

Libertarian National Committee - Membership Report

"Donor" Totals - May-12

4 Year & 12 Month Comparison

	Dec-08	Dec-09	Dec-10	Dec-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Apr-12	May-12
Active w-MEM	15358	14076	14077	13468	13549	13295	13315	13204	13133	13269	13691	13468	13492	13538	13406	13179	12923
Active w/out MEM	991	587	991	859	791	759	784	777	746	773	846	859	851	852	880	921	911
Total	16349	14663	15068	14327	14340	14054	14099	13981	13879	14042	14537	14327	14343	14390	14286	14100	13834
Percent Change	8.24%	-10.31%	2.76%	-4.92%	0.26%	-1.99%	0.32%	-0.84%	-0.73%	1.17%	3.53%	-1.44%	0.11%	0.33%	-0.72%	-1.30%	-1.89%
Lapsed/Drop MEM	1285	695	845	1379	1041	984	766	915	998	996	675	1379	720	616	840	814	937
Lapes w/out MEM	133	40	33	74	50	105	25	50	86	38	14	74	52	31	40	51	59
Lapsed/Drop Total	1418	735	878	1453	1091	1089	791	965	1084	1034	689	1453	772	647	880	865	996
Percent Change	93.98%	-48.17%	19.46%	65.49%	-4.72%	-0.18%	-27.36%	22.00%	12.33%	-4.61%	-33.37%	110.89%	-46.87%	-16.19%	36.01%	-1.70%	15.14%
New Donors w-MEM	152	206	143	256	265	192	151	175	217	167	174	256	235	209	157	182	170
New w/out MEM	3	3	13	26	11	16	15	14	10	19	42	26	22	26	33	23	48
New Total	155	209	156	282	276	208	166	189	227	186	216	282	257	235	190	205	218
Percent Change	-61.44%	34.84%	-25.36%	80.77%	30.81%	-24.64%	-20.19%	13.86%	20.11%	-18.06%	16.13%	30.56%	-8.87%	-8.56%	-19.15%	7.89%	6.34%
Renewed w-MEM	412	602	921	900	816	538	635	629	710	965	923	900	509	453	551	405	511
Renewed w/out MEM	32	49	71	61	36	57	35	29	45	46	45	61	22	6	35	69	1
Total Renewals	444	651	992	961	852	595	670	658	755	1011	968	961	531	459	586	474	512
Percent Change	-67.21%	46.62%	52.38%	-3.13%	12.11%	-30.16%	12.61%	-1.79%	14.74%	33.91%	-4.25%	-0.72%	-44.75%	-13.56%	27.67%	-19.11%	8.02%
Total "MEM"	113024	117226	119731	121850	120491	120663	120830	121056	121307	121429	121567	121850	122178	122339	122475	122726	122942
Percent Change	4.90%	3.72%	2.14%	1.77%	0.24%	0.14%	0.14%	0.19%	0.21%	0.10%	0.11%	0.23%	0.27%	0.13%	0.11%	0.20%	0.18%
Total "LIFETIME"	1993	2035	2096	2142	2113	2118	2123	2131	2133	2133	2136	2142	2146	2149	2149	2153	2155
Total "BSM"	n/a	14096	14309	13589	13525	13290	13162	13046	13004	13034	13480	13589	13642	13558	13664	13397	12919

Last Year vs. This Year

	May-11	May-12	Change	12 Mo Ave
Active w-MEM	13549	12923	-4.62%	13326
Active w/out MEM	791	911	15.17%	830
Total Active	14340	13834	-3.53%	14156
Lapsed/Dropped	1091	996	-8.71%	939
New Donors	276	218	-21.01%	215
Renewals	852	512	-39.91%	682

Active Donors w-MEM = 12923

Lapsed & Zero Dues MEM = 110019

Total "MEM" w-Signed Certificate = 122942

Member Signed Certificate = "MEM"

Total "BSM" = 12919

Bylaws defined Sustaining Member = "BSM"

