

Libertarian National Committee - Membership Report

"Donor" Totals - Jan-13

4 Year & 12 Month Comparison

	Dec-09	Dec-10	Dec-11	Dec-12	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	Nov-12	Dec-12	Jan-13
Active w-MEM	14076	14077	13468	13749	13492	13538	13406	13179	12923	12870	12960	13361	13788	14070	14182	13749	13883
Active w/out MEM	587	991	859	1194	851	852	880	921	911	884	896	968	1135	1213	1175	1194	1195
Total	14663	15068	14327	14943	14343	14390	14286	14100	13834	13754	13856	14329	14923	15283	15357	14943	15078
Percent Change	-10.31%	2.76%	-4.92%	4.30%	0.11%	0.33%	-0.72%	-1.30%	-1.89%	-0.58%	0.74%	3.41%	4.15%	2.41%	0.48%	-2.70%	0.90%
Lapsed/Drop MEM	695	845	1379	1381	720	616	840	814	937	804	680	791	835	1129	1017	1381	925
Lapes w/out MEM	40	33	74	76	52	31	40	51	59	70	39	55	36	66	87	76	53
Lapsed/Drop Total	735	878	1453	1457	772	647	880	865	996	874	719	846	871	1195	1104	1457	978
Percent Change	-48.17%	19.46%	65.49%	0.28%	-46.87%	-16.19%	36.01%	-1.70%	15.14%	-12.25%	-17.73%	17.66%	2.96%	37.20%	-7.62%	31.97%	-32.88%
New Donors w-MEM	206	143	256	240	235	209	157	182	170	187	338	448	589	679	661	240	395
New w/out MEM	3	13	26	38	22	26	33	23	48	23	15	58	137	131	36	38	34
New Total	209	156	282	278	257	235	190	205	218	210	353	506	726	810	697	278	429
Percent Change	34.84%	-25.36%	80.77%	-1.42%	-8.87%	-8.56%	-19.15%	7.89%	6.34%	-3.67%	68.10%	43.34%	43.48%	11.57%	-13.95%	-60.11%	54.32%
Renewed w-MEM	602	921	900	708	509	453	551	405	511	564	432	744	673	732	468	708	664
Renewed w/out MEM	49	71	61	57	22	6	35	69	1	20	36	69	66	13	13	57	20
Total Renewals	651	992	961	765	531	459	586	474	512	584	468	813	739	745	481	765	684
Percent Change	46.62%	52.38%	-3.13%	-20.40%	-44.75%	-13.56%	27.67%	-19.11%	8.02%	14.06%	-19.86%	73.72%	-9.10%	0.81%	-35.44%	59.04%	-10.59%
Total "MEM"	117226	119731	121850	126900	122178	122339	122475	122726	122942	123152	123591	124107	124917	125618	126309	126900	127367
Percent Change	3.72%	2.14%	1.77%	4.14%	0.27%	0.13%	0.11%	0.20%	0.18%	0.17%	0.36%	0.42%	0.65%	0.56%	0.55%	0.47%	0.37%
Total "LIFETIME"	2035	2096	2142	2208	2146	2149	2149	2153	2155	2163	2170	2183	2197	2201	2207	2208	2216
Total "BSM"	14096	14309	13589	13824	13642	13558	13664	13397	12919	12817	12816	13197	13475	13758	14043	13824	14029

Last Year vs. This Year

	Jan-12	Jan-13	Change	12 Mo Ave
Active w-MEM	13492	13883	2.90%	13492
Active w/out MEM	851	1195	40.42%	1019
Total Active	14343	15078	5.12%	14511
Lapsed/Dropped	772	978	26.68%	953
New Donors	257	429	66.93%	405
Renewals	531	684	28.81%	609

Active Donors w-MEM = 13883

Lapsed & Zero Dues MEM = 113484

Total "MEM" w-Signed Certificate = 127367

Member Signed Certificate = "MEM"

Total "BSM" = 14029

Bylaws defined Sustaining Member = "BSM"

