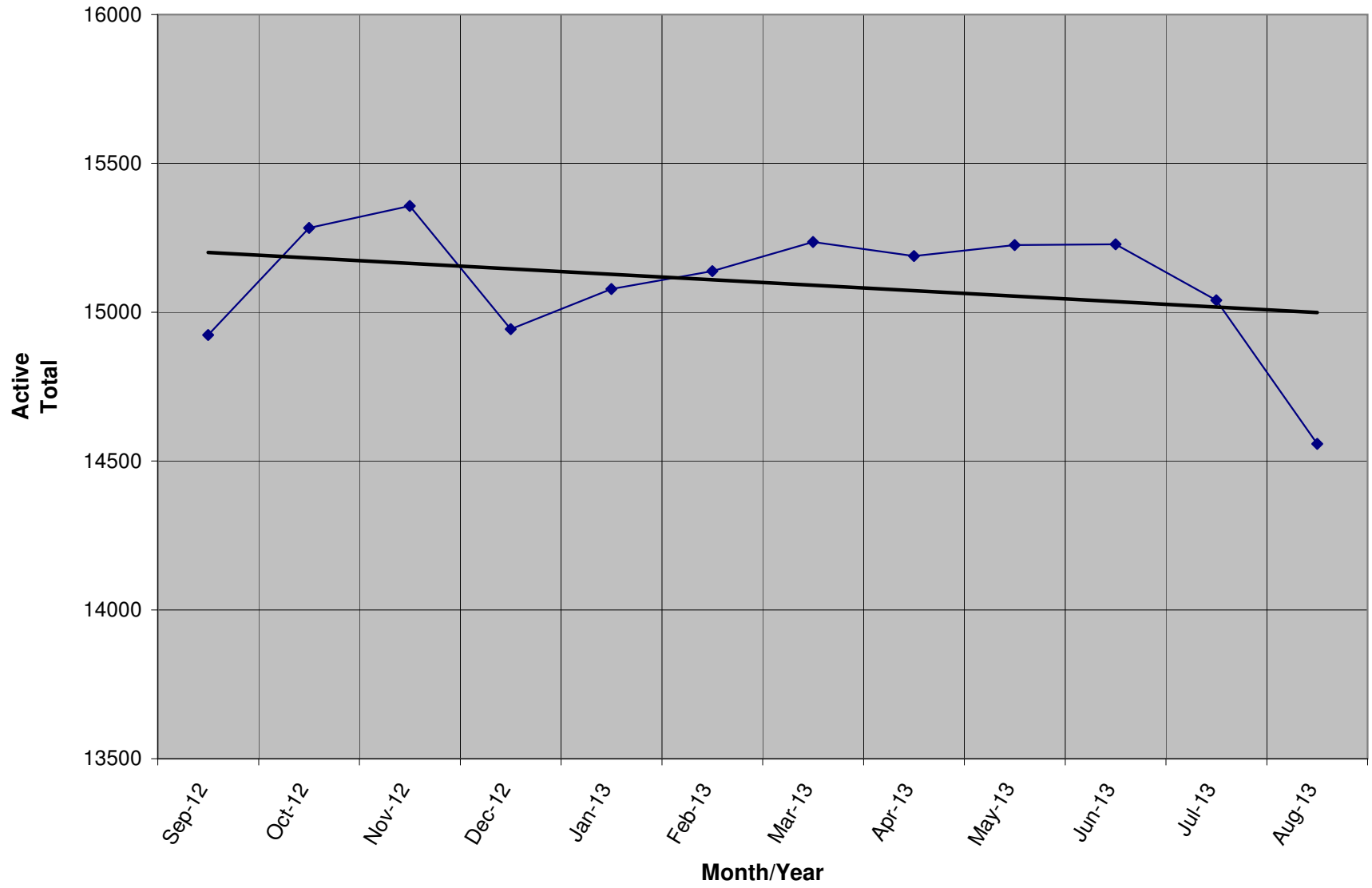
BSM = By Law Definition of "Sustaining Member" and number used for delegate count

(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.)

