

Libertarian National Committee - Membership Report

"Donor" Totals - Mar-14

4 Year & 12 Month Comparison

	Dec-10	Dec-11	Dec-12	Dec-13	Mar-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
Active w-MEM	14077	13468	13749	13670	14081	14077	14149	14158	13986	13580	13429	13485	13682	13670	13615	13693	13978
Active w/out MEM	991	859	1194	967	1155	1112	1077	1070	1054	978	884	831	826	967	1084	1095	1113
Total Active Donors	15068	14327	14943	14637	15236	15189	15226	15228	15040	14558	14313	14316	14508	14637	14699	14788	15091
Percent Change	2.76%	-4.92%	4.30%	0.89%	0.65%	-0.31%	0.24%	0.01%	-1.23%	-3.20%	-1.68%	0.02%	1.34%	0.89%	0.42%	0.61%	2.05%
Lapsed/Drop MEM	845	1379	1381	1245	677	698	614	624	948	1241	1106	1445	1132	1245	870	637	758
Lapes w/out MEM	33	74	76	82	56	84	66	36	43	89	157	201	54	82	58	24	41
Lapsed/Drop Total	878	1453	1457	1327	733	782	680	660	991	1330	1263	1646	1186	1327	928	661	799
Percent Change	19.46%	65.49%	0.28%	11.89%	9.40%	6.68%	-13.04%	-2.94%	50.15%	34.21%	-5.04%	30.32%	-27.95%	11.89%	-30.07%	-28.77%	20.88%
New Donors w-MEM	143	256	240	267	292	199	219	206	219	196	254	362	293	267	234	199	321
New w/out MEM	13	26	38	168	7	6	9	10	8	1	39	24	17	168	128	18	25
New Total	156	282	278	435	299	205	228	216	227	197	293	386	310	435	362	217	346
Percent Change	-25.36%	80.77%	-1.42%	40.32%	13.26%	-31.44%	11.22%	-5.26%	5.09%	-13.22%	48.73%	31.74%	-19.69%	40.32%	-16.78%	-40.06%	59.45%
Renewed w-MEM	921	900	708	966	509	495	467	427	557	639	701	1139	1036	966	581	516	722
Renewed w/out MEM	71	61	57	55	23	35	22	19	19	12	24	124	32	55	47	17	34
Total Renewals	992	961	765	1021	532	530	489	446	576	651	725	1263	1068	1021	628	533	756
Percent Change	52.38%	-3.13%	-20.40%	-4.40%	14.16%	-0.38%	-7.74%	-8.79%	29.15%	13.02%	11.37%	74.21%	-15.44%	-4.40%	-38.49%	-15.13%	41.84%
Total "MEM"	119731	121850	126900	130507	127876	128132	128415	128673	128929	129200	129455	129833	130187	130507	130841	131091	131396
Percent Change	2.14%	1.77%	4.14%	0.25%	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%
Total "LIFETIME"	2096	2142	2208	2295	2229	2245	2264	2266	2269	2271	2274	2276	2290	2295	2304	2308	2309
Total "BSM"	14309	13589	13824	13869	14120	14119	14149	14088	13944	13586	13251	13363	13402	13869	13836	13764	13919

Last Year vs. This Year

	Mar-13	Mar-14	Change	12 Mo Ave
Active w-MEM	14081	13978	-0.73%	13792
Active w/out MEM	1155	1113	-3.64%	1008
Total Active Donors	15236	15091	-0.95%	14799
Lapsed/Dropped	733	799	9.00%	1021
New Donors	299	346	15.72%	285
Renewals	532	756	42.11%	724

Active Donors w-MEM = 13978

Lapsed & Zero Dues MEM = 117418

Total "MEM" w-Signed Certificate = 131396

Member Signed Certificate = "MEM"

Total "BSM" = 13919

Bylaws Defined Sustaining Member = "BSM"

