

Libertarian National Committee - Membership Report

"Donor" Totals - Feb-12

4 Year & 12 Month Comparison

	Dec-08	Dec-09	Dec-10	Dec-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12
Active w-MEM	15358	14076	14077	13468	13807	13675	13509	13549	13295	13315	13204	13133	13269	13691	13468	13492	13538
Active w/out MEM	991	587	991	859	813	802	794	791	759	784	777	746	773	846	859	851	852
Total	16349	14663	15068	14327	14620	14477	14303	14340	14054	14099	13981	13879	14042	14537	14327	14343	14390
Percent Change	8.24%	-10.31%	2.76%	-4.92%	-1.52%	-0.98%	-1.20%	0.26%	-1.99%	0.32%	-0.84%	-0.73%	1.17%	3.53%	-1.44%	0.11%	0.33%
Lapsed/Drop MEM	1285	695	845	1379	823	1030	1084	1041	984	766	915	998	996	675	1379	720	616
Lapes w/out MEM	133	40	33	74	285	49	61	50	105	25	50	86	38	14	74	52	31
Lapsed/Drop Total	1418	735	878	1453	1108	1079	1145	1091	1089	791	965	1084	1034	689	1453	772	647
Percent Change	93.98%	-48.17%	19.46%	65.49%	19.53%	-2.62%	6.12%	-4.72%	-0.18%	-27.36%	22.00%	12.33%	-4.61%	-33.37%	110.89%	-46.87%	-16.19%
New Donors w-MEM	152	206	143	256	127	158	200	265	192	151	175	217	167	174	256	235	209
New w/out MEM	3	3	13	26	8	7	11	11	16	15	14	10	19	42	26	22	26
New Total	155	209	156	282	135	165	211	276	208	166	189	227	186	216	282	257	235
Percent Change	-61.44%	34.84%	-25.36%	80.77%	-12.34%	22.22%	27.88%	30.81%	-24.64%	-20.19%	13.86%	20.11%	-18.06%	16.13%	30.56%	-8.87%	-8.56%
Renewed w-MEM	412	602	921	900	631	740	718	816	538	635	629	710	965	923	900	509	453
Renewed w/out MEM	32	49	71	61	116	31	42	36	57	35	29	45	46	45	61	22	6
Total Renewals	444	651	992	961	747	771	760	852	595	670	658	755	1011	968	961	531	459
Percent Change	-67.21%	46.62%	52.38%	-3.13%	35.57%	3.21%	-1.43%	12.11%	-30.16%	12.61%	-1.79%	14.74%	33.91%	-4.25%	-0.72%	-44.75%	-13.56%
Total "MEM"	113024	117226	119731	121850	119853	120036	120198	120491	120663	120830	121056	121307	121429	121567	121850	122178	122339
Percent Change	4.90%	3.72%	2.14%	1.77%	-0.05%	0.15%	0.13%	0.24%	0.14%	0.14%	0.19%	0.21%	0.10%	0.11%	0.23%	0.27%	0.13%
Total "LIFETIME"	1993	2035	2096	2142	2099	2107	2111	2113	2118	2123	2131	2133	2133	2136	2142	2146	2149
Total "BSM"	n/a	14096	14309	13589	13890	13705	13384	13525	13290	13162	13046	13004	13034	13480	13589	13642	13558

Last Year vs. This Year

	Feb-11	Feb-12	Change	12 Mo Ave
Active w-MEM	13807	13538	-1.95%	13428
Active w/out MEM	813	852	4.80%	803
Total Active	14620	14390	-1.57%	14231
Lapsed/Dropped	1108	647	-41.61%	987
New Donors	135	235	74.07%	218
Renewals	747	459	-38.55%	749

Active Donors w-MEM = 13538

Lapsed & Zero Dues MEM = 108801

Total "MEM" w-Signed Certificate = 122339

Member Signed Certificate = "MEM"

Total "BSM" = 13558

Bylaws defined Sustaining Member = "BSM"

