

Libertarian National Committee - Membership Report

"Donor" Totals - Nov-13

4 Year & 12 Month Comparison

	Dec-09	Dec-10	Dec-11	Dec-12	Nov-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
Active w-MEM	14076	14077	13468	13749	14182	13749	13883	13957	14081	14077	14149	14158	13986	13580	13429	13485	13682
Active w/out MEM	587	991	859	1194	1175	1194	1195	1181	1155	1112	1077	1070	1054	978	884	831	826
Total Active Donors	14663	15068	14327	14943	15357	14943	15078	15138	15236	15189	15226	15228	15040	14558	14313	14316	14508
Percent Change	-10.31%	2.76%	-4.92%	4.30%	0.48%	-2.70%	0.90%	0.40%	0.65%	-0.31%	0.24%	0.01%	-1.23%	-3.20%	-1.68%	0.02%	1.34%

Lapsed/Drop MEM	695	845	1379	1381	1017	1381	925	626	677	698	614	624	948	1241	1106	1445	1132
Lapses w/out MEM	40	33	74	76	87	76	53	44	56	84	66	36	43	89	157	201	54
Lapsed/Drop Total	735	878	1453	1457	1104	1457	978	670	733	782	680	660	991	1330	1263	1646	1186
Percent Change	-48.17%	19.46%	65.49%	0.28%	-7.62%	31.97%	-32.88%	-31.49%	9.40%	6.68%	-13.04%	-2.94%	50.15%	34.21%	-5.04%	30.32%	-27.95%

New Donors w-MEM	206	143	256	240	661	240	395	257	292	199	219	206	219	196	254	362	293
New w/out MEM	3	13	26	38	36	38	34	7	7	6	9	10	8	1	39	24	17
New Total	209	156	282	278	697	278	429	264	299	205	228	216	227	197	293	386	310
Percent Change	34.84%	-25.36%	80.77%	-1.42%	-13.95%	-60.11%	54.32%	-38.46%	13.26%	-31.44%	11.22%	-5.26%	5.09%	-13.22%	48.73%	31.74%	-19.69%

Renewed w-MEM	602	921	900	708	468	708	664	443	509	495	467	427	557	639	701	1139	1036
Renewed w/out MEM	49	71	61	57	13	57	20	23	23	35	22	19	19	12	24	124	32
Total Renewals	651	992	961	765	481	765	684	466	532	530	489	446	576	651	725	1263	1068
Percent Change	46.62%	52.38%	-3.13%	-20.40%	-35.44%	59.04%	-10.59%	-31.87%	14.16%	-0.38%	-7.74%	-8.79%	29.15%	13.02%	11.37%	74.21%	-15.44%

Total "MEM"	117226	119731	121850	126900	126309	126900	127367	127552	127876	128132	128415	128673	128929	129200	129455	129833	130187
Percent Change	3.72%	2.14%	1.77%	4.14%	0.55%	0.47%	0.37%	0.15%	0.25%	0.20%	0.22%	0.20%	0.20%	0.21%	0.20%	0.00%	0.27%
Total "LIFETIME"	2035	2096	2142	2208	2207	2208	2216	2216	2229	2245	2264	2266	2269	2271	2274	2276	2290
Total "BSM"	14096	14309	13589	13824	14043	13824	14029	14028	14120	14119	14149	14088	13944	13586	13251	13363	13402

Last Year vs. This Year

	Nov-12	Nov-13	Change	12 Mo Ave	Active Donors w-MEM =	Active Donors w-MEM =	Member Signed Certificate =	Member Signed Certificate =	Renewals	Renewals	Ave Gift	Ave Gift
Active w-MEM	14182	13682	-3.53%	13851	13682	116505	"MEM"	116505	19	19	\$ 86.84	\$ 86.84
Active w/out MEM	1175	826	-29.70%	1046	14028	13402	13402	13402	564	564	\$ 19,005.00	\$ 33.70
Total Active Donors	15357	14508	-5.53%	14898	14029	13402	13402	13402	15	15	\$ 450.00	\$ 30.00
Lapsed/Dropped	1104	1186	7.43%	1031	14028	13402	13402	13402	306	306	\$ 13,627.00	\$ 44.53
New Donors	697	310	-55.52%	278	14028	13402	13402	13402	164	164	n/a	n/a
Renewals	481	1068	122.04%	683	14028	13402	13402	13402	1068	1068	\$ 34,732.00	\$ 38.42