NEW-RENEW BREAKDOWN BY TYPE

New Members			
Source	Number	\$ Total	Ave Gift
House Mailing to Inq	1	\$ 100.00	\$ 100.00
Dir Mail P Prospecting	23	\$ 835.00	\$ 36.30
Tele-New	0	\$ -	\$ -
Web New Members	277	\$ 8,963.00	\$ 32.36
* Manual Adjustments	45	n/a	n/a
Total	346	\$ 9,898.00	\$ 32.88
Renewals			
Source	Number	\$ Total	Ave Gift
Renew via House Mailing	72	\$ 4,377.50	\$ 60.80
Dir Mail Renewals	238	\$ 13,274.99	\$ 55.78
Tele-Renewal	20	\$ 2,290.00	\$ 114.50
Web Renewals	405	\$ 18,180.00	\$ 44.89
* Manual Adjustments	21	n/a	n/a
Total	756	\$ 38,122.49	\$ 51.87

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

Mar-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	653	62	5	67	62
AL	1668	168	10	178	169
AR	862	110	7	117	105
AZ	3089	304	37	341	301
CA	19106	1724	140	1864	1710
CO	3578	390	34	424	387
CT	1464	176	15	191	174
DC	351	33	7	40	33
DE	375	36	5	41	39
FL	7729	757	88	845	748
GA	5820	418	35	453	421
HI	520	66	8	74	68
IA	997	119	9	128	120
ID	738	56	3	59	58
IL	4405	464	43	507	461
IN	3062	420	17	437	418
KS	1198	150	11	161	149
KY	1129	119	8	127	118
LA	1036	132	14	146	128
MA	2789	227	15	242	227
MD	2369	265	24	289	262
ME	794	60	5	65	59
MI	5073	459	32	491	460
MN	1985	195	18	213	196
MO	2289	252	22	274	248
MS	664	91	9	100	91

<u>STATE</u>	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
MT	490	52	2	54	51
NC	3244	326	31	357	328
ND	206	27	1	28	29
NE	634	82	4	86	80
NH	1328	135	12	147	137
NJ	3016	316	24	340	311
NM	1107	113	18	131	114
NV	1865	279	9	288	283
NY	4845	579	63	642	581
OH	5077	1037	17	1054	1038
OK	997	108	7	115	108
OR	2163	168	21	189	166
PA	5744	520	48	568	518
RI	310	36	1	37	36
SC	1642	169	12	181	166
SD	241	37	1	38	37
TN	2333	229	13	242	231
TX	8724	988	98	1086	979
UT	1118	81	16	97	79
VA	4530	684	38	722	673
VT	393	31	6	37	31
WA	4231	373	24	397	373
WI	1884	195	13	208	196
WV	580	58	1	59	57
WY	312	32	2	34	30
XX	639	70	10	80	75

	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
TOTALS	131396	13978	1113	15091	13919