NEW-RENEW BREAKDOWN BY TYPE

New Members			
Source	Num ber	\$ Total	Ave Gift
House Mailing to Inq	0	\$ -	\$ -
Dir Mail Prospecting	27	\$ 1,075.00	\$ 39.81
Tele-New	0	\$ -	\$ -
Web New Members	157	\$ 6,600.00	\$ 42.04
* Manual Adjustments	34	n/a	n/a
Total	218	\$ 7,675.00	\$ 41.71
Renewals			
Source	Num ber	\$ Total	Ave Gift
Renewals via House Mailing	0	\$ -	\$ -
Dir Mail Renewals	229	\$ 10,263.00	\$ 44.82
Tele-Renewal	31	\$ 1,430.00	\$ 46.13
Web Renewals	119	\$ 4,845.00	\$ 40.71
* Manual Adjustments	133	n/a	n/a
Total	512	\$ 16,538.00	\$ 43.64

* Includes Renewals via Pledge Extn & New Pledges

May-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	632	66	3	69	65
AL	1541	161	8	169	160
AR	796	87	3	90	86
AZ	2922	314	32	346	310
CA	18592	1883	136	2019	1880
CO	3373	412	25	437	417
CT	1386	173	19	192	174
DC	340	40	3	43	40
DE	359	37	5	42	38
FL	7220	726	48	774	720
GA	5578	391	20	411	392
HI	491	62	3	65	62
IA	915	113	6	119	111
ID	687	59	2	61	61
IL	4137	473	33	506	474
IN	2769	327	26	353	324
KS	1117	155	6	161	157
KY	1018	103	5	108	100
LA	939	116	5	121	116
MA	2692	229	17	246	226
MD	2177	255	26	281	259
ME	761	69	5	74	66
MI	4848	429	24	453	423
MN	1882	182	8	190	184
MO	2116	225	21	246	226
MS	579	64	7	71	59

<u>STATE</u>	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
MT	456	48	8	56	47
NC	3009	328	15	343	328
ND	161	24	2	26	23
NE	597	70	7	77	71
NH	1264	135	10	145	133
NJ	2826	298	28	326	297
NM	1040	130	11	141	133
NV	1644	194	11	205	197
NY	4524	568	55	623	569
OH	4576	553	31	584	553
OK	919	93	5	98	94
OR	2057	186	21	207	185
PA	5398	481	27	508	488
RI	274	27	1	28	23
SC	1472	135	5	140	141
SD	219	38	4	42	39
TN	2159	222	11	233	227
TX	7876	897	61	958	893
UT	1040	87	12	99	88
VA	4012	525	37	562	520
VT	374	23	4	27	23
WA	4016	364	20	384	368
WI	1752	198	16	214	198
WV	551	56	0	56	59
WY	291	35	4	39	36
OTHER	568	57	9	66	56

	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
TOTALS	122942	12923	911	13834	12919

