

Libertarian National Committee - Membership Report

"Donor" Totals - Jan-14

4 Year & 12 Month Comparison

	Dec-10	Dec-11	Dec-12	Dec-13	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14
Active w-MEM	14077	13468	13749	13670	13883	13957	14081	14077	14149	14158	13986	13580	13429	13485	13682	13670	13615
Active w/out MEM	991	859	1194	967	1195	1181	1155	1112	1077	1070	1054	978	884	831	826	967	1084
Total Active Donors	15068	14327	14943	14637	15078	15138	15236	15189	15226	15228	15040	14558	14313	14316	14508	14637	14699
Percent Change	2.76%	-4.92%	4.30%	0.89%	0.90%	0.40%	0.65%	-0.31%	0.24%	0.01%	-1.23%	-3.20%	-1.68%	0.02%	1.34%	0.89%	0.42%
Lapsed/Drop MEM	845	1379	1381	1245	925	626	677	698	614	624	948	1241	1106	1445	1132	1245	870
Lapes w/out MEM	33	74	76	82	53	44	56	84	66	36	43	89	157	201	54	82	58
Lapsed/Drop Total	878	1453	1457	1327	978	670	733	782	680	660	991	1330	1263	1646	1186	1327	928
Percent Change	19.46%	65.49%	0.28%	11.89%	-32.88%	-31.49%	9.40%	6.68%	-13.04%	-2.94%	50.15%	34.21%	-5.04%	30.32%	-27.95%	11.89%	-30.07%
New Donors w-MEM	143	256	240	267	395	257	292	199	219	206	219	196	254	362	293	267	234
New w/out MEM	13	26	38	168	34	7	7	6	9	10	8	1	39	24	17	168	128
New Total	156	282	278	435	429	264	299	205	228	216	227	197	293	386	310	435	362
Percent Change	-25.36%	80.77%	-1.42%	40.32%	54.32%	-38.46%	13.26%	-31.44%	11.22%	-5.26%	5.09%	-13.22%	48.73%	31.74%	-19.69%	40.32%	-16.78%
Renewed w-MEM	921	900	708	966	664	443	509	495	467	427	557	639	701	1139	1036	966	581
Renewed w/out MEM	71	61	57	55	20	23	23	35	22	19	19	12	24	124	32	55	47
Total Renewals	992	961	765	1021	684	466	532	530	489	446	576	651	725	1263	1068	1021	628
Percent Change	52.38%	-3.13%	-20.40%	-4.40%	-10.59%	-31.87%	14.16%	-0.38%	-7.74%	-8.79%	29.15%	13.02%	11.37%	74.21%	-15.44%	-4.40%	-38.49%
Total "MEM"	119731	121850	126900	130507	127367	127552	127876	128132	128415	128673	128929	129200	129455	129833	130187	130507	130841
Percent Change	2.14%	1.77%	4.14%	0.25%	0.37%	0.15%	0.25%	0.20%	0.22%	0.20%	0.20%	0.21%	0.20%	0.00%	0.27%	0.25%	0.26%
Total "LIFETIME"	2096	2142	2208	2295	2216	2216	2229	2245	2264	2266	2269	2271	2274	2276	2290	2295	2304
Total "BSM"	14309	13589	13824	13869	14029	14028	14120	14119	14149	14088	13944	13586	13251	13363	13402	13869	13836

Last Year vs. This Year

	Jan-13	Jan-14	Change	12 Mo Ave
Active w-MEM	13883	13615	-1.93%	13822
Active w/out MEM	1195	1084	-9.29%	1018
Total Active Donors	15078	14699	-2.51%	14841
Lapsed/Dropped	978	928	-5.11%	1016
New Donors	429	362	-15.62%	285
Renewals	684	628	-8.19%	700

Active Donors w-MEM = 13615

Lapsed & Zero Dues MEM = 117226

Total "MEM" w-Signed Certificate = 130841

Member Signed Certificate = "MEM"

Total "BSM" = 13836

Bylaws defined Sustaining Member = "BSM"