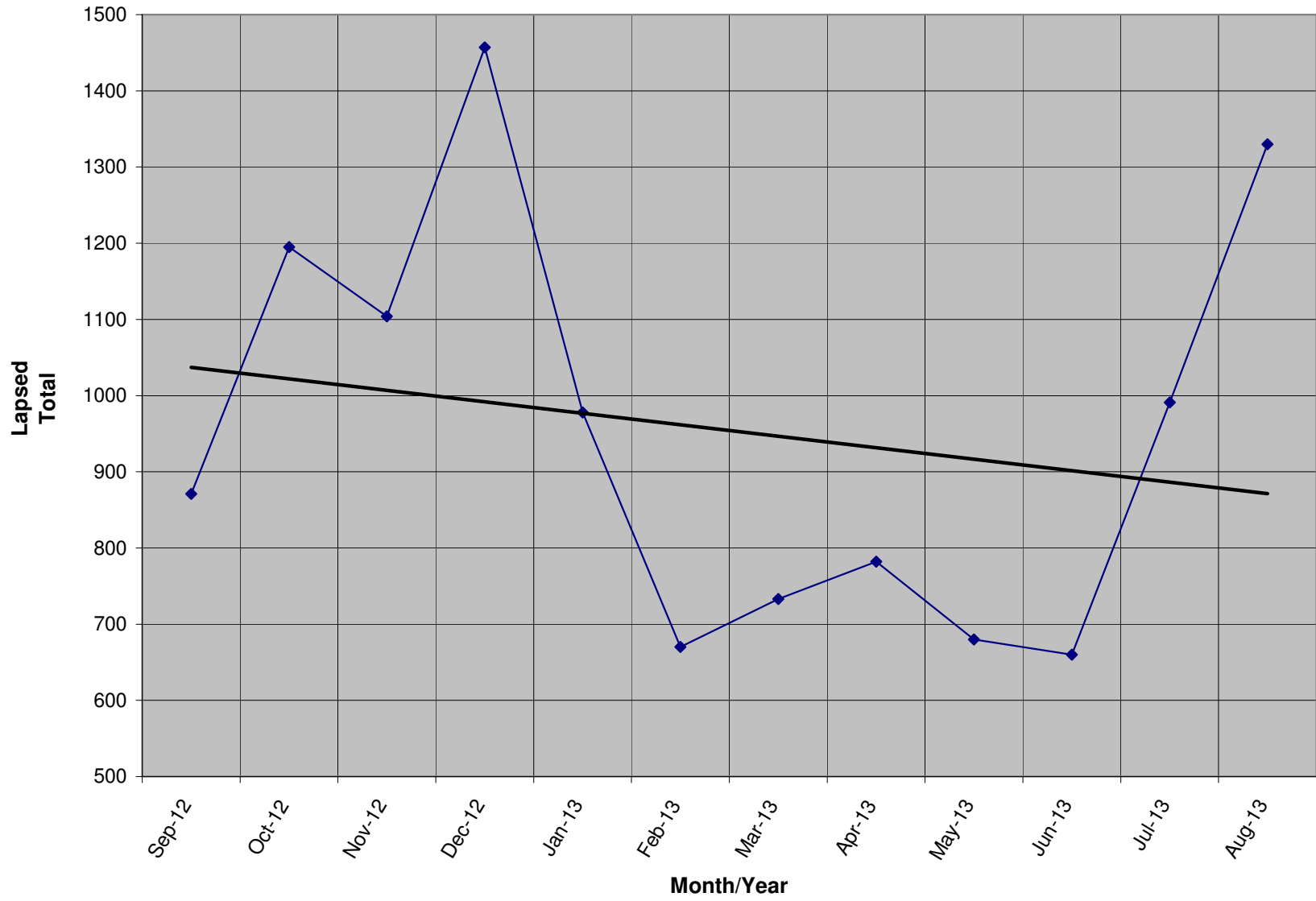
SUSTAINING MEMBERSHIP STATE RANKINGS - "BSM"

<u>State</u>	<u>Total BSM</u>	<u>Rank</u>	<u>State</u>	<u>Total BSM</u>	<u>Rank</u>
CA	1697	1	SC	173	27
TX	976	2	KS	131	28
FL	740	3	IA	130	29
OH	674	4	LA	129	30
VA	626	5	NH	127	31
NY	584	6	KY	125	32
PA	542	7	NM	125	33
IL	478	8	OK	104	34
MI	452	9	UT	95	35
GA	427	10	XX	87	36
CO	406	11	AR	86	37
WA	395	12	MS	78	38
IN	359	13	NE	75	39
NC	329	14	HI	70	40
NJ	315	15	ME	69	41
AZ	294	16	ID	64	42
MD	274	17	AK	60	43
MO	254	18	MT	58	44
TN	250	19	WV	58	45
MA	239	20	ND	39	46
NV	238	21	RI	39	47
MN	222	22	DE	35	48
WI	192	23	SD	35	49
AL	189	24	WY	35	50
CT	174	25	DC	32	51
OR	174	26	VT	27	52