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

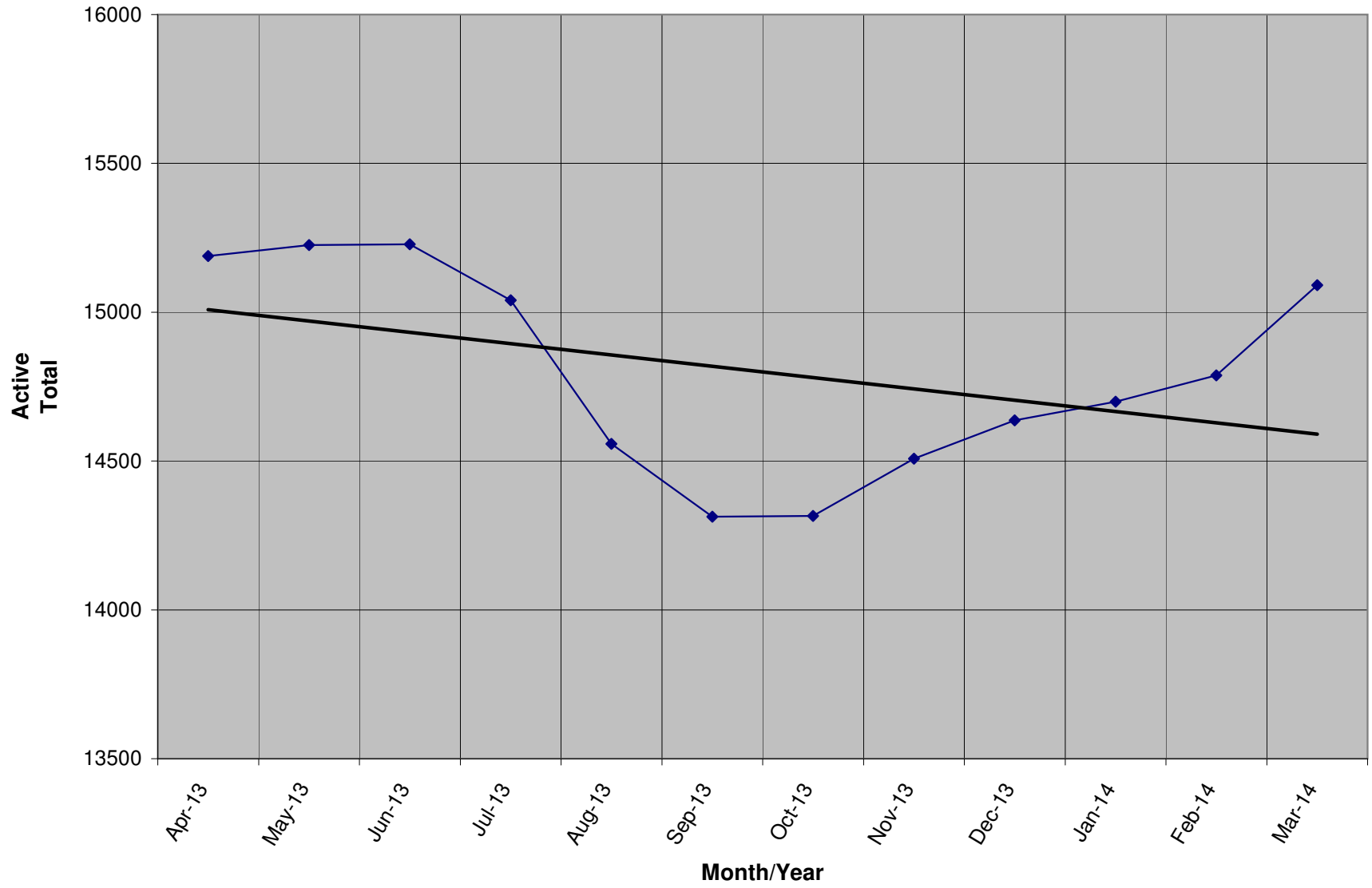
BSM = By Law Definition of "Sustaining Member" and number used for delegate count

(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.)