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

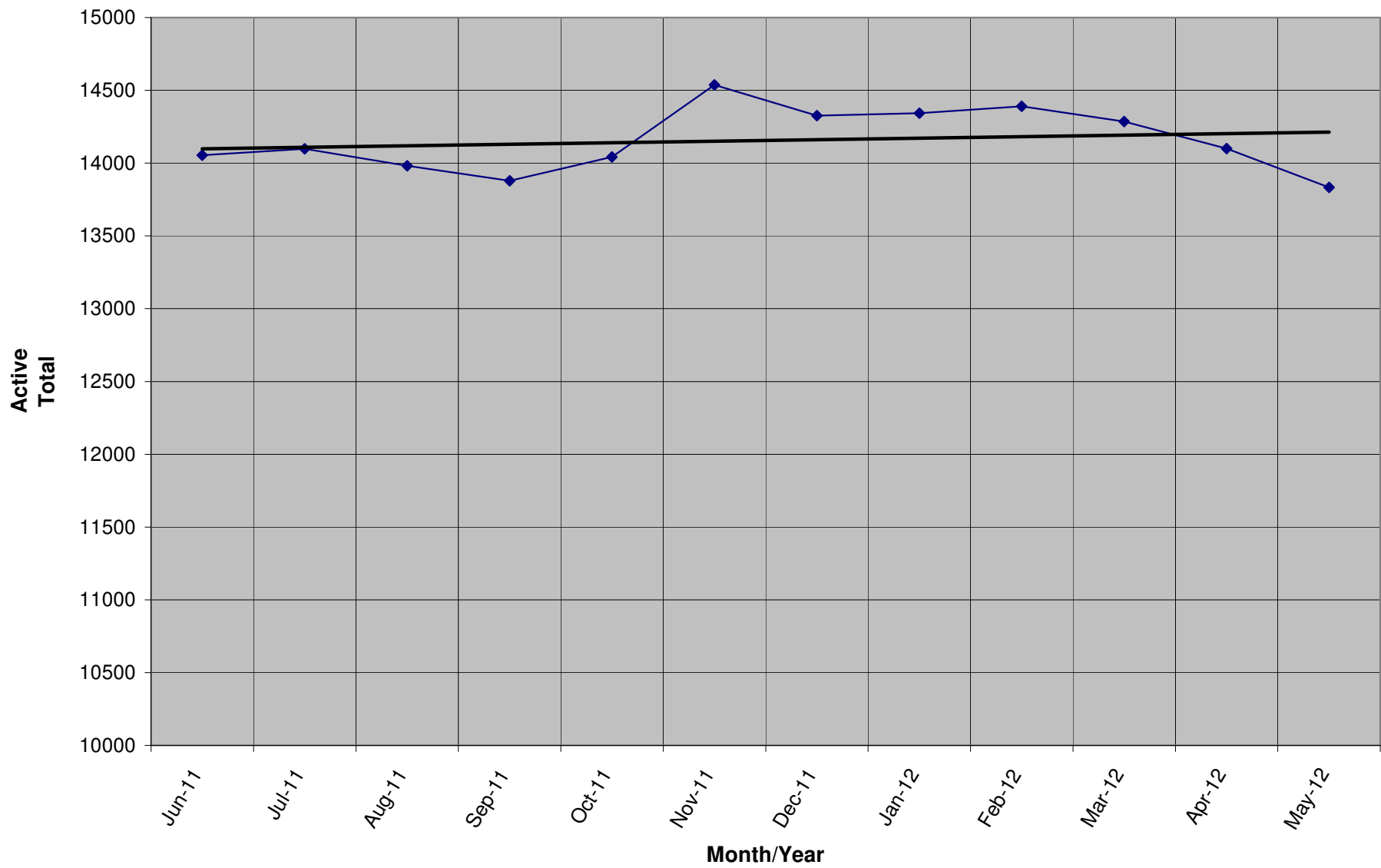
BSM = By Law Definition of "Sustaining Member" and number used for delegate count

(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.)