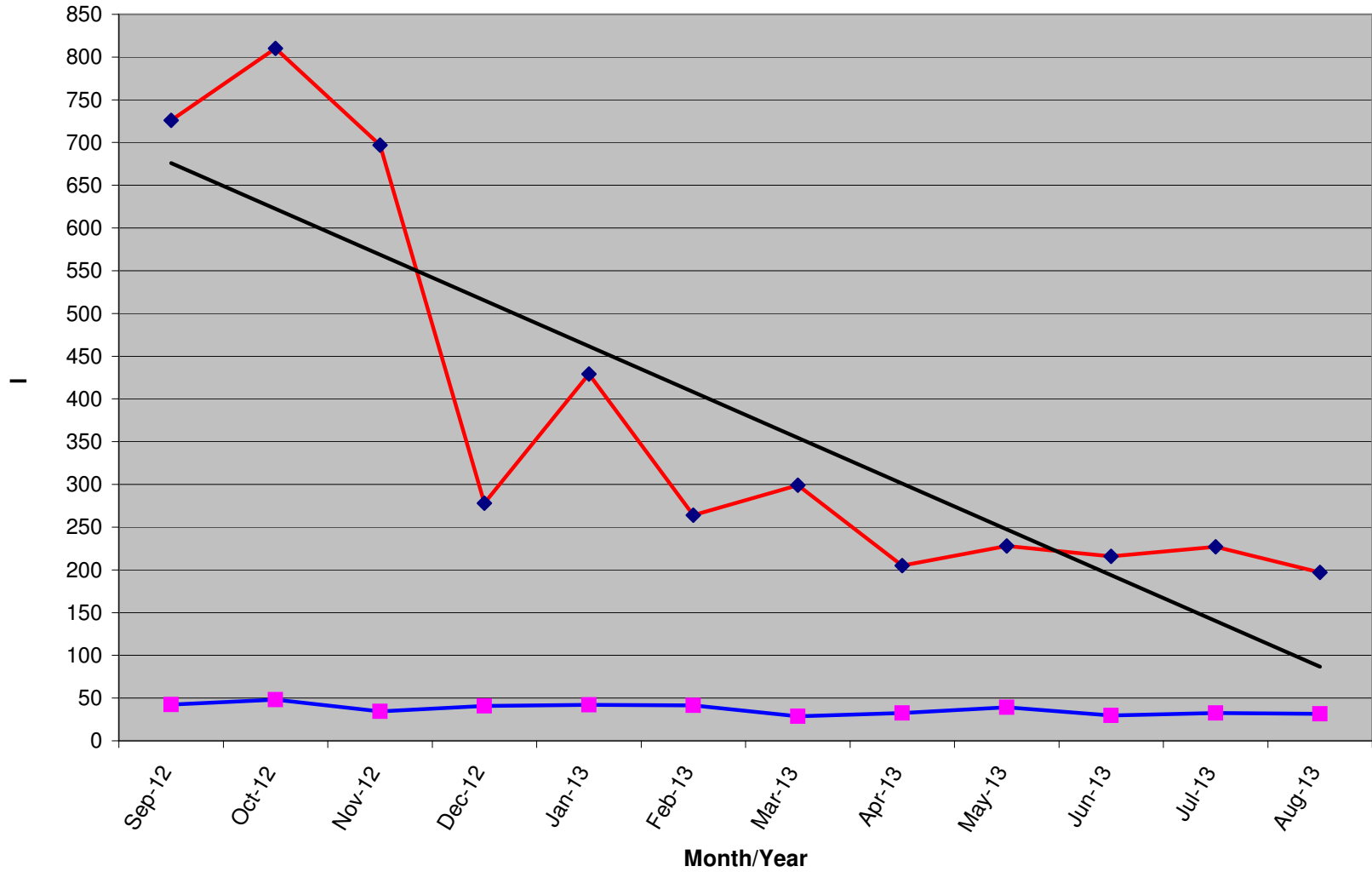
Active Donors - Past 12 Months



Lapsed - Dropped - Donors - Past 12 Months

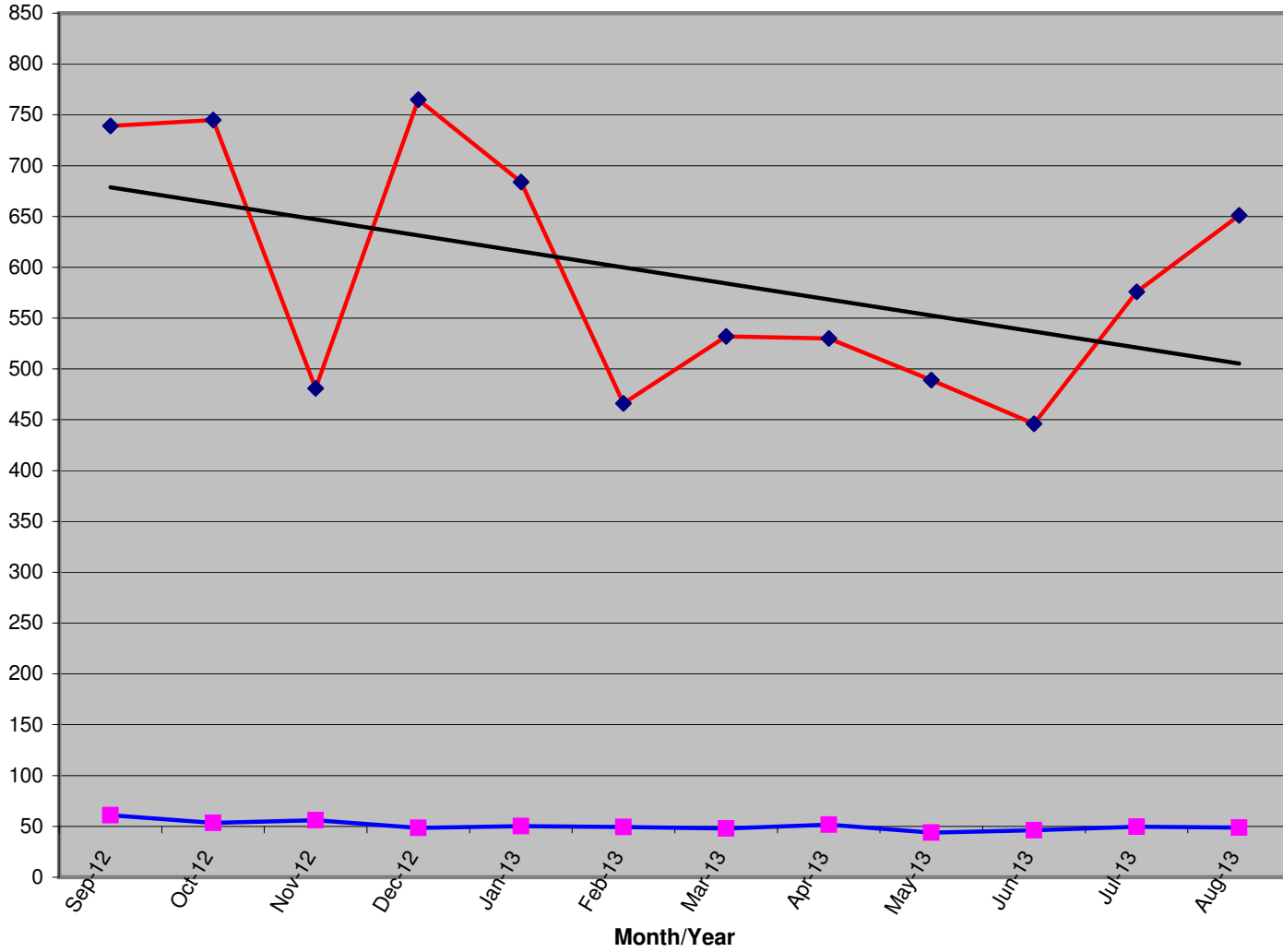


New Donors / Ave Gift - Past 12 Months



	Sep-12	Oct-12	Nov-12	Dec-12	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13
New Donors	726	810	697	278	429	264	299	205	228	216	227	197
Ave Gift	\$ 42.54	\$ 48.26	\$ 34.59	\$ 40.74	\$ 42.17	\$ 41.44	\$ 28.77	\$ 32.43	\$ 39.18	\$ 29.68	\$ 32.45	\$ 31.53

Renew Donors - Past 12 Months



	Sep-12	Oct-12	Nov-12	Dec-12	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13
Renew Total	739	745	481	765	684	466	532	530	489	446	576	651
Ave Gift	\$ 60.92	\$ 53.32	\$ 55.98	\$ 48.50	\$ 50.15	\$ 49.47	\$ 47.90	\$ 51.81	\$ 43.81	\$ 46.05	\$ 49.76	\$ 48.76