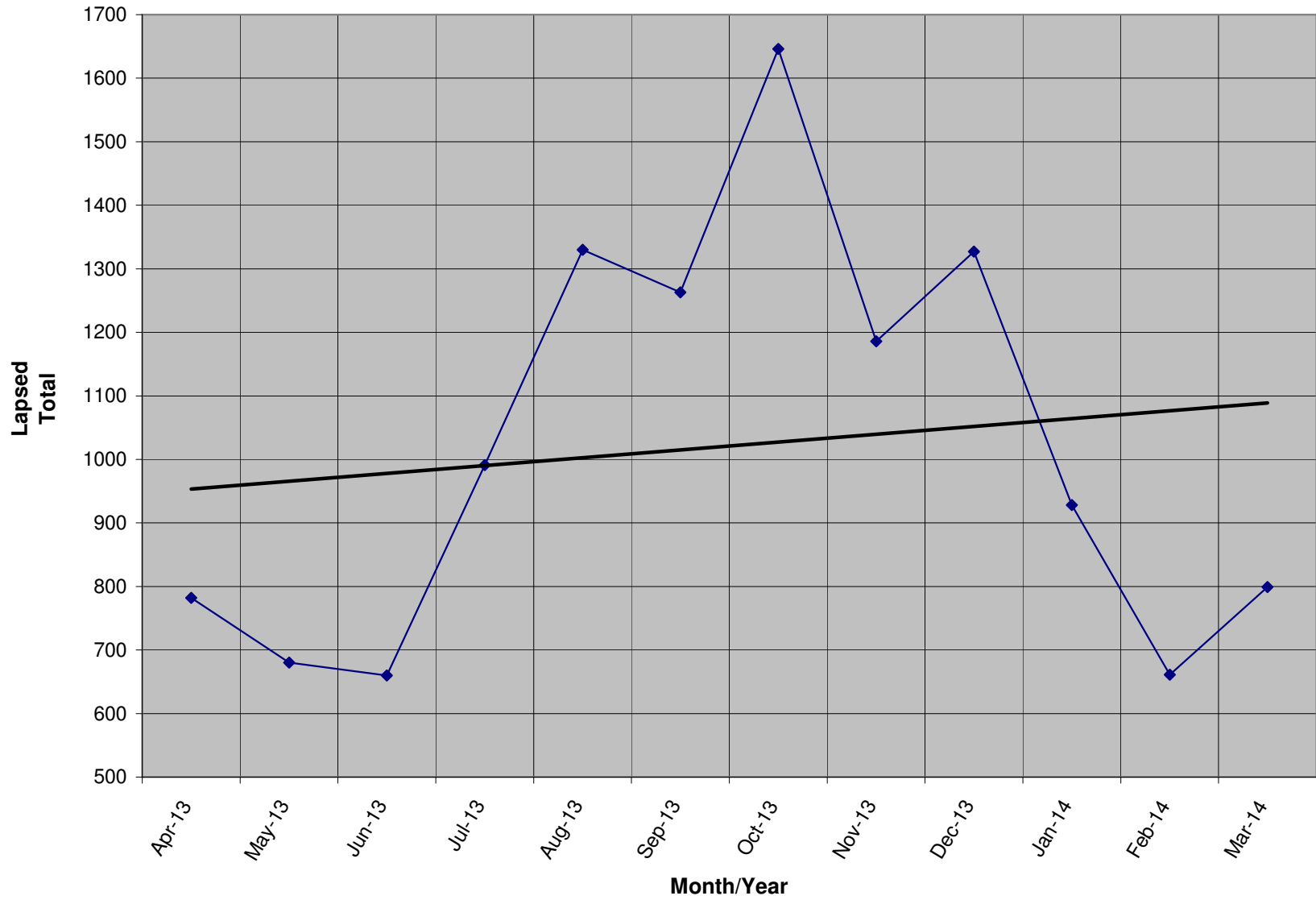
SUSTAINING MEMBERSHIP STATE RANKINGS - "BSM"

<u>State</u>	<u>Total BSM</u>	<u>Rank</u>	<u>State</u>	<u>Total BSM</u>	<u>Rank</u>
CA	1710	1	SC	166	27
OH	1038	2	KS	149	28
TX	979	3	NH	137	29
FL	748	4	LA	128	30
VA	673	5	IA	120	31
NY	581	6	KY	118	32
PA	518	7	NM	114	33
IL	461	8	OK	108	34
MI	460	9	AR	105	35
GA	421	10	MS	91	36
IN	418	11	NE	80	37
CO	387	12	UT	79	38
WA	373	13	HI	68	39
NC	328	14	AK	62	40
NJ	311	15	ME	59	41
AZ	301	16	ID	58	42
NV	283	17	WV	57	43
MD	262	18	MT	51	44
MO	248	19	DE	39	45
TN	231	20	SD	37	46
MA	227	21	RI	36	47
MN	196	22	DC	33	48
WI	196	23	VT	31	49
CT	174	24	WY	30	50
AL	169	25	ND	29	51
OR	166	26	XX	75	52

