

Libertarian National Committee - Membership Report

"Donor" Totals - Apr-14

4 Year & 12 Month Comparison

	Dec-10	Dec-11	Dec-12	Dec-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14
Active w-MEM	14077	13468	13749	13670	14077	14149	14158	13986	13580	13429	13485	13682	13670	13615	13693	13978	14075
Active w/out MEM	991	859	1194	967	1112	1077	1070	1054	978	884	831	826	967	1084	1095	1113	1101
Total Active Donors	15068	14327	14943	14637	15189	15226	15228	15040	14558	14313	14316	14508	14637	14699	14788	15091	15176
Percent Change	2.76%	-4.92%	4.30%	0.89%	-0.31%	0.24%	0.01%	-1.23%	-3.20%	-1.68%	0.02%	1.34%	0.89%	0.42%	0.61%	2.05%	0.56%
Lapsed/Drop MEM	845	1379	1381	1245	698	614	624	948	1241	1106	1445	1132	1245	870	637	758	663
Lapes w/out MEM	33	74	76	82	84	66	36	43	89	157	201	54	82	58	24	41	39
Lapsed/Drop Total	878	1453	1457	1327	782	680	660	991	1330	1263	1646	1186	1327	928	661	799	702
Percent Change	19.46%	65.49%	0.28%	11.89%	6.68%	-13.04%	-2.94%	50.15%	34.21%	-5.04%	30.32%	-27.95%	11.89%	-30.07%	-28.77%	20.88%	-12.14%
New Donors w-MEM	143	256	240	267	199	219	206	219	196	254	362	293	267	234	199	321	270
New w/out MEM	13	26	38	168	6	9	10	8	1	39	24	17	168	128	18	25	8
New Total	156	282	278	435	205	228	216	227	197	293	386	310	435	362	217	346	278
Percent Change	-25.36%	80.77%	-1.42%	40.32%	-31.44%	11.22%	-5.26%	5.09%	-13.22%	48.73%	31.74%	-19.69%	40.32%	-16.78%	-40.06%	59.45%	-19.65%
Renewed w-MEM	921	900	708	966	495	467	427	557	639	701	1139	1036	966	581	516	722	490
Renewed w/out MEM	71	61	57	55	35	22	19	19	12	24	124	32	55	47	17	34	19
Total Renewals	992	961	765	1021	530	489	446	576	651	725	1263	1068	1021	628	533	756	509
Percent Change	52.38%	-3.13%	-20.40%	-4.40%	-0.38%	-7.74%	-8.79%	29.15%	13.02%	11.37%	74.21%	-15.44%	-4.40%	-38.49%	-15.13%	41.84%	-32.67%
Total "MEM"	119731	121850	126900	130507	128132	128415	128673	128929	129200	129455	129833	130187	130507	130841	131091	131396	131735
Percent Change	2.14%	1.77%	4.14%	0.25%	0.20%	0.22%	0.20%	0.20%	0.21%	0.20%	0.00%	0.27%	0.25%	0.26%	0.19%	0.23%	0.26%
Total "LIFETIME"	2096	2142	2208	2295	2245	2264	2266	2269	2271	2274	2276	2290	2295	2304	2308	2309	2312
Total "BSM"	14309	13589	13824	13869	14119	14149	14088	13944	13586	13251	13363	13402	13869	13836	13764	13919	14027

Last Year vs. This Year

	Apr-13	Apr-14	Change	12 Mo Ave
Active w-MEM	14077	14075	-0.01%	13792
Active w/out MEM	1112	1101	-0.99%	1007
Total Active Donors	15189	15176	-0.09%	14798
Lapsed/Dropped	782	702	-10.23%	1014
New Donors	205	278	35.61%	291
Renewals	530	509	-3.96%	722

Active Donors w-MEM = 14075

Lapsed & Zero Dues MEM = 117660

Total "MEM" w-Signed Certificate = 131735

Member Signed Certificate = "MEM"