NEW-RENEW BREAKDOWN BY TYPE

New Members			
Source	Number	\$ Total	Ave Gift
House Mailing to Inq	0	\$ -	\$ -
Dir Mail Prospecting	57	\$ 3,253.00	\$ 57.07
Tele-New	1	\$ 25.00	\$ 25.00
Web New Members	261	\$ 9,312.50	\$ 35.68
* Manual Adjustments	43	n/a	n/a
Total	362	\$ 12,590.50	\$ 39.47
Renewals			
Source	Number	\$ Total	Ave Gift
Renew via House Mailing	7	\$ 322.00	\$ 46.00
Dir Mail Renewals	303	\$ 15,076.00	\$ 49.76
Tele-Renewal	15	\$ 2,675.00	\$ 178.33
Web Renewals	261	\$ 9,312.50	\$ 35.68
* Manual Adjustments	42	n/a	n/a
Total	628	\$ 27,385.50	\$ 46.73

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

Jan-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	651	61	5	66	61
AL	1665	174	10	184	179
AR	853	99	7	106	103
AZ	3081	293	35	328	306
CA	19063	1684	144	1828	1692
CO	3564	388	33	421	394
CT	1456	164	14	178	166
DC	348	30	6	36	32
DE	375	36	4	40	39
FL	7689	715	81	796	731
GA	5801	400	33	433	409
HI	520	67	8	75	69
IA	993	114	10	124	119
ID	738	63	2	65	67
IL	4394	457	43	500	465
IN	3034	413	16	429	417
KS	1194	141	11	152	144
KY	1125	122	7	129	124
LA	1029	126	13	139	127
MA	2785	227	15	242	230
MD	2359	254	26	280	256
ME	793	54	6	60	55
MI	5063	456	30	486	455
MN	1982	191	17	208	198
MO	2280	243	22	265	248
MS	650	82	8	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	488	52	2	54	53
NC	3232	306	28	334	313
ND	203	28	1	29	30
NE	629	75	5	80	76
NH	1324	129	11	140	133
NJ	2997	304	24	328	311
NM	1107	115	16	131	121
NV	1856	277	11	288	282
NY	4823	567	57	624	580
OH	5056	1057	15	1072	1066
OK	991	103	6	109	104
OR	2159	164	22	186	170
PA	5716	521	48	569	520
RI	307	35	1	36	36
SC	1626	160	14	174	161
SD	237	32	1	33	34
TN	2321	230	13	243	236
TX	8668	926	95	1021	942
UT	1115	82	16	98	86
VA	4489	651	38	689	660
VT	388	26	5	31	27
WA	4219	367	22	389	368
WI	1874	193	14	207	193
WV	579	57	1	58	58
WY	312	32	2	34	30
XX	640	72	10	82	77

	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
TOTALS	130841	13615	1084	14699	13836