NEW-RENEW BREAKDOWN BY TYPE

New Members			
Source	Number	\$ Total	Ave Gift
House Mailing to Inq	24	\$ 850.00	\$ 35.42
Dir Mail Prospecting	10	\$ 350.00	\$ 35.00
Tele-New	0	\$ -	\$ -
Web New Members	326	\$ 13,981.00	\$ 42.89
* Manual Adjustments	69	n/a	n/a
Total	429	\$ 15,181.00	\$ 42.17
Renewals			
Source	Number	\$ Total	Ave Gift
Renew via House Mailing	0	\$ -	\$ -
Dir Mail Renewals	366	\$ 18,670.00	\$ 51.01
Tele-Renewal	21	\$ 680.00	\$ 32.38
Web Renewals	263	\$ 13,245.00	\$ 50.36
* Manual Adjustments	34	n/a	n/a
Total	684	\$ 32,595.00	\$ 50.15

* Includes Pledge Exentions & New Pledges

Jan-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	646	66	4	70	66
AL	1607	187	7	194	190
AR	823	97	4	101	98
AZ	3003	322	40	362	322
CA	18814	1760	162	1922	1790
CO	3510	425	30	455	429
CT	1436	177	17	194	178
DC	344	38	9	47	37
DE	366	40	7	47	39
FL	7512	776	75	851	780
GA	5712	432	33	465	443
HI	502	67	3	70	66
IA	963	133	11	144	131
ID	717	67	5	72	66
IL	4294	515	43	558	522
IN	2888	360	28	388	372
KS	1165	145	11	156	143
KY	1077	123	6	129	124
LA	992	133	11	144	134
MA	2747	241	29	270	241
MD	2294	277	26	303	284
ME	784	73	7	80	74
MI	4966	447	33	480	454
MN	1940	216	15	231	215
MO	2206	259	21	280	262
MS	618	75	8	83	74

<u>STATE</u>	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
MT	466	54	4	58	52
NC	3162	372	25	397	375
ND	187	34	2	36	35
NE	599	71	5	76	68
NH	1298	140	17	157	139
NJ	2915	328	34	362	331
NM	1095	152	18	170	156
NV	1733	200	17	217	207
NY	4694	605	64	669	608
OH	4817	658	38	696	662
OK	964	108	7	115	109
OR	2129	174	21	195	179
PA	5590	528	64	592	539
RI	293	34	11	45	33
SC	1565	172	3	175	176
SD	232	37	0	37	36
TN	2255	265	11	276	266
TX	8313	975	78	1053	994
UT	1088	103	12	115	106
VA	4227	618	42	660	621
VT	382	32	5	37	30
WA	4123	387	36	423	385
WI	1832	208	20	228	214
WV	563	56	4	60	55
WY	305	40	0	40	38
OTHER	614	81	12	93	81

	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
TOTALS	127367	13883	1195	15078	14029