Total "BSM" = 14027

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	87	\$ 3,643.95	\$ 41.88
Tele-New	0	\$ -	\$ -
Web New Members	168	\$ 5,075.00	\$ 30.21
* Manual Adjustments	22	n/a	n/a
Total	278	\$ 8,743.95	\$ 34.16
Renewals			
Source	Number	\$ Total	Ave Gift
Renew via House Mailing	18	\$ 1,275.00	\$ 70.83
Dir Mail Renewals	223	\$ 10,571.00	\$ 47.40
Tele-Renewal	19	\$ 1,875.00	\$ 98.68
Web Renewals	152	\$ 7,335.00	\$ 48.26
* Manual Adjustments	97	n/a	n/a
Total	509	\$ 21,056.00	\$ 51.11

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

Apr-14 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	654	63	5	68	63
AL	1671	171	9	180	169
AR	863	111	6	117	106
AZ	3094	307	35	342	302
CA	19151	1747	138	1885	1733
CO	3595	398	34	432	391
CT	1471	178	14	192	176
DC	351	33	7	40	33
DE	375	38	5	43	38
FL	7742	752	85	837	743
GA	5831	426	34	460	431
HI	520	64	8	72	66
IA	997	117	9	126	119
ID	739	55	2	57	57
IL	4414	470	43	513	467
IN	3073	420	16	436	423
KS	1207	158	11	169	159
KY	1133	119	8	127	118
LA	1040	135	15	150	131
MA	2796	226	16	242	226
MD	2376	272	25	297	269
ME	794	61	5	66	60
MI	5079	461	33	494	460
MN	1988	197	17	214	197
MO	2293	246	22	268	247
MS	676	102	9	111	101

<u>STATE</u>	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
MT	491	49	2	51	50
NC	3257	336	31	367	332
ND	208	29	1	30	30
NE	636	80	4	84	81
NH	1331	136	12	148	137
NJ	3023	313	23	336	309
NM	1108	110	18	128	110
NV	1870	287	11	298	282
NY	4861	568	63	631	571
OH	5095	1043	16	1059	1048
OK	999	106	7	113	106
OR	2173	173	21	194	170
PA	5764	529	48	577	534
RI	310	36	1	37	36
SC	1645	165	12	177	162
SD	246	40	1	41	40
TN	2336	229	12	241	231
TX	8742	990	96	1086	984
UT	1124	87	16	103	87
VA	4539	684	38	722	684
VT	393	30	6	36	30
WA	4239	376	24	400	374
WI	1886	194	13	207	193
WV	583	61	2	63	62
WY	313	32	2	34	31
XX	640	65	10	75	68

	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
TOTALS	131735	14075	1101	15176	14027