NEW-RENEW BREAKDOWN BY TYPE

New Members 02/12				
Source	Number	\$ Total	Ave Gift	
House Mailing to Inq	0	\$ -	\$ -	
Dir Mail Prospecting	22	\$ 790.00	\$ 35.91	
Tele-New	0	\$ -	\$ -	
Web New Members	201	\$ 7,645.00	\$ 38.03	
* Manual Adjustments	12	n/a	n/a	
Total	235	\$ 8,435.00	\$ 37.83	
Renewals				
Source	Number	\$ Total	Ave Gift	
Renewals via House Mailing	0	\$ -	\$ -	
Dir Mail Renewals	249	\$ 11,456.00	\$ 46.01	
Tele-Renewal	23	\$ 880.00	\$ 38.26	
Web Renewals	163	\$ 8,730.00	\$ 53.56	
* Manual Adjustments	24	n/a	n/a	
Total	459	\$ 21,066.00	\$ 48.43	

* Includes Renewals via Pledges Extn & New Pledges

Feb-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	631	64	2	66	63
AL	1536	179	9	188	178
AR	788	86	1	87	84
AZ	2904	312	30	342	313
CA	18537	1950	121	2071	1952
CO	3352	423	26	449	425
CT	1378	173	19	192	174
DC	339	38	4	42	38
DE	356	38	4	42	40
FL	7191	774	49	823	776
GA	5559	413	20	433	411
HI	491	67	3	70	66
IA	910	119	5	124	117
ID	681	62	2	64	61
IL	4107	488	32	520	484
IN	2748	332	24	356	332
KS	1108	161	3	164	162
KY	1009	107	5	112	106
LA	932	114	5	119	117
MA	2687	237	19	256	237
MD	2162	275	27	302	274
ME	760	74	3	77	76
MI	4842	473	23	496	481
MN	1874	211	7	218	213
MO	2096	234	21	255	237
MS	571	69	8	77	70

<u>STATE</u>	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
MT	453	50	8	58	51
NC	2988	337	15	352	341
ND	159	25	1	26	22
NE	593	77	5	82	77
NH	1260	139	10	149	136
NJ	2812	317	24	341	322
NM	1034	131	8	139	129
NV	1629	194	10	204	191
NY	4499	584	54	638	584
OH	4557	609	31	640	610
OK	911	96	5	101	97
OR	2051	190	18	208	192
PA	5376	515	28	543	516
RI	274	35	2	37	35
SC	1464	165	4	169	165
SD	217	39	1	40	38
TN	2142	225	9	234	227
TX	7821	922	53	975	924
UT	1035	94	9	103	94
VA	3991	543	34	577	537
VT	373	32	1	33	31
WA	4002	377	4	381	385
WI	1747	218	20	238	216
WV	551	65	15	80	66
WY	288	31	2	33	31
OTHER	563	55	9	64	54

	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
TOTALS	122339	13538	852	14390	13558