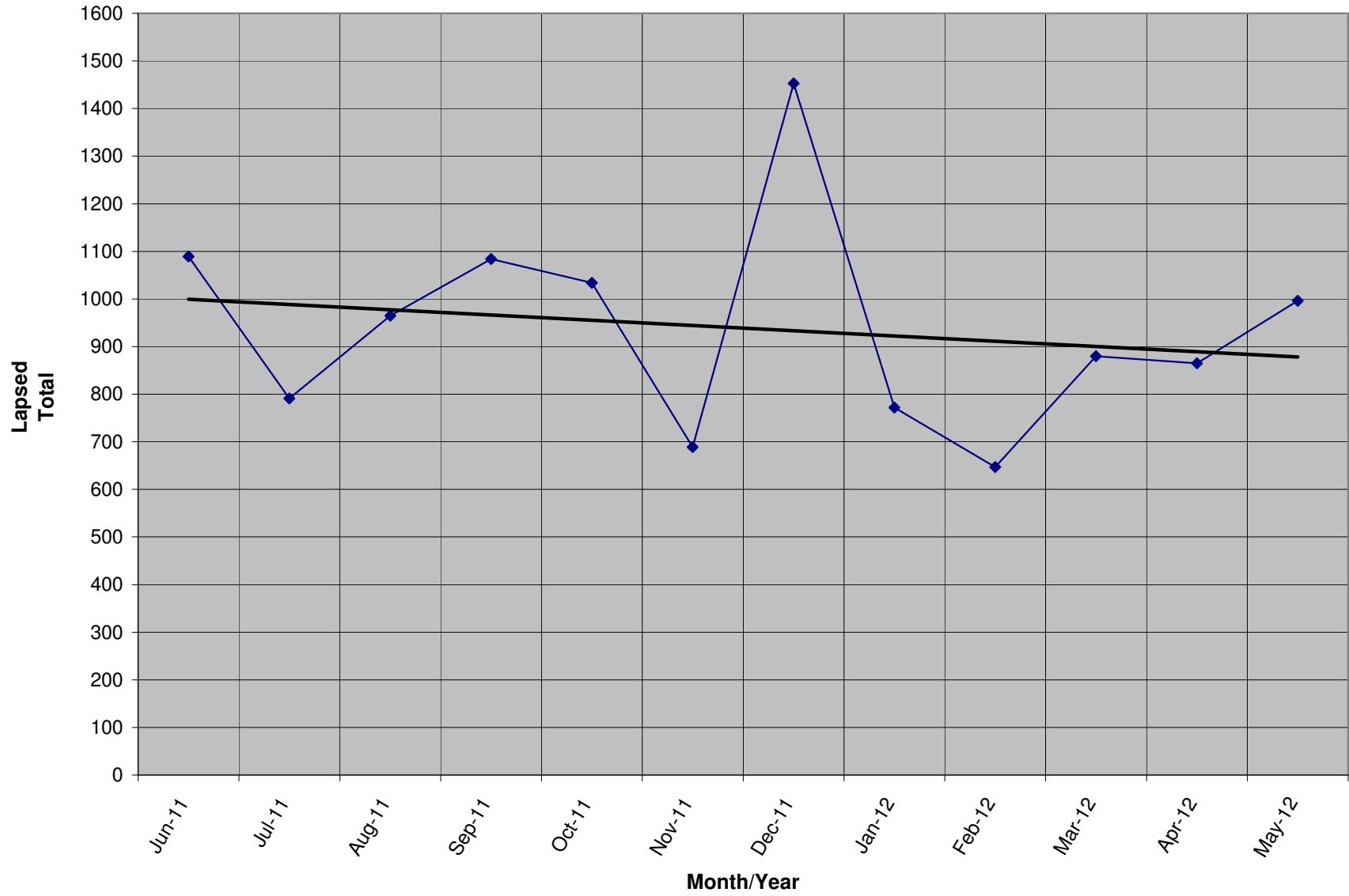
SUSTAINING MEMBERSHIP STATE RANKINGS - "BSM"

<u>State</u>	<u>Total BSM</u>	<u>Rank</u>	<u>State</u>	<u>Total BSM</u>	<u>Rank</u>
CA	1880	1	KS	157	27
TX	893	2	SC	141	28
FL	720	3	NH	133	29
NY	569	4	NM	133	30
OH	553	5	LA	116	31
VA	520	6	IA	111	32
PA	488	7	KY	100	33
IL	474	8	OK	94	34
MI	423	9	UT	88	35
CO	417	10	AR	86	36
GA	392	11	NE	71	37
WA	368	12	ME	66	38
NC	328	13	AK	65	39
IN	324	14	HI	62	40
AZ	310	15	ID	61	41
NJ	297	16	MS	59	42
MD	259	17	WV	59	43
TN	227	18	MT	47	44
MA	226	19	DC	40	45
MO	226	20	SD	39	46
WI	198	21	DE	38	47
NV	197	22	WY	36	48
OR	185	23	ND	23	49
MN	184	24	RI	23	50
CT	174	25	VT	23	51
AL	160	26	XX	56	52