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

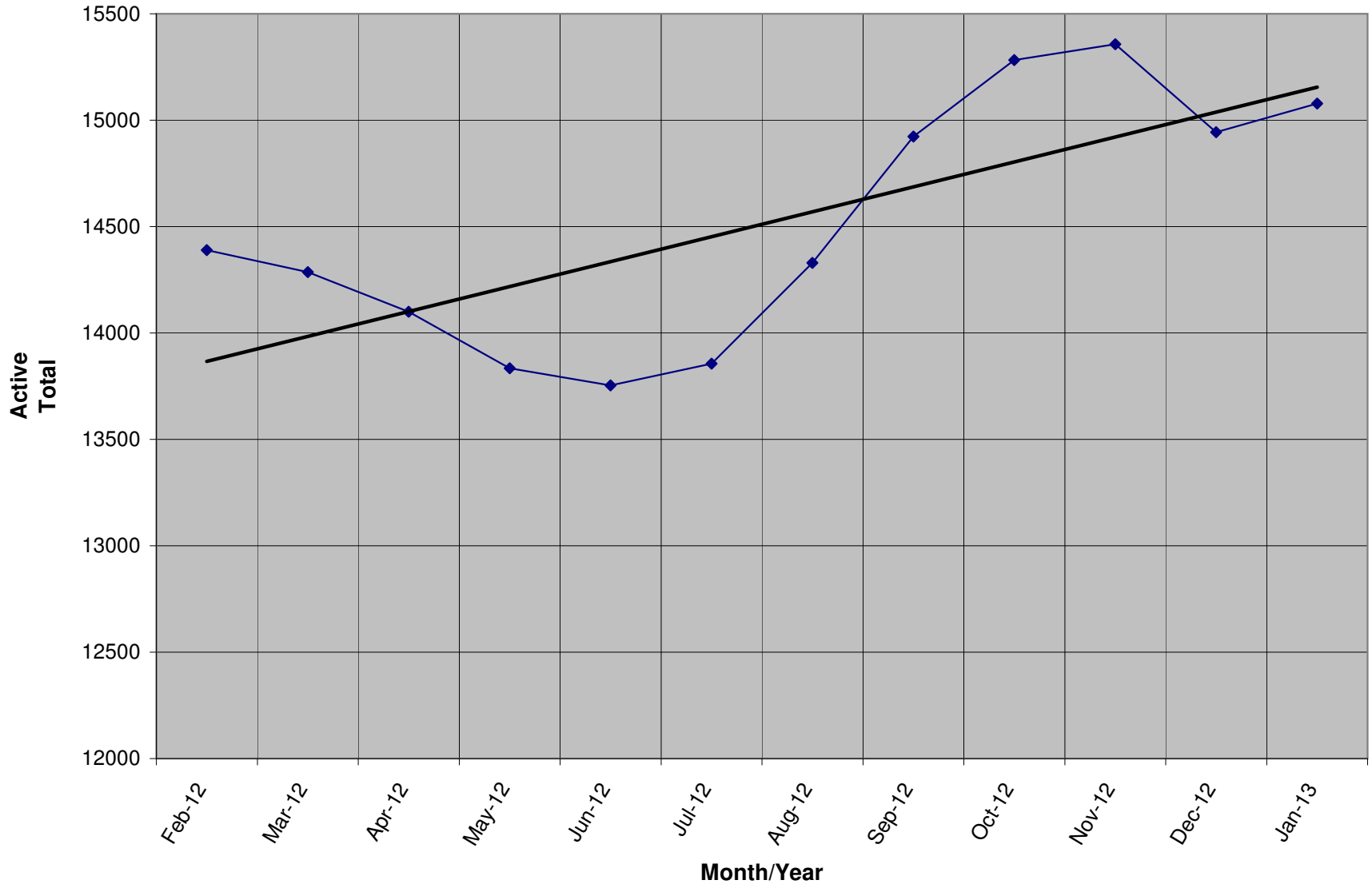
BSM = By Law Definition of "Sustaining Member" and number used for delegate count

(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.)