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

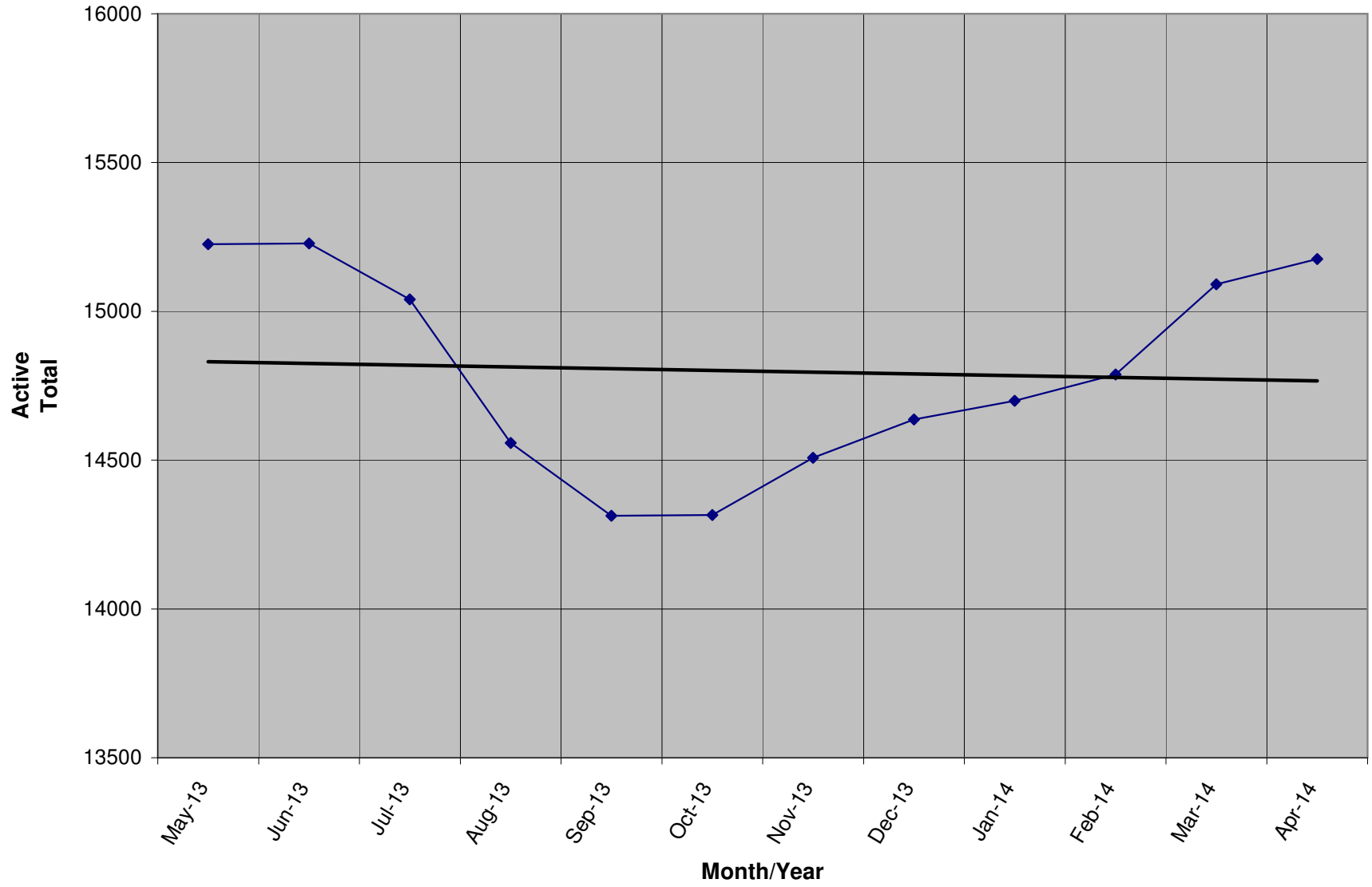
BSM = By Law Definition of "Sustaining Member" and number used for delegate count

(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.)