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

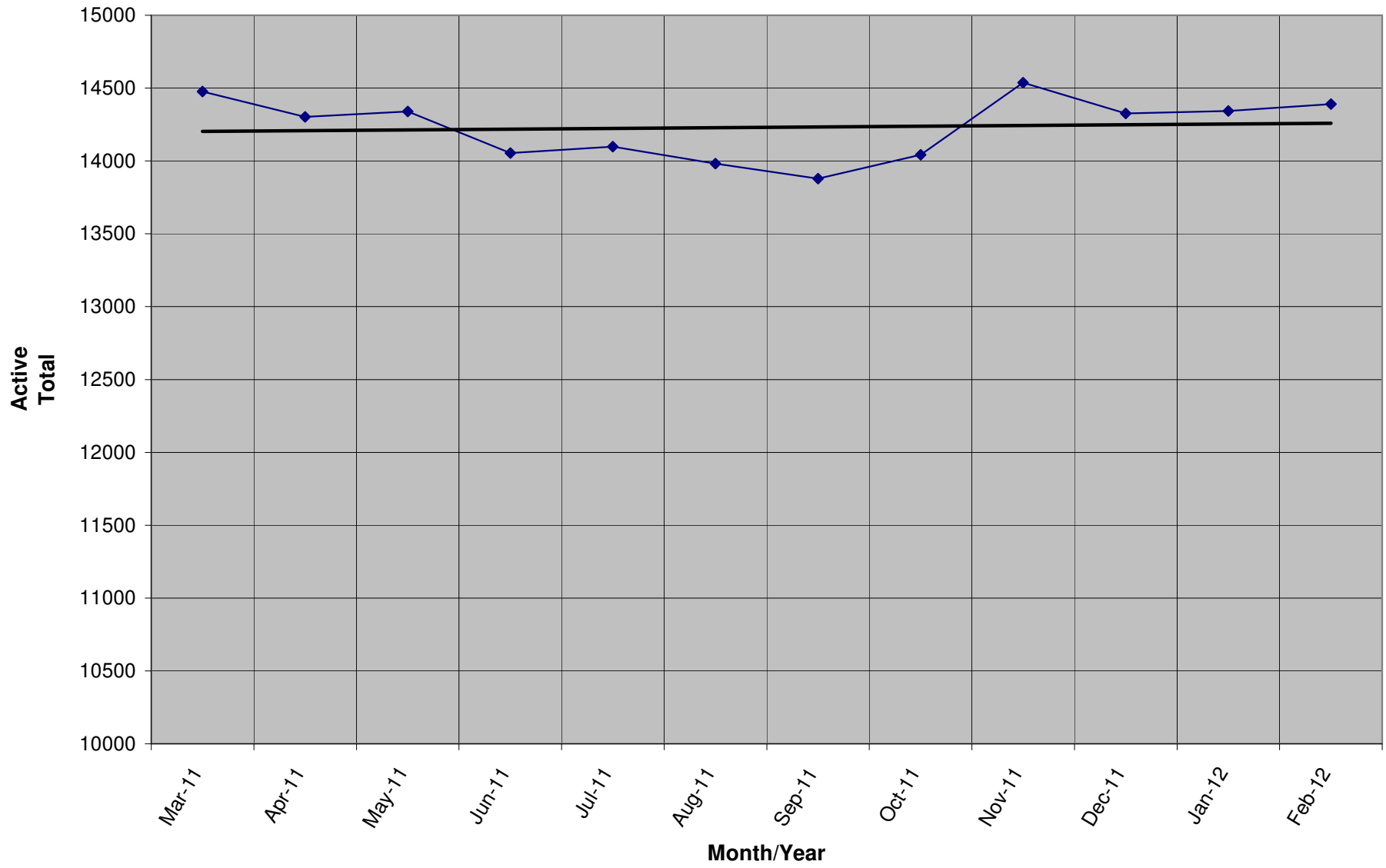
BSM = By Law Definition of "Sustaining Member" and number used for delegate count

(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.)