NEW-RENEW BREAKDOWN BY TYPE

Source	New Members Number	\$ Total	Ave Gift
House Mailing to Inq	0	\$ -	\$ -
Dir Mail Prospecting	52	\$ 1,475.00	\$ 28.37
Tele-New	0	\$ -	\$ -
Web New Members	219	\$ 7,155.00	\$ 32.67
* Manual Adjustments	39	n/a	n/a
Total	310	\$ 8,630.00	\$ 31.85

Source	Renewals Number	\$ Total	Ave Gift
Renew via House Mailing	19	\$ 1,650.00	\$ 86.84
Dir Mail Renewals	564	\$ 19,005.00	\$ 33.70
Tele-Renewal	15	\$ 450.00	\$ 30.00
Web Renewals	306	\$ 13,627.00	\$ 44.53
* Manual Adjustments	164	n/a	n/a
Total	1068	\$ 34,732.00	\$ 38.42

Includes: Pledge Extensions, New Pledges & New Renew Mem via BA, BF & Legal Donations

Nov-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	62	4	66	60
AL	1657	175	7	182	173
AR	847	99	3	102	95
AZ	3064	297	27	324	292
CA	19003	1662	118	1780	1616
CO	3550	378	19	397	368
CT	1447	163	14	177	162
DC	345	32	7	39	31
DE	373	37	4	41	38
FL	7657	720	53	773	710
GA	5785	412	22	434	406
HI	517	68	5	73	68
IA	987	122	9	131	117
ID	734	64	3	67	63
IL	4383	454	32	486	448
IN	3018	415	15	430	406
KS	1185	139	9	148	138
KY	1119	124	5	129	122
LA	1022	124	8	132	120
MA	2774	231	13	244	231
MD	2350	254	19	273	243
ME	793	58	6	64	58
MI	5040	443	23	466	440
MN	1972	201	12	213	200
MO	2263	241	14	255	237
MS	648	85	5	90	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	487	59	3	62	57
NC	3211	304	17	321	299
ND	203	33	2	35	32
NE	625	72	4	76	73
NH	1317	133	10	143	132
NJ	2986	319	25	344	310
NM	1105	124	11	135	119
NV	1816	242	11	253	240
NY	4802	568	53	621	556
OH	5031	1082	9	1091	1065
OK	986	103	5	108	99
OR	2153	157	17	174	156
PA	5695	499	36	535	494
RI	308	39	1	40	40
SC	1616	164	9	173	156
SD	236	32	1	33	32
TN	2307	243	12	255	234
TX	8615	924	56	980	896
UT	1111	96	11	107	93
VA	4416	662	25	687	642
VT	387	25	5	30	24
WA	4206	376	20	396	370
WI	1861	193	16	209	190
WV	577	59	0	59	58
WY	311	29	3	32	29
XX	636	85	8	93	81

	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
TOTALS	130187	13682	826	14508	13402