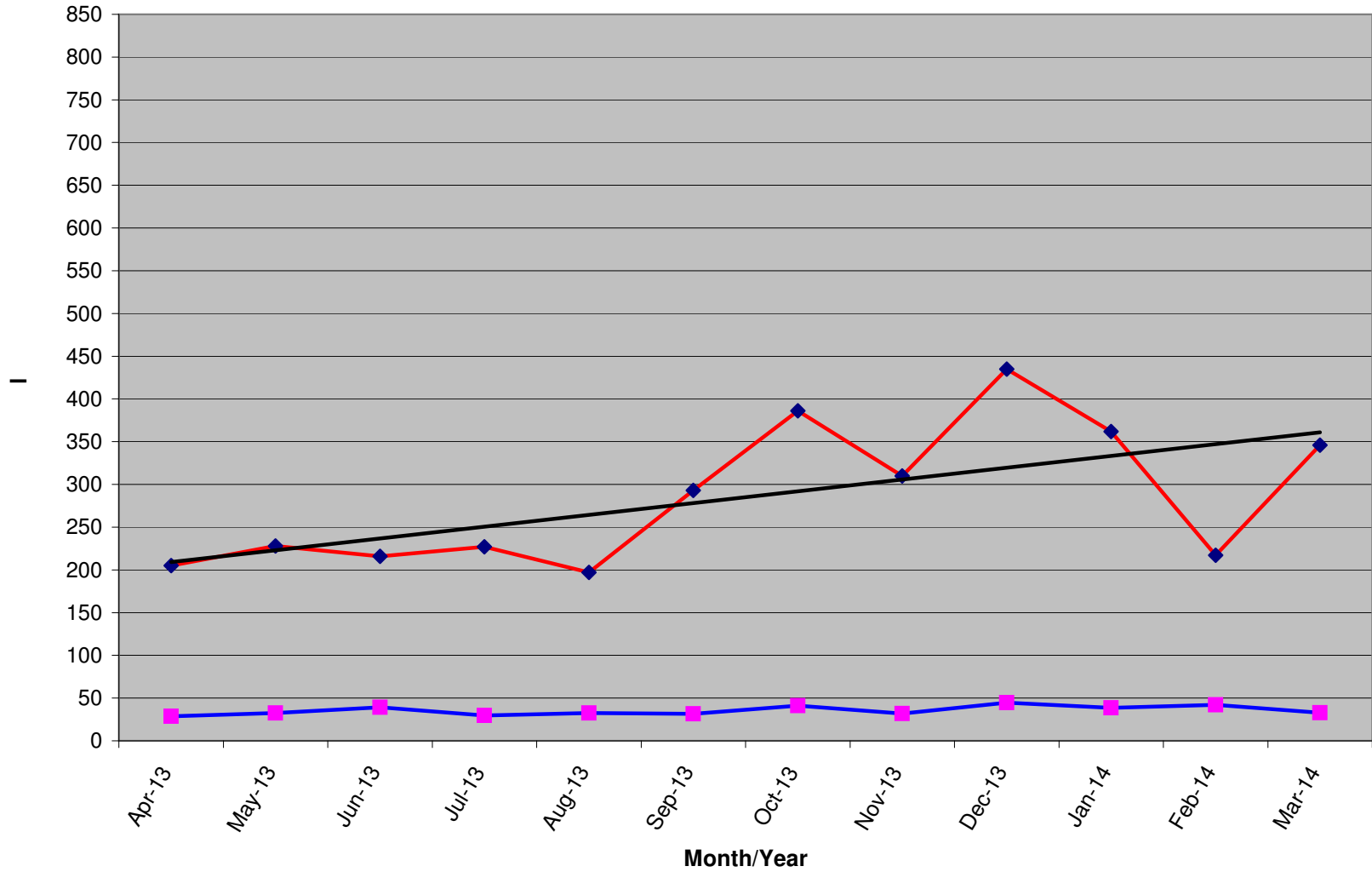
Active Donors - Past 12 Months



Lapsed - Dropped - Donors - Past 12 Months

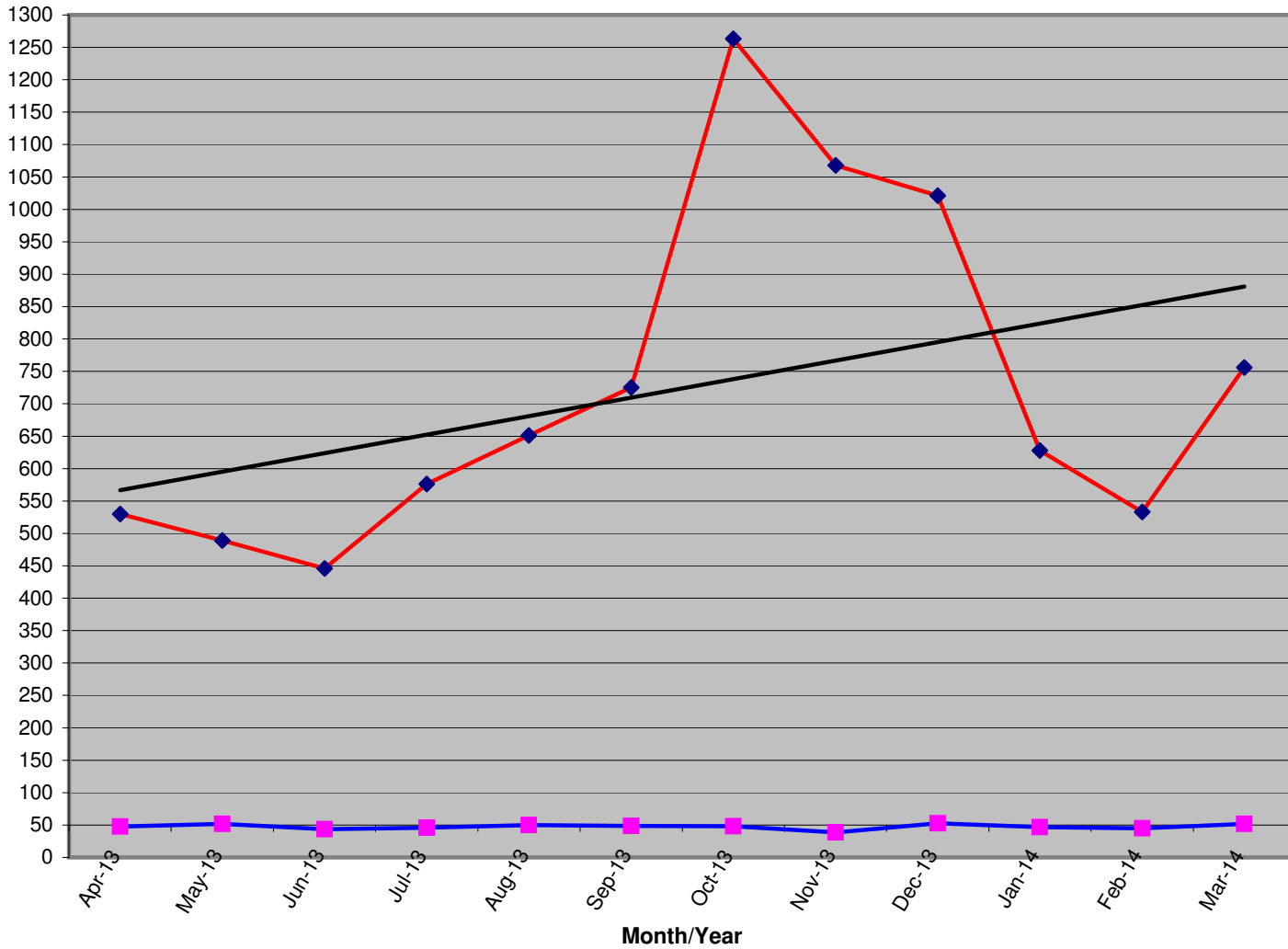


New Donors / Ave Gift - Past 12 Months



	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14
New Donors	205	228	216	227	197	293	386	310	435	362	217	346
Ave Gift	\$ 28.77	\$ 32.43	\$ 39.18	\$ 29.68	\$ 32.45	\$ 31.53	\$ 40.98	\$ 31.85	\$ 44.54	\$ 38.47	\$ 42.21	\$ 32.88

Renew Donors - Past 12 Months



	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14
Renew Total	530	489	446	576	651	725	1263	1068	1021	628	533	756
Ave Gift	\$ 47.90	\$ 51.81	\$ 43.81	\$ 46.05	\$ 49.76	\$ 48.76	\$ 47.94	\$ 38.42	\$ 52.59	\$ 46.73	\$ 45.05	\$ 51.87