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

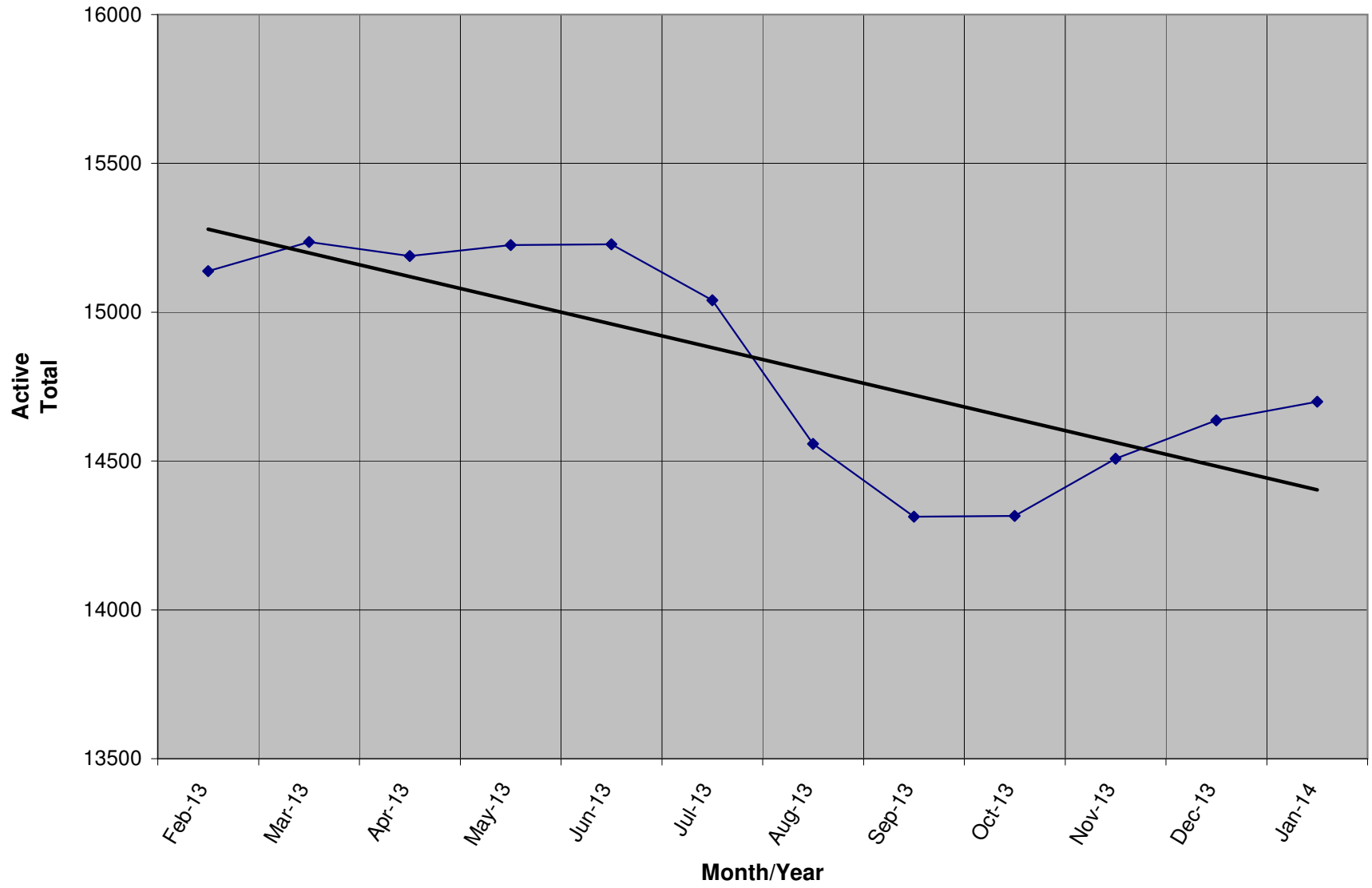
BSM = By Law Definition of "Sustaining Member" and number used for delegate count

(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.)