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

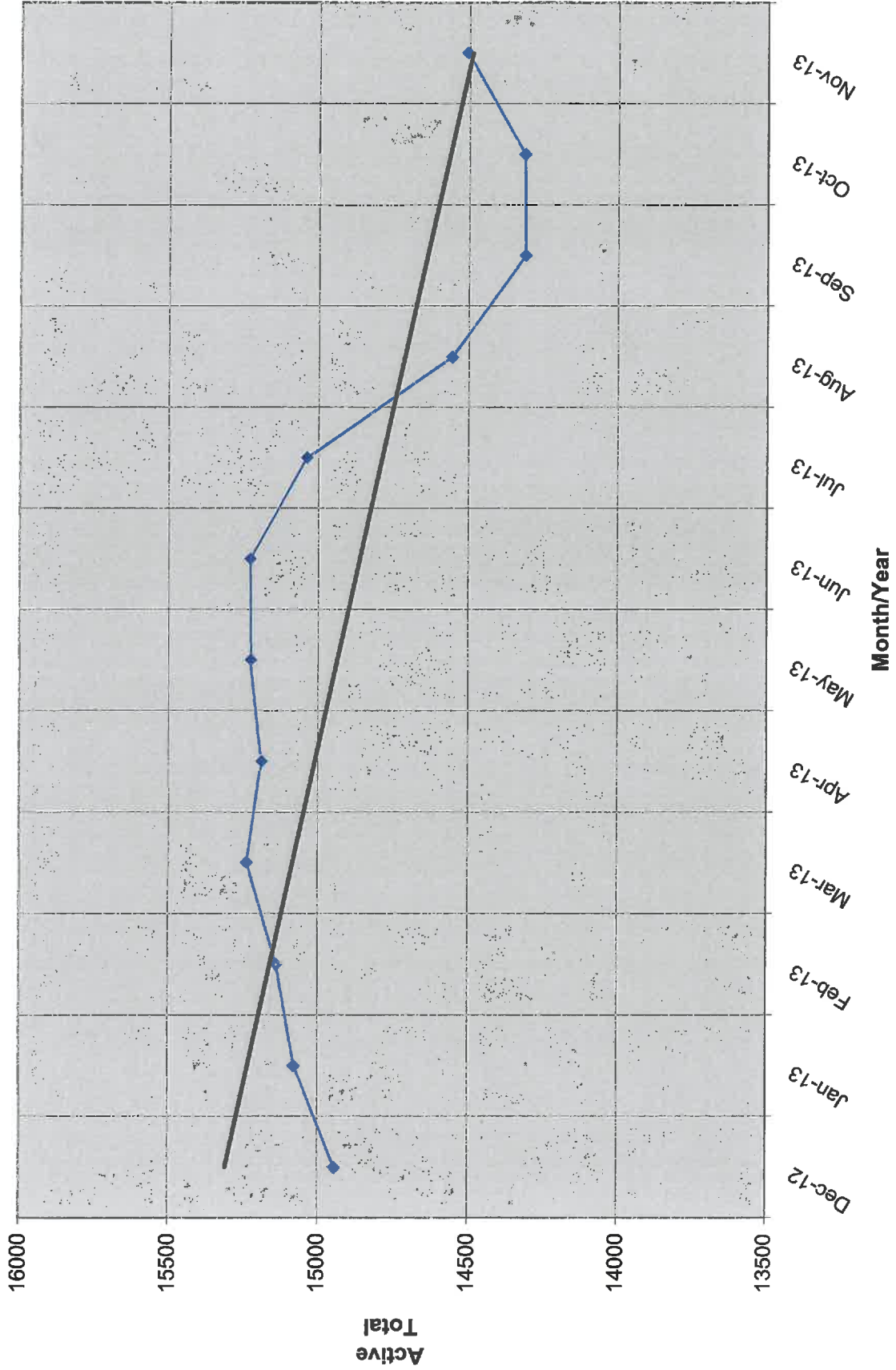
BSM = By Law Definition of "Sustaining Member" and number used for delegate count

(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.)