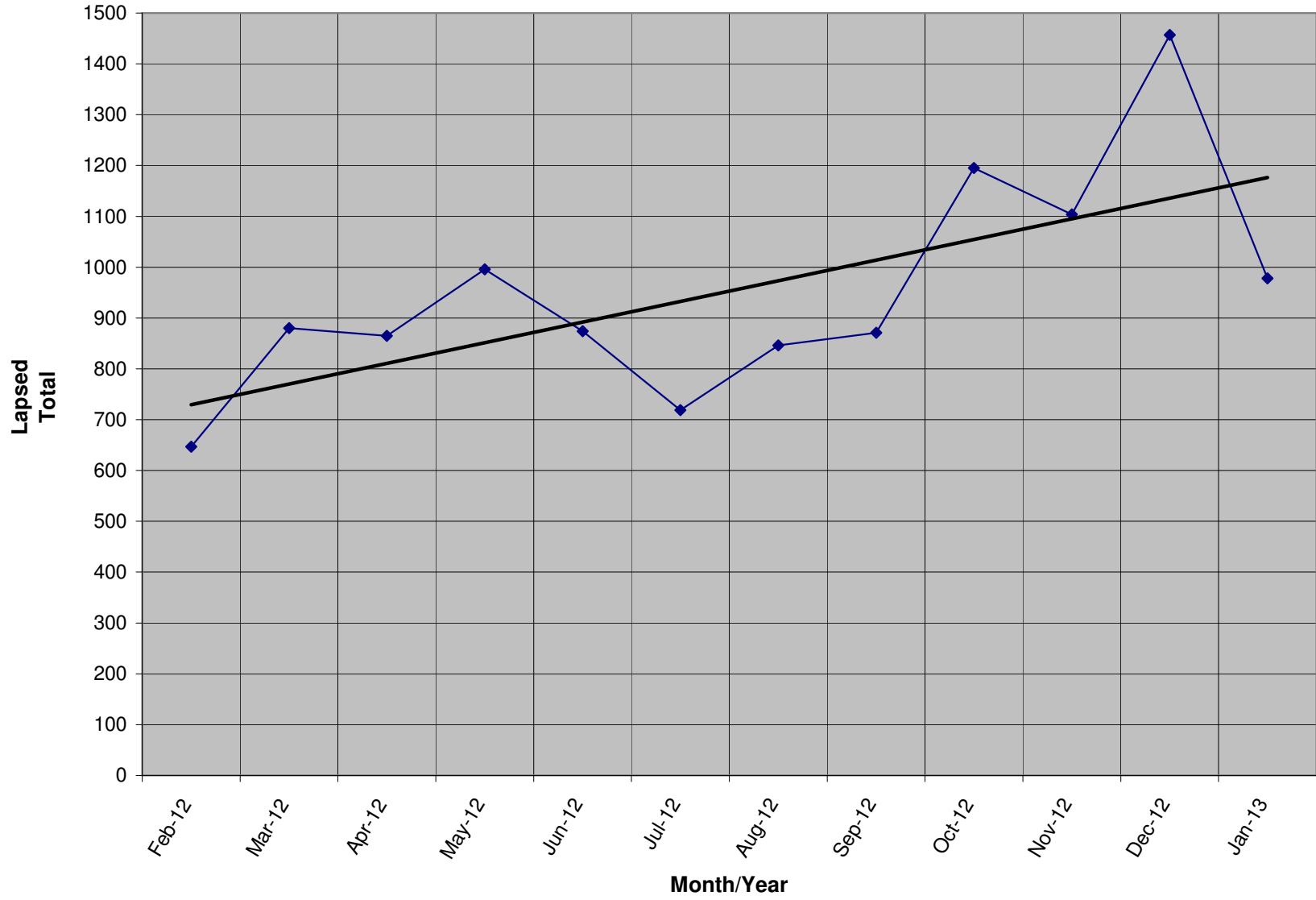
SUSTAINING MEMBERSHIP STATE RANKINGS - "BSM"

<u>State</u>	<u>Total BSM</u>	<u>Rank</u>	<u>State</u>	<u>Total BSM</u>	<u>Rank</u>
CA	1790	1	SC	176	27
TX	994	2	NM	156	28
FL	780	3	KS	143	29
OH	662	4	NH	139	30
VA	621	5	LA	134	31
NY	608	6	IA	131	32
PA	539	7	KY	124	33
IL	522	8	OK	109	34
MI	454	9	UT	106	35
GA	443	10	AR	98	36
CO	429	11	XX	81	37
WA	385	12	ME	74	38
NC	375	13	MS	74	39
IN	372	14	NE	68	40
NJ	331	15	AK	66	41
AZ	322	16	HI	66	42
MD	284	17	ID	66	43
TN	266	18	WV	55	44
MO	262	19	MT	52	45
MA	241	20	DE	39	46
MN	215	21	WY	38	47
WI	214	22	DC	37	48
NV	207	23	SD	36	49
AL	190	24	ND	35	50
OR	179	25	RI	33	51
CT	178	26	VT	30	52