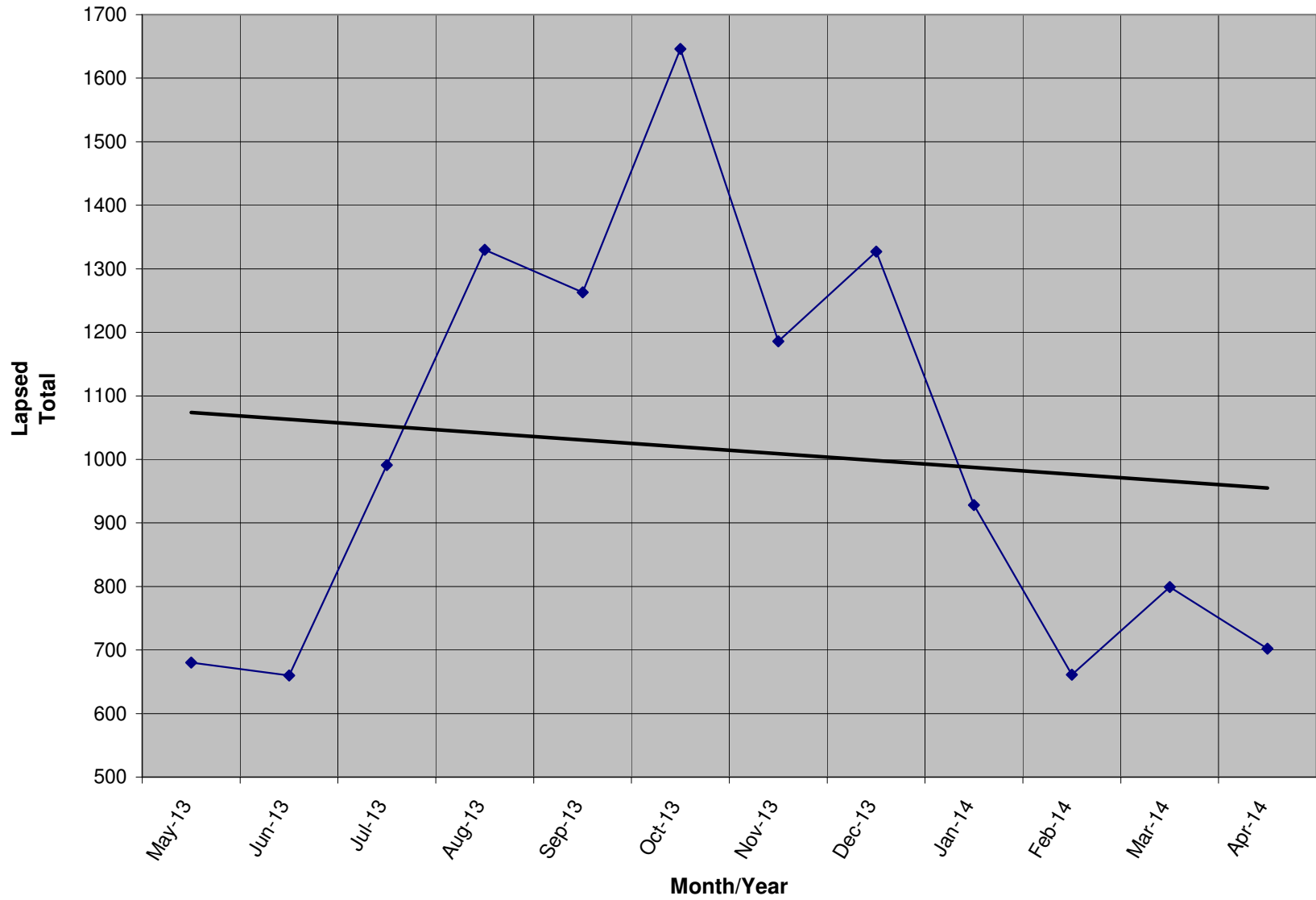
SUSTAINING MEMBERSHIP STATE RANKINGS - "BSM"

<u>State</u>	<u>Total BSM</u>	<u>Rank</u>	<u>State</u>	<u>Total BSM</u>	<u>Rank</u>
CA	1733	1	SC	162	27
OH	1048	2	KS	159	28
TX	984	3	NH	137	29
FL	743	4	LA	131	30
VA	684	5	IA	119	31
NY	571	6	KY	118	32
PA	534	7	NM	110	33
IL	467	8	AR	106	34
MI	460	9	OK	106	35
GA	431	10	MS	101	36
IN	423	11	UT	87	37
CO	391	12	NE	81	38
WA	374	13	HI	66	39
NC	332	14	AK	63	40
NJ	309	15	WV	62	41
AZ	302	16	ME	60	42
NV	282	17	ID	57	43
MD	269	18	MT	50	44
MO	247	19	SD	40	45
TN	231	20	DE	38	46
MA	226	21	RI	36	47
MN	197	22	DC	33	48
WI	193	23	WY	31	49
CT	176	24	ND	30	50
OR	170	25	VT	30	51
AL	169	26	XX	68	52