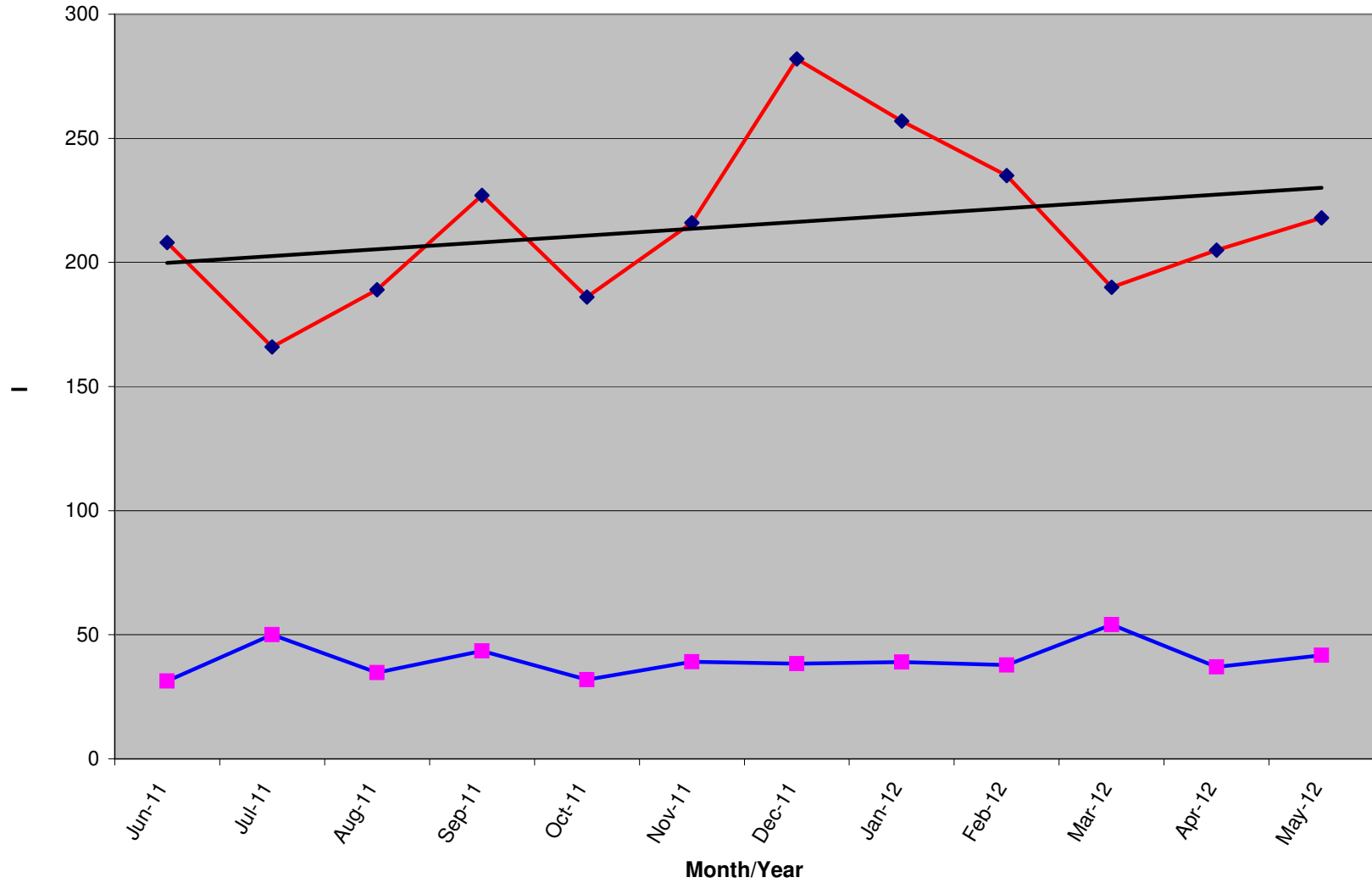
Active Donors - Past 12 Months



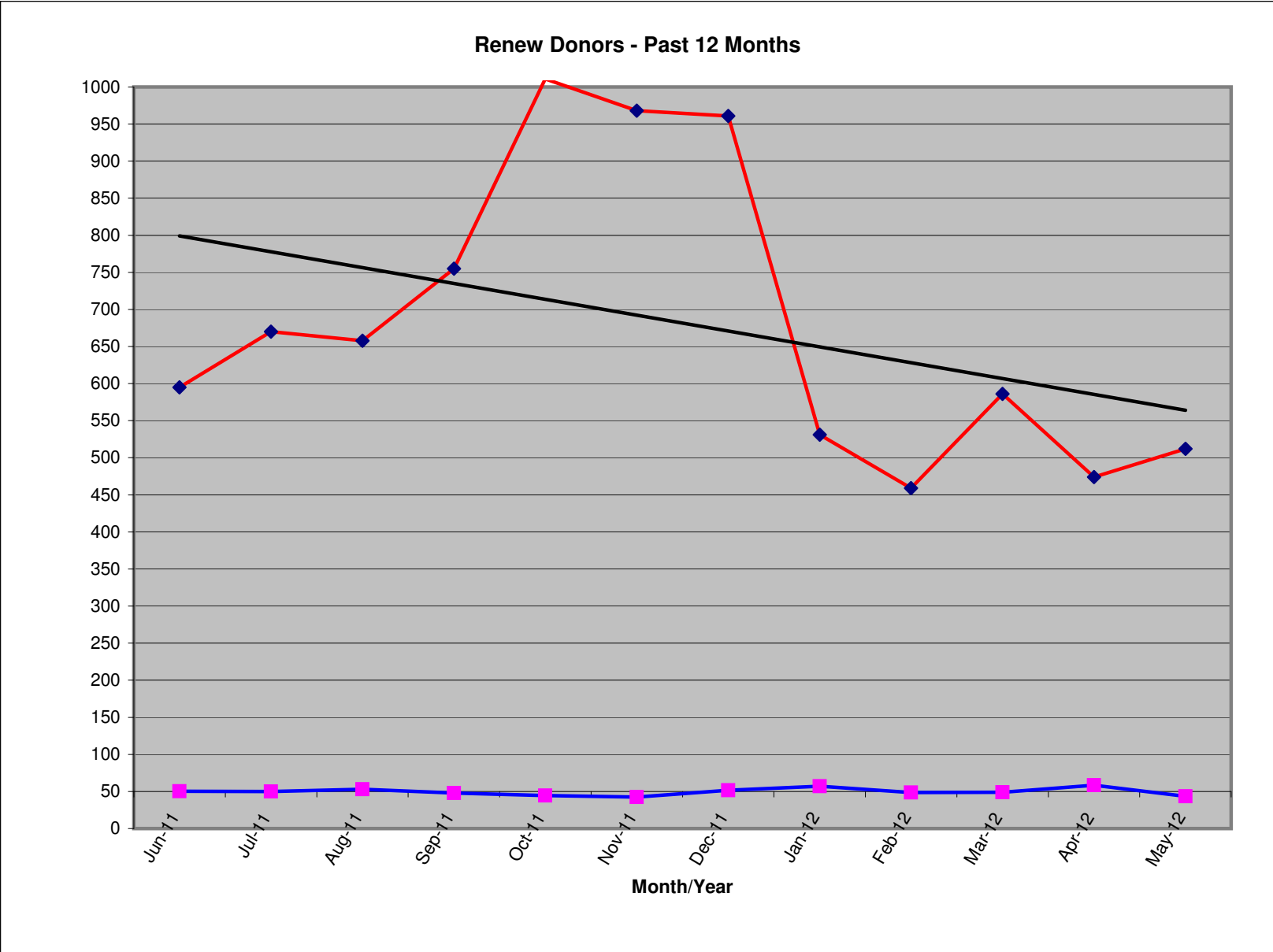
Lapsed - Dropped - Donors - Past 12 Months



New Donors / Ave Gift - Past 12 Months



	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Apr-12	May-12
New Donors	208	166	189	227	186	216	282	257	235	190	205	218
Ave Gift	\$ 31.37	\$ 50.02	\$ 34.76	\$ 43.48	\$ 31.85	\$ 39.12	\$ 38.38	\$ 39.00	\$ 37.83	\$ 54.07	\$ 36.99	\$ 41.71



	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Apr-12	May-12
Renew Total	595	670	658	755	1011	968	961	531	459	586	474	512
Ave Gift	\$ 50.39	\$ 49.82	\$ 53.10	\$ 48.08	\$ 44.59	\$ 42.31	\$ 51.57	\$ 56.93	\$ 48.43	\$ 48.97	\$ 58.32	\$ 43.64