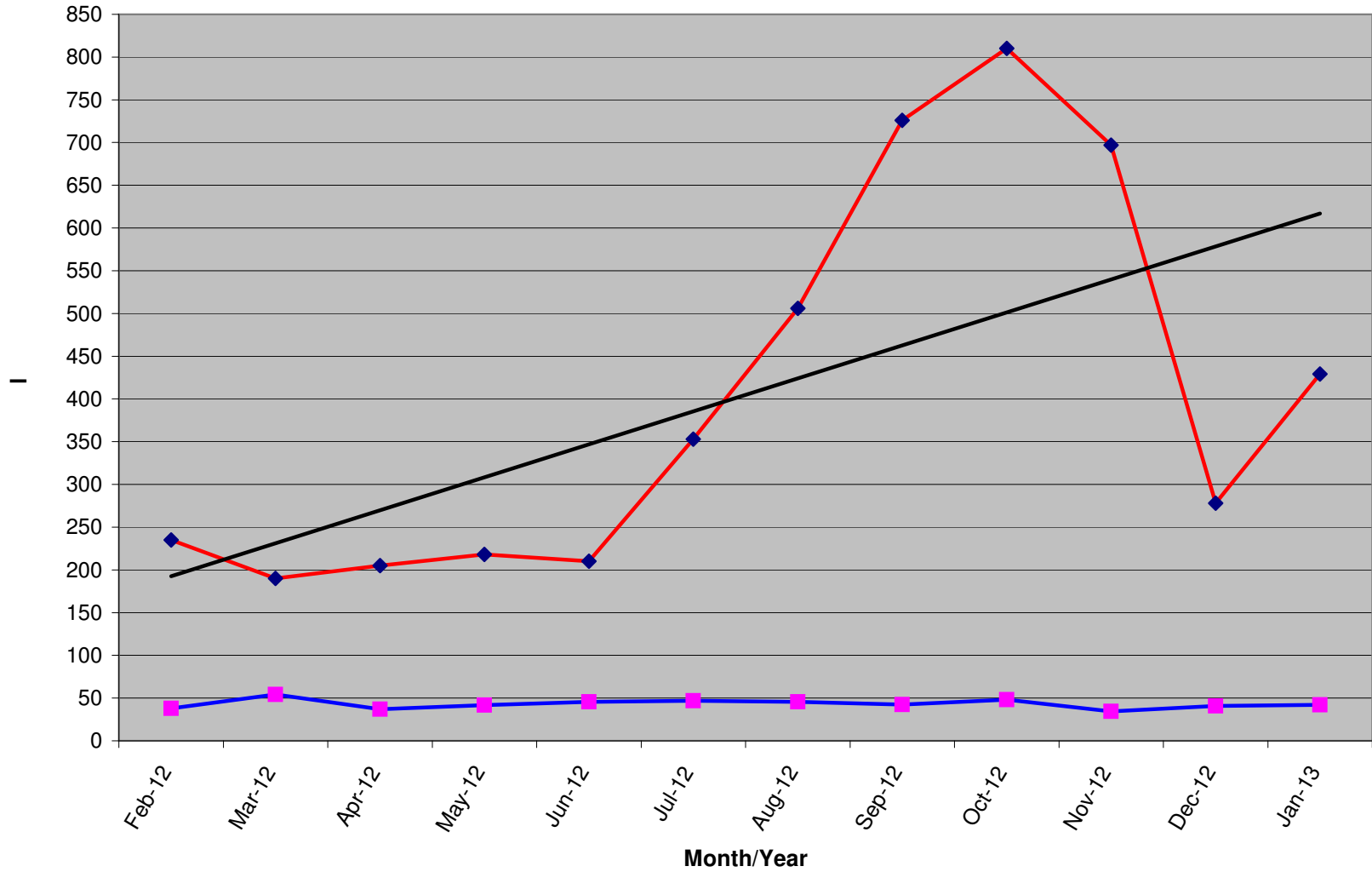
Active Donors - Past 12 Months



Lapsed - Dropped - Donors - Past 12 Months

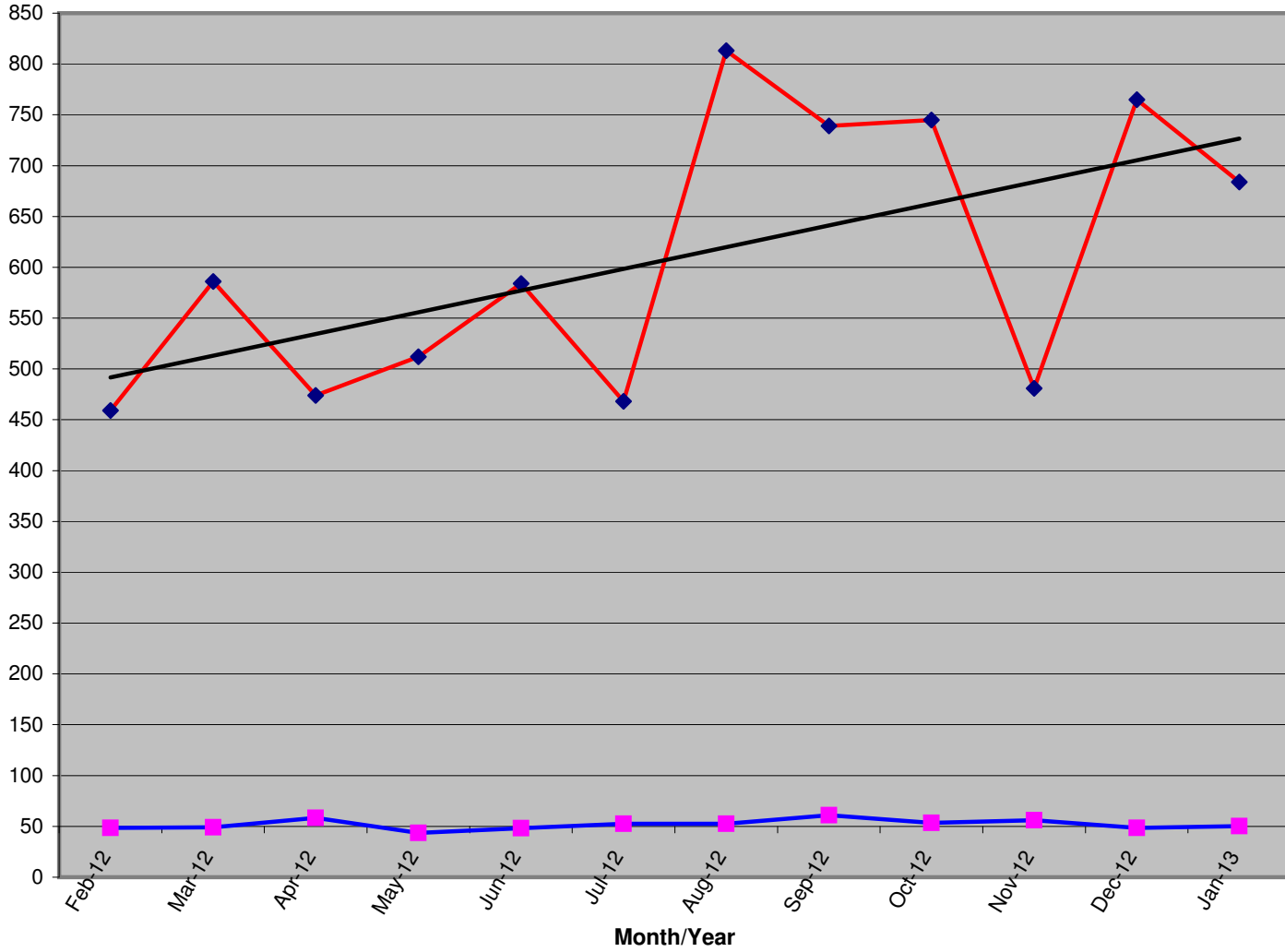


New Donors / Ave Gift - Past 12 Months



	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	Nov-12	Dec-12	Jan-13
New Donors	235	190	205	218	210	353	506	726	810	697	278	429
Ave Gift	\$ 37.83	\$ 54.07	\$ 36.99	\$ 41.71	\$ 45.48	\$ 46.73	\$ 45.59	\$ 42.54	\$ 48.26	\$ 34.59	\$ 40.74	\$ 42.17

Renew Donors - Past 12 Months



	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	Nov-12	Dec-12	Jan-13
Renew Total	459	586	474	512	584	468	813	739	745	481	765	684
Ave Gift	\$ 48.43	\$ 48.97	\$ 58.32	\$ 43.64	\$ 48.33	\$ 52.63	\$ 52.56	\$ 60.92	\$ 53.32	\$ 55.98	\$ 48.50	\$ 50.15