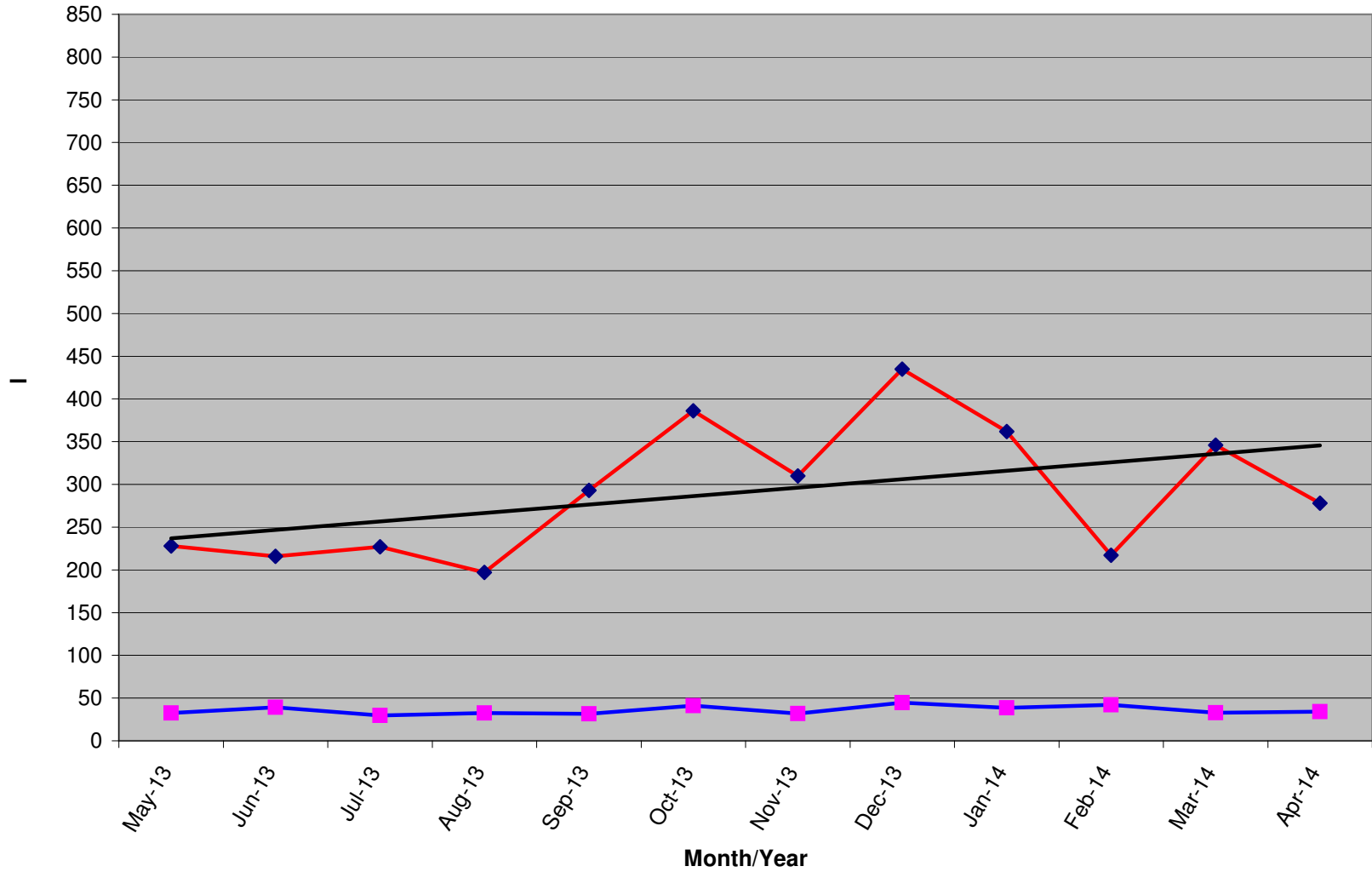
Active Donors - Past 12 Months



Lapsed - Dropped - Donors - Past 12 Months

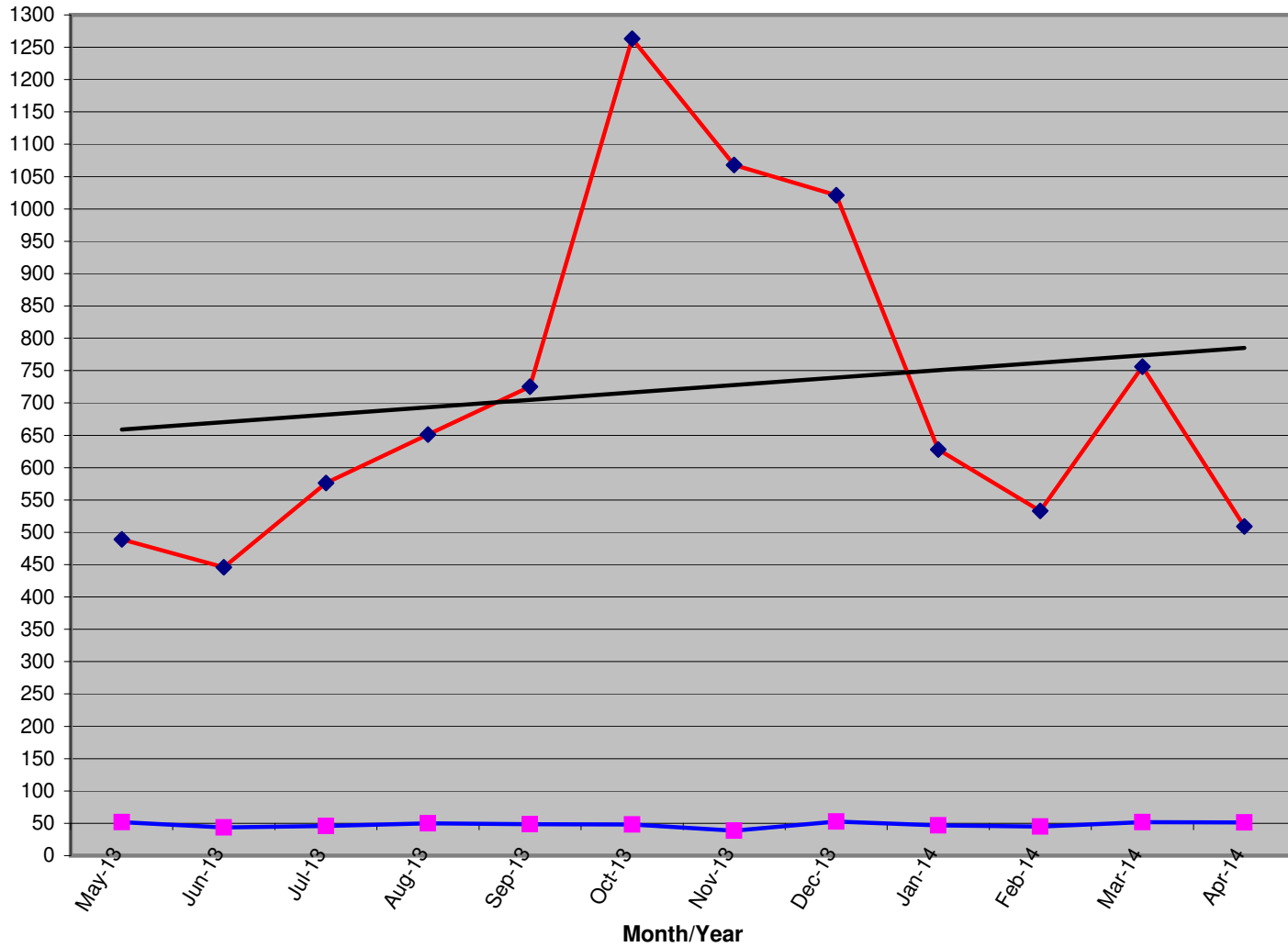


New Donors / Ave Gift - Past 12 Months



	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14
New Donors	228	216	227	197	293	386	310	435	362	217	346	278
Ave Gift	\$ 32.43	\$ 39.18	\$ 29.68	\$ 32.45	\$ 31.53	\$ 40.98	\$ 31.85	\$ 44.54	\$ 38.47	\$ 42.21	\$ 32.88	\$ 34.16

Renew Donors - Past 12 Months



	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14
Renew Total	489	446	576	651	725	1263	1068	1021	628	533	756	509
Ave Gift	\$ 51.81	\$ 43.81	\$ 46.05	\$ 49.76	\$ 48.76	\$ 47.94	\$ 38.42	\$ 52.59	\$ 46.73	\$ 45.05	\$ 51.87	\$ 51.11