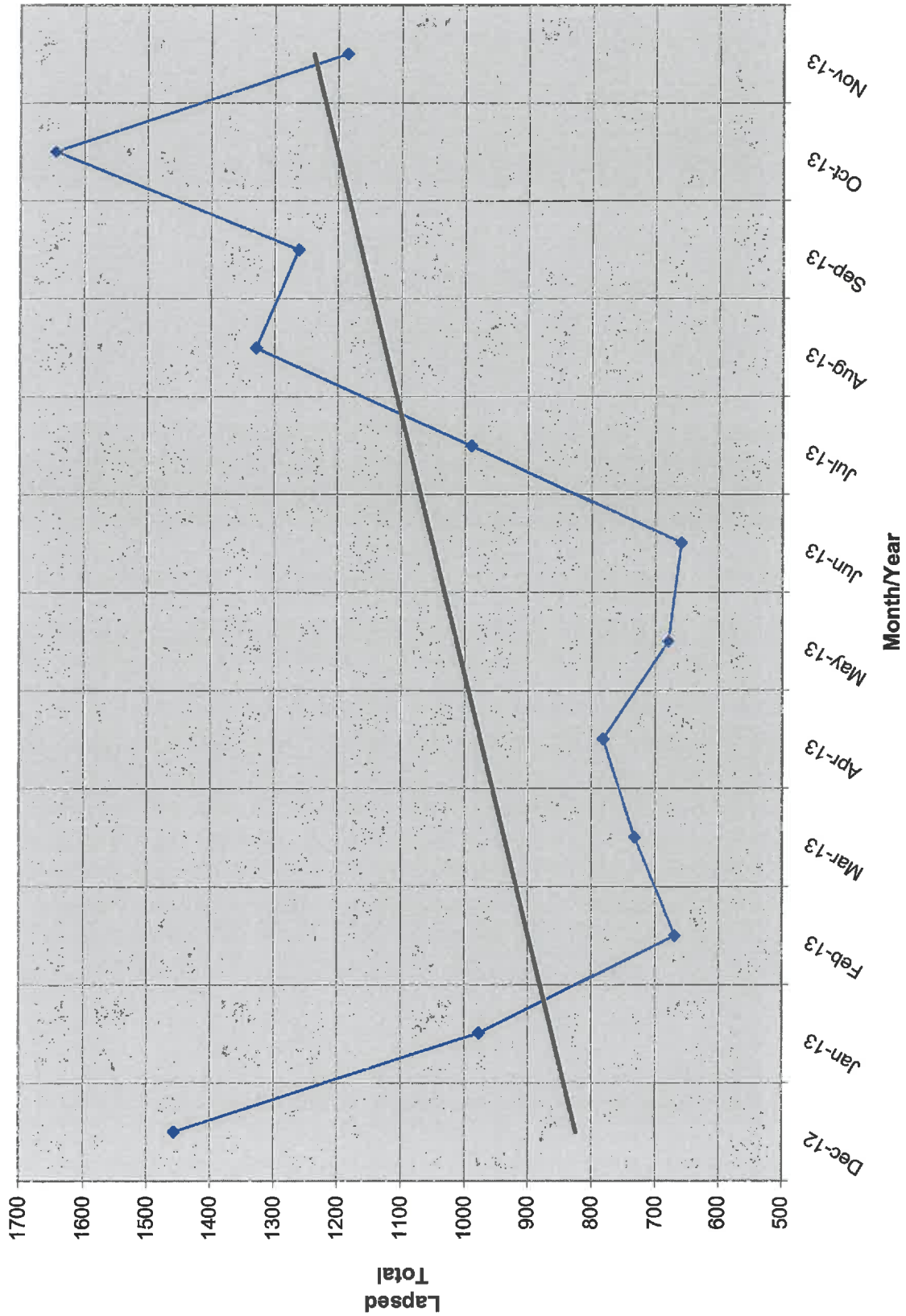
SUSTAINING MEMBERSHIP STATE RANKINGS - "BSM"

<u>State</u>	<u>Total BSM</u>	<u>Rank</u>	<u>State</u>	<u>Total BSM</u>	<u>Rank</u>
CA	1616	1	SC	156	27
OH	1065	2	KS	138	28
TX	896	3	NH	132	29
FL	710	4	KY	122	30
VA	642	5	LA	120	31
NY	556	6	NM	119	32
PA	494	7	IA	117	33
IL	448	8	OK	99	34
MI	440	9	AR	95	35
GA	406	10	UT	93	36
IN	406	10	MS	83	37
WA	370	12	NE	73	38
CO	368	13	HI	68	39
NJ	310	14	ID	63	40
NC	299	15	AK	60	41
AZ	292	16	ME	58	42
MD	243	17	WV	58	43
NV	240	18	MT	57	44
MO	237	19	RI	40	45
TN	234	20	DE	38	46
MA	231	21	ND	32	47
MN	200	22	SD	32	48
WI	190	23	DC	31	49
AL	173	24	WY	29	50
CT	162	25	VT	24	51
OR	156	26	XX	81	52