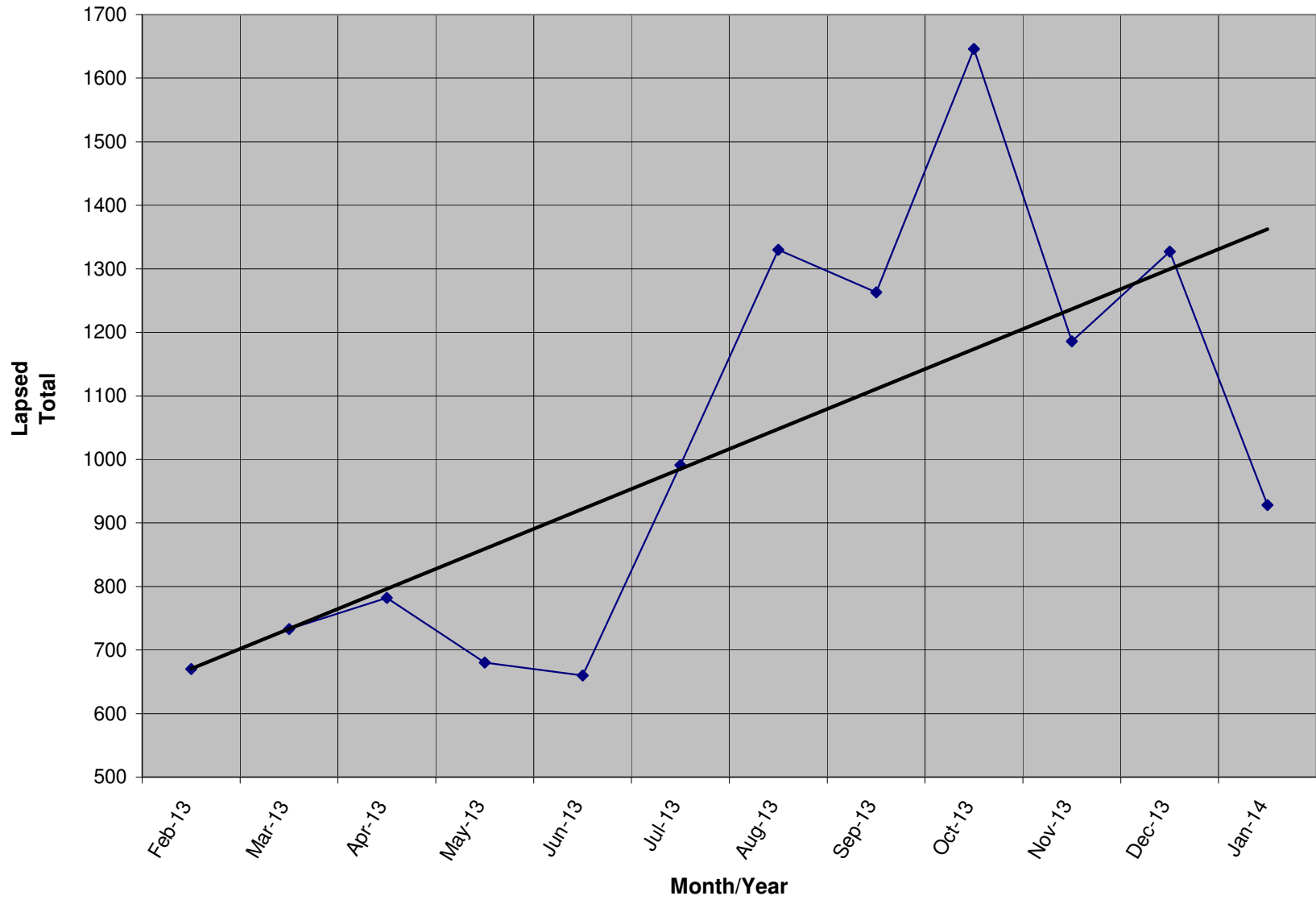
SUSTAINING MEMBERSHIP STATE RANKINGS - "BSM"

<u>State</u>	<u>Total BSM</u>	<u>Rank</u>	<u>State</u>	<u>Total BSM</u>	<u>Rank</u>
CA	1692	1	SC	161	27
OH	1066	2	KS	144	28
TX	942	3	NH	133	29
FL	731	4	LA	127	30
VA	660	5	KY	124	31
NY	580	6	NM	121	32
PA	520	7	IA	119	33
IL	465	8	OK	104	34
MI	455	9	AR	103	35
IN	417	10	UT	86	36
GA	409	11	MS	83	37
CO	394	12	NE	76	38
WA	368	13	HI	69	39
NC	313	14	ID	67	40
NJ	311	15	AK	61	41
AZ	306	16	WV	58	42
NV	282	17	ME	55	43
MD	256	18	MT	53	44
MO	248	19	DE	39	45
TN	236	20	RI	36	46
MA	230	21	SD	34	47
MN	198	22	DC	32	48
WI	193	23	ND	30	49
AL	179	24	WY	30	50
OR	170	25	VT	27	51
CT	166	26	XX	77	52