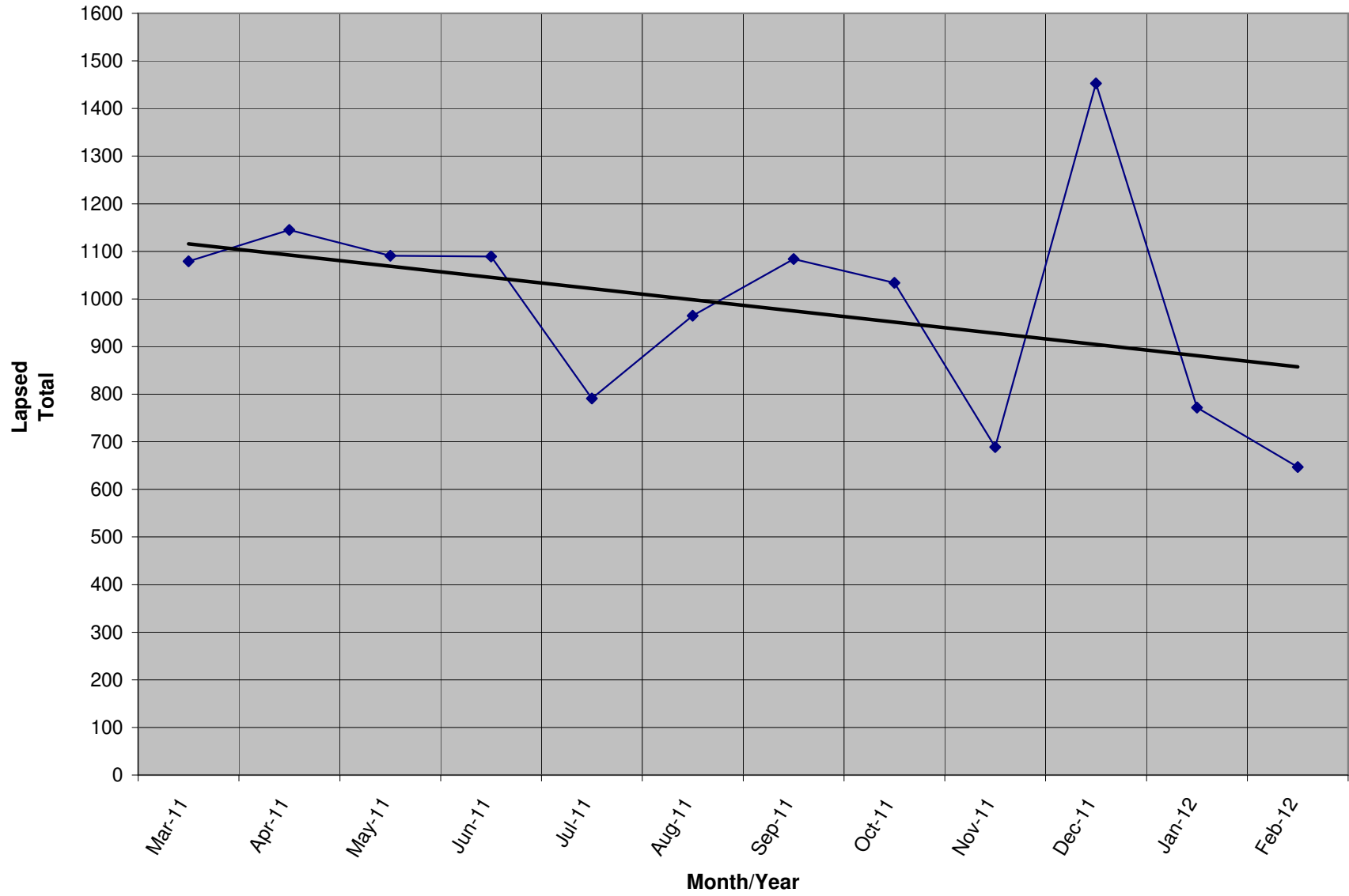
SUSTAINING MEMBERSHIP STATE RANKINGS - "BSM"

<u>State</u>	<u>Total BSM</u>	<u>Rank</u>	<u>State</u>	<u>Total BSM</u>	<u>Rank</u>
CA	1952	1	SC	165	27
TX	924	2	KS	162	28
FL	776	3	NH	136	29
OH	610	4	NM	129	30
NY	584	5	IA	117	31
VA	537	6	LA	117	32
PA	516	7	KY	106	33
IL	484	8	OK	97	34
MI	481	9	UT	94	35
CO	425	10	AR	84	36
GA	411	11	NE	77	37
WA	385	12	ME	76	38
NC	341	13	MS	70	39
IN	332	14	HI	66	40
NJ	322	15	WV	66	41
AZ	313	16	AK	63	42
MD	274	17	ID	61	43
MA	237	18	MT	51	44
MO	237	19	DE	40	45
TN	227	20	DC	38	46
WI	216	21	SD	38	47
MN	213	22	RI	35	48
OR	192	23	VT	31	49
NV	191	24	WY	31	50
AL	178	25	ND	22	51
CT	174	26	XX	54	52