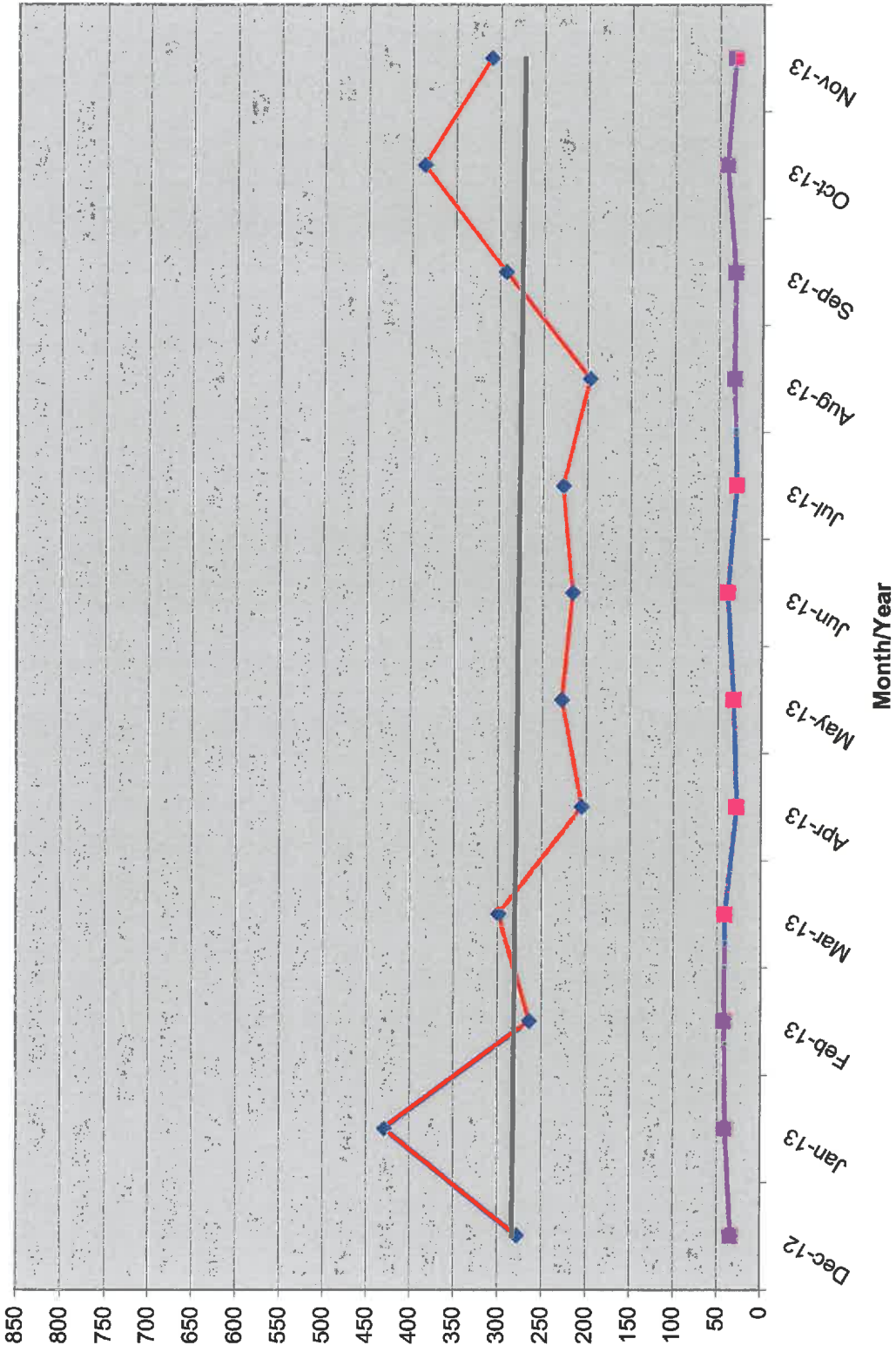
Active Donors - Past 12 Months



Lapsed - Dropped - Donors - Past 12 Months

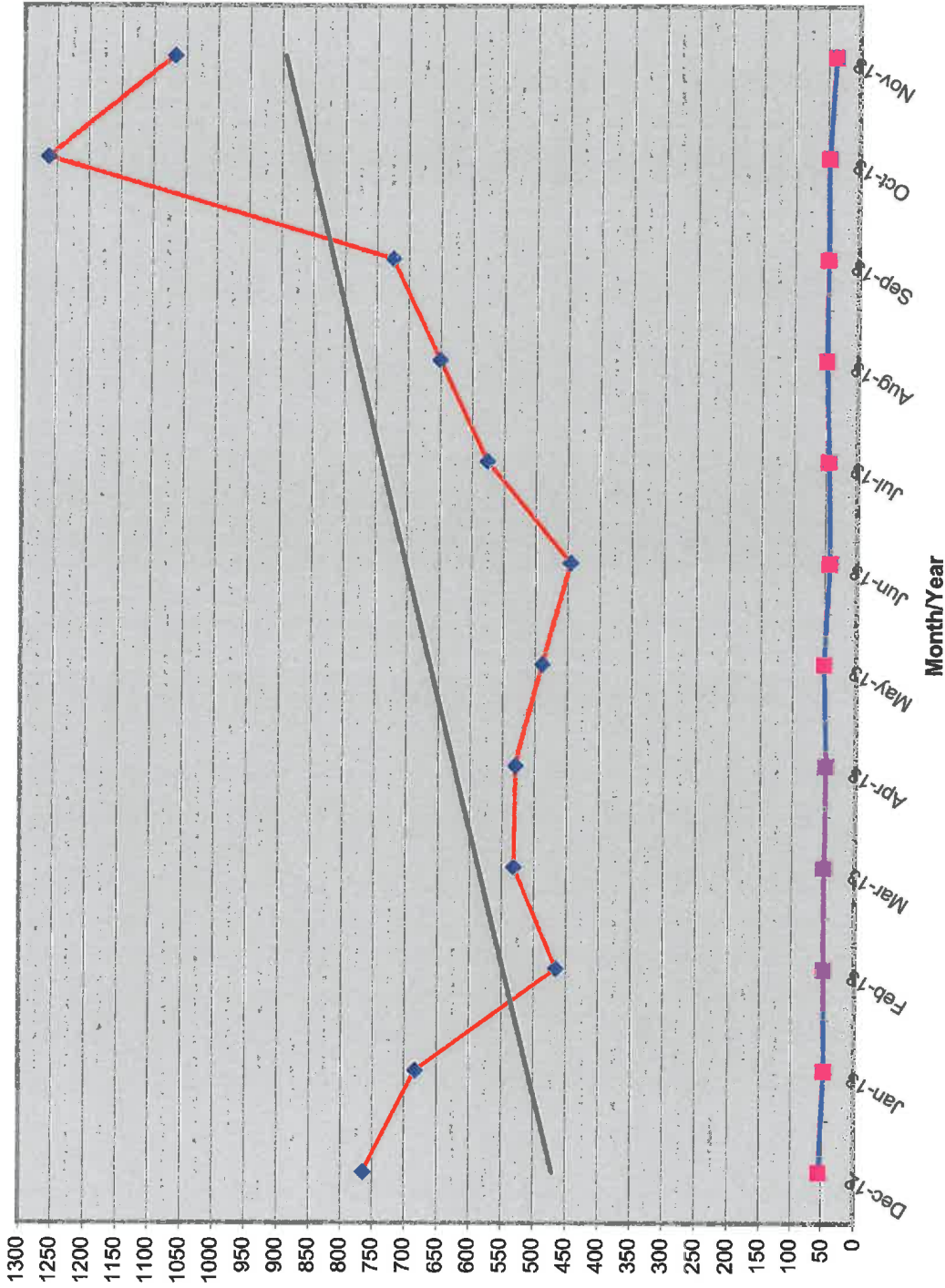


New Donors / Ave Gift - Past 12 Months



Month/Year	New Donors	Ave Gift
Dec-12	278	\$ 34.59
Jan-13	429	\$ 40.74
Feb-13	264	\$ 42.17
Mar-13	299	\$ 41.44
Apr-13	205	\$ 28.77
May-13	228	\$ 32.43
Jun-13	216	\$ 39.18
Jul-13	227	\$ 29.68
Aug-13	197	\$ 32.45
Sep-13	293	\$ 31.53
Oct-13	386	\$ 40.98
Nov-13	310	\$ 31.85

Renew Donors - Past 12 Months



Month/Year	Renew Donors	Ave Gift
Dec-12	765	\$ 55.98
Jan-13	684	\$ 48.50
Feb-13	466	\$ 50.15
Mar-13	532	\$ 49.47
Apr-13	530	\$ 47.90
May-13	489	\$ 51.81
Jun-13	446	\$ 43.81
Jul-13	576	\$ 46.05
Aug-13	651	\$ 49.76
Sep-13	725	\$ 48.76
Oct-13	1263	\$ 47.94
Nov-13	1068	\$ 38.42

Renew Total

Ave Gift \$ 55.98 \$ 48.50 \$ 50.15 \$ 49.47 \$ 47.90 \$ 51.81 \$ 43.81 \$ 46.05 \$ 49.76 \$ 48.76 \$ 47.94 \$ 38.42