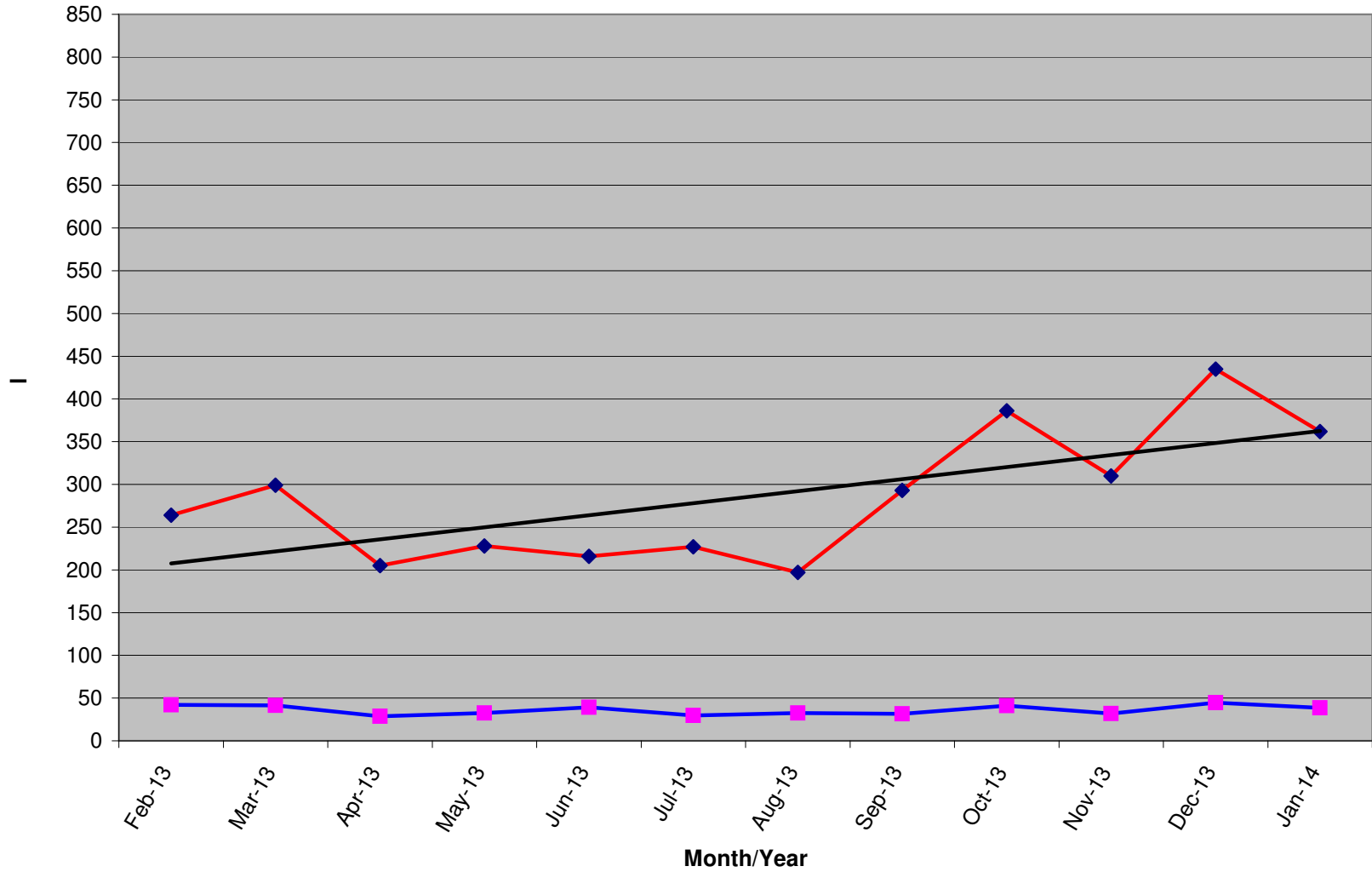
Active Donors - Past 12 Months



Lapsed - Dropped - Donors - Past 12 Months

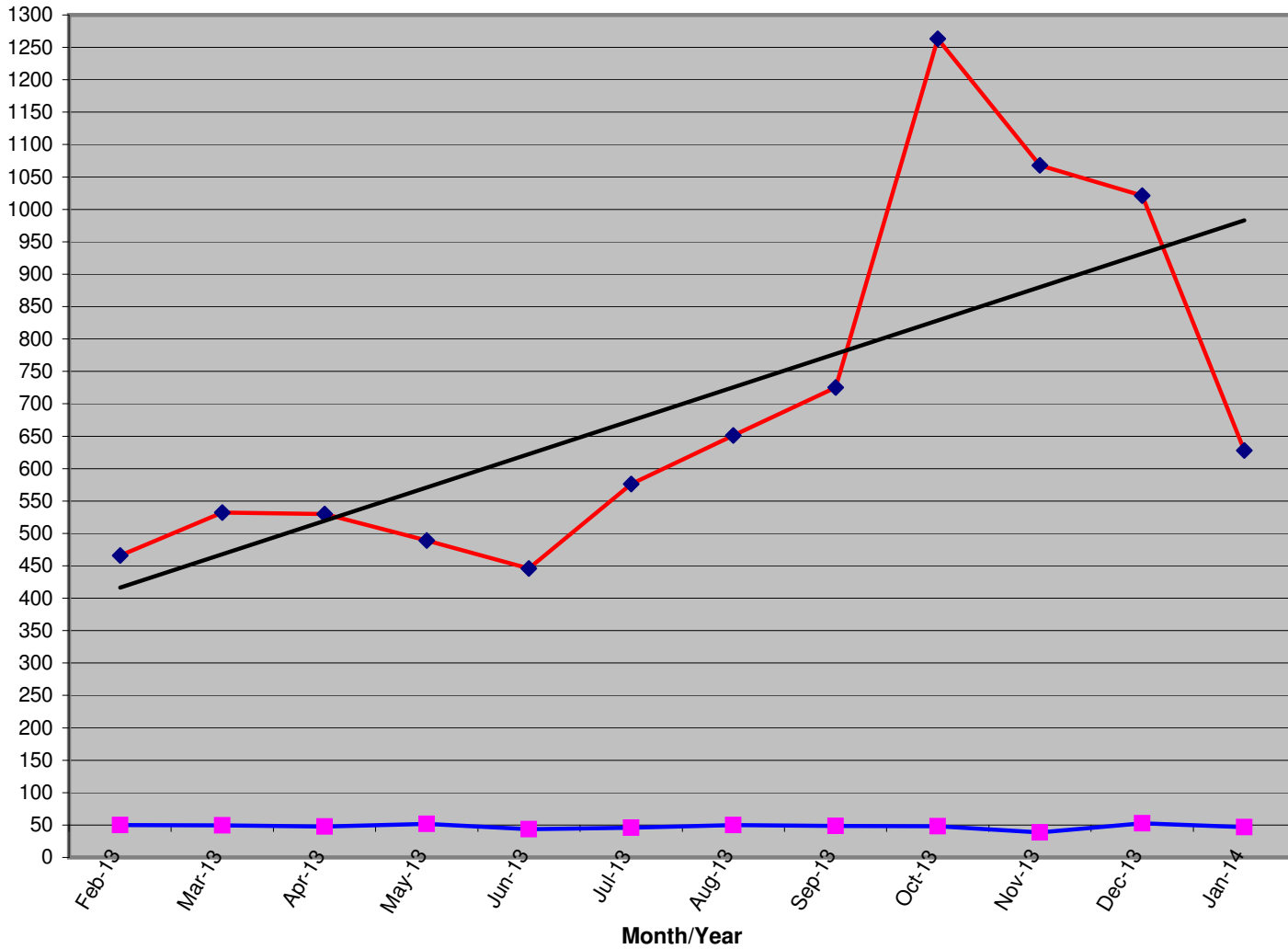


New Donors / Ave Gift - Past 12 Months



	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14
New Donors	264	299	205	228	216	227	197	293	386	310	435	362
Ave Gift	\$ 42.17	\$ 41.44	\$ 28.77	\$ 32.43	\$ 39.18	\$ 29.68	\$ 32.45	\$ 31.53	\$ 40.98	\$ 31.85	\$ 44.54	\$ 38.47

Renew Donors - Past 12 Months



	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14
Renew Total	466	532	530	489	446	576	651	725	1263	1068	1021	628
Ave Gift	\$ 50.15	\$ 49.47	\$ 47.90	\$ 51.81	\$ 43.81	\$ 46.05	\$ 49.76	\$ 48.76	\$ 47.94	\$ 38.42	\$ 52.59	\$ 46.73