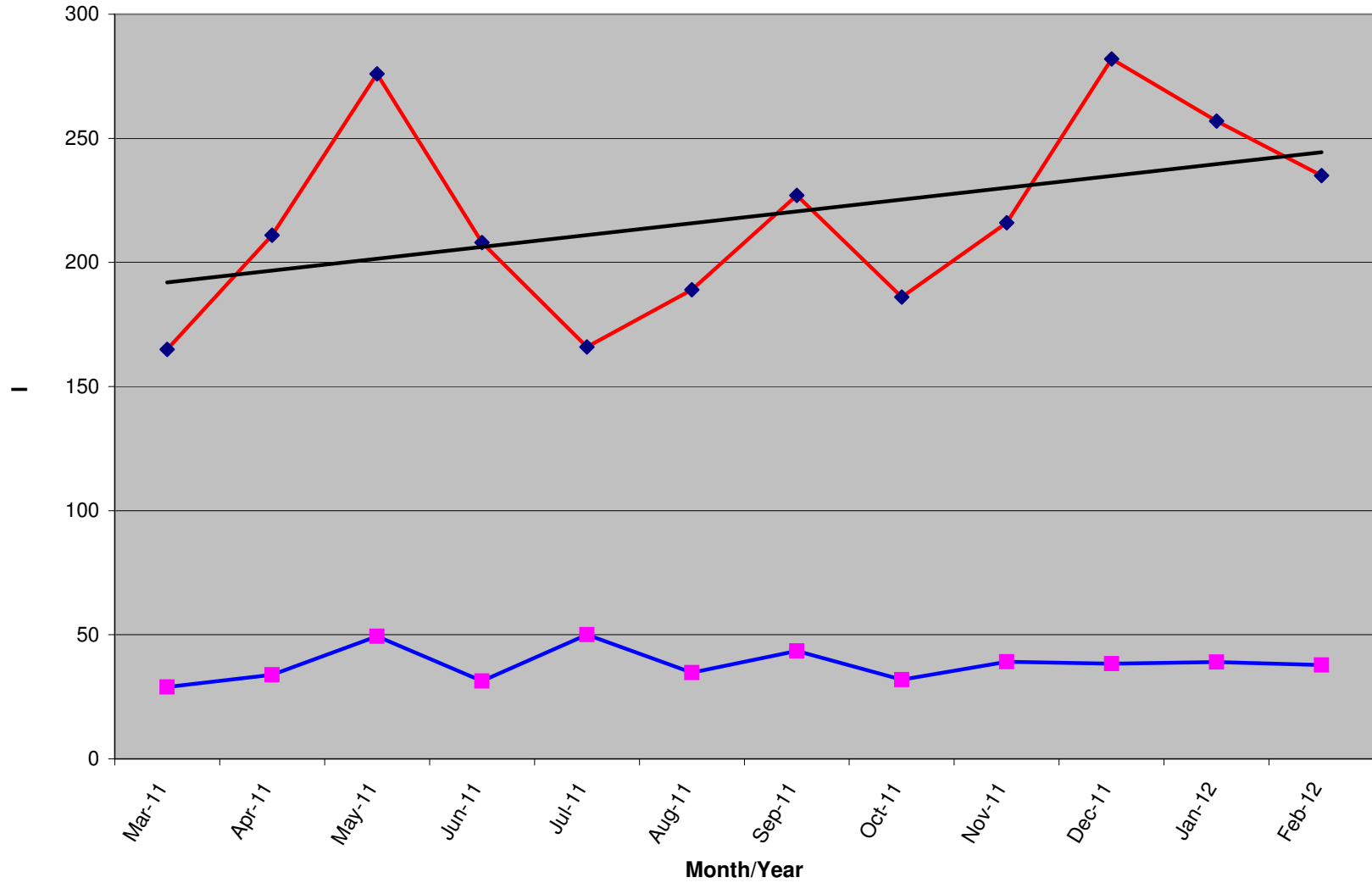
Active Donors - Past 12 Months



Lapsed - Dropped - Donors - Past 12 Months

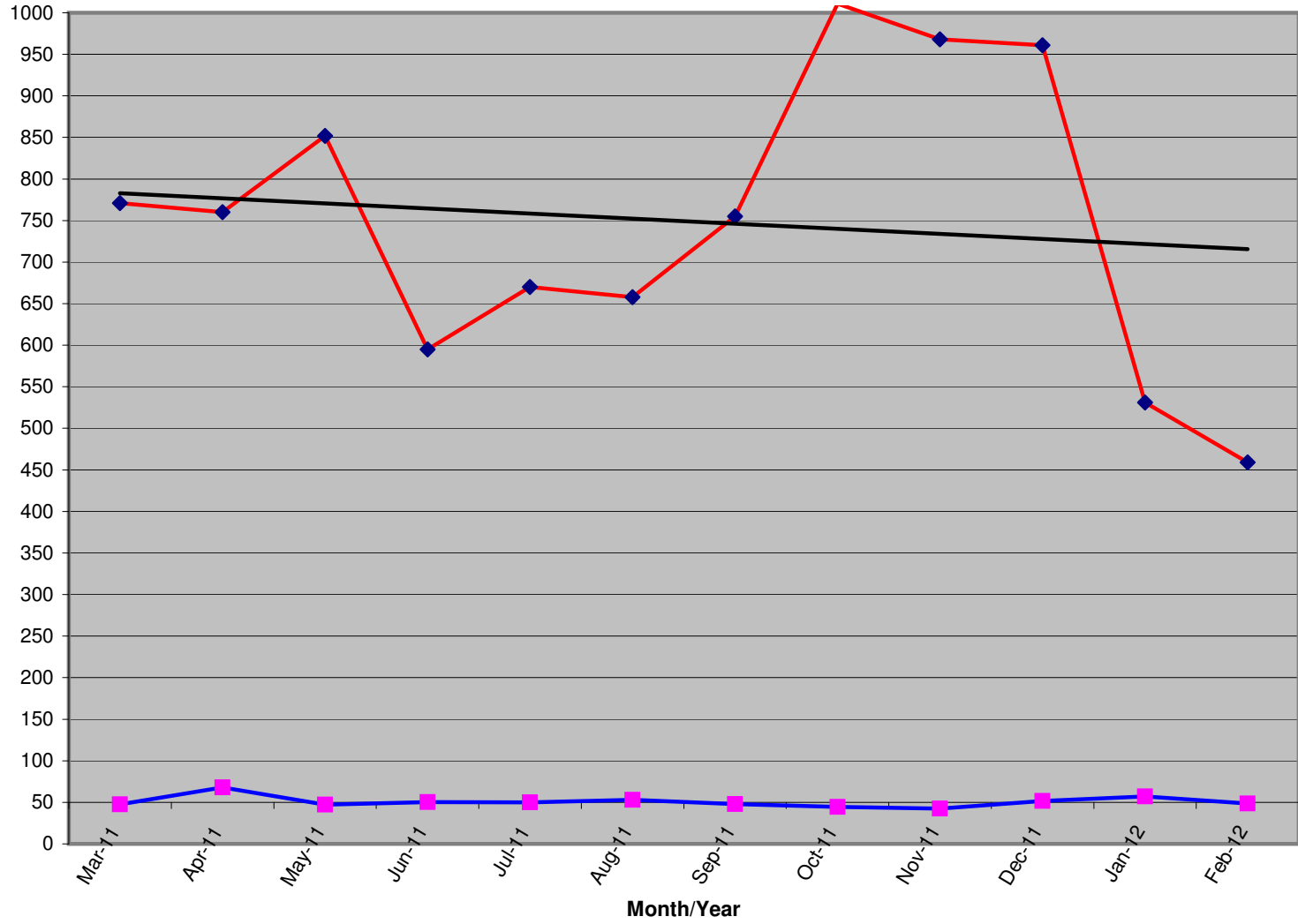


New Donors / Ave Gift - Past 12 Months



	Mar-11	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12
New Donors	165	211	276	208	166	189	227	186	216	282	257	235
Ave Gift	\$ 28.97	\$ 33.89	\$ 49.33	\$ 31.37	\$ 50.02	\$ 34.76	\$ 43.48	\$ 31.85	\$ 39.12	\$ 38.38	\$ 39.00	\$ 37.83

Renew Donors - Past 12 Months



	Mar-11	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12
Renew Total	771	760	852	595	670	658	755	1011	968	961	531	459
Ave Gift	\$ 47.47	\$ 67.88	\$ 47.11	\$ 50.39	\$ 49.82	\$ 53.10	\$ 48.08	\$ 44.59	\$ 42.31	\$ 51.57	\$ 56.93	\$ 48.43