

Libertarian National Committee - Membership Report

"Donor" Totals - Aug-11

4 Year & 12 Month Comparison

	Dec-06	Dec-07	Dec-08	Dec-09	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11	Jul-11	Aug-11
Active w-MEM	11014	14181	15358	14076	14403	14408	14250	13858	14077	13872	13807	13675	13509	13549	13295	13315	13204
Active w/out MEM	778	924	991	587	876	912	934	940	991	974	813	802	794	791	759	784	777
Total	11792	15105	16349	14663	15279	15320	15184	14798	15068	14846	14620	14477	14303	14340	14054	14099	13981
Percent Change	-32.28%	28.10%	8.24%	-10.31%	-0.51%	0.27%	-0.89%	-2.54%	1.82%	-1.47%	-1.52%	-0.98%	-1.20%	0.26%	-1.99%	0.32%	-0.84%
Lapsed/Drop MEM	928	718	1285	695	1160	1096	1200	1115	845	855	823	1030	1084	1041	984	766	915
Lapes w/out MEM	56	13	133	40	41	31	38	21	33	72	285	49	61	50	105	25	50
Lapsed/Drop Total	984	731	1418	735	1201	1127	1238	1136	878	927	1108	1079	1145	1091	1089	791	965
Percent Change	-45.96%	-25.71%	93.98%	-48.17%	11.93%	-6.16%	9.85%	-8.24%	-22.71%	5.58%	19.53%	-2.62%	6.12%	-4.72%	-0.18%	-27.36%	22.00%
New Donors w-MEM	132	319	152	206	219	190	234	149	143	147	127	158	200	265	192	151	175
New w/out MEM	0	83	3	3	15	4	14	3	13	7	8	7	11	11	16	15	14
New Total	132	402	155	209	234	194	248	152	156	154	135	165	211	276	208	166	189
Percent Change	-25.84%	204.55%	-61.44%	34.84%	-13.01%	-17.09%	27.84%	-38.71%	2.63%	-1.28%	-12.34%	22.22%	27.88%	30.81%	-24.64%	-20.19%	13.86%
Renewed w-MEM	614	1271	412	602	820	911	808	574	921	503	631	740	718	816	538	635	629
Renewed w/out MEM	10	83	32	49	68	63	46	24	71	48	116	31	42	36	57	35	29
Total Renewals	624	1354	444	651	888	974	854	598	992	551	747	771	760	852	595	670	658
Percent Change	-38.76%	116.99%	-67.21%	46.62%	10.45%	9.68%	-12.32%	-29.98%	65.89%	-44.46%	35.57%	3.21%	-1.43%	12.11%	-30.16%	12.61%	-1.79%
Total "MEM"	104732	107748	113024	117226	119001	119230	119419	119644	119731	119909	119853	120036	120198	120491	120663	120830	121056
Percent Change	n/a	2.88%	4.90%	3.72%	0.15%	0.19%	0.16%	0.19%	0.07%	0.15%	-0.05%	0.15%	0.13%	0.24%	0.14%	0.14%	0.19%
Total "LIFETIME"	1861	1930	1993	2035	2084	2085	2088	2087	2096	2097	2099	2107	2111	2113	2118	2123	2131
Total "BSM"	n/a	n/a	n/a	14096	14579	14543	14488	14072	14309	14305	13890	13705	13384	13525	13290	13162	13046

Last Year vs. This Year

	Aug-10	Aug-11	Change	12 Mo Ave
Active w-MEM	14403	13204	-8.32%	13735
Active w/out MEM	876	777	-11.30%	856
Total Active	15279	13981	-8.50%	14591
Lapsed/Dropped	1201	965	-19.65%	1048
New Donors	234	189	-19.23%	188
Renewals	888	658	-25.90%	752

Active Donors w-MEM = 13204

Lapsed & Zero Dues MEM = 107852

Total "MEM" w-Signed Certificate = 121056

Member Signed Certificate = "MEM"

Total "BSM" = 13046

Bylaws defined Sustaining Member = "BSM"

NEW-RENEW BREAKDOWN BY TYPE

New Members 08/11			
Source	Number	\$ Total	Ave Gift
House Mailing to Inq	0	\$ -	\$ -
Dir Mail Prospecting	13	\$ 355.00	\$ 27.31
Tele-New	1	\$ 25.00	\$ 25.00
Web New Members	142	\$ 6,190.00	\$ 43.59
* Manual Adjustments	33	n/a	n/a
Total	189	\$ 6,570.00	\$ 34.76
Renewals			
Source	Number	\$ Total	Ave Gift
Renewals via House Mailing	1	\$ 28.50	\$ 28.50
Dir Mail Renewals	326	\$ 16,545.55	\$ 50.75
Tele-Renewal	23	\$ 2,050.00	\$ 89.13
Web Renewals	250	\$ 13,236.00	\$ 52.94
* Manual Adjustments	58	n/a	n/a
Total	658	\$ 31,860.05	\$ 53.10

* Includes Renewals via Pledge Extension & New Pledges

Aug-11 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	624	59	1	60	57
AL	1527	192	7	199	191
AR	780	82	2	84	79
AZ	2869	298	27	325	302
CA	18377	1798	107	1905	1788
CO	3307	409	22	431	397
CT	1360	170	15	185	171
DC	333	38	3	41	39
DE	352	44	3	47	43
FL	7099	770	53	823	760
GA	5535	428	18	446	419
HI	493	61	3	64	61
IA	904	121	8	129	118
ID	672	65	2	67	65
IL	4096	513	25	538	507
IN	2705	312	20	332	304
KS	1098	159	3	162	159
KY	988	97	6	103	96
LA	922	131	7	138	133
MA	2681	241	17	258	242
MD	2144	262	22	284	261
ME	747	72	2	74	72
MI	4822	480	24	504	470
MN	1869	209	10	219	209
MO	2077	236	16	252	236
MS	554	64	7	71	64

<u>STATE</u>	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
MT	451	45	4	49	43
NC	2936	320	14	334	315
ND	154	24	1	25	25
NE	581	77	5	82	76
NH	1251	131	7	138	133
NJ	2793	327	22	349	317
NM	1005	107	5	112	107
NV	1620	200	10	210	195
NY	4437	587	51	638	581
OH	4520	603	32	635	594
OK	909	90	3	93	91
OR	2022	168	13	181	168
PA	5324	511	29	540	502
RI	269	36	1	37	36
SC	1457	171	3	174	168
SD	209	29	1	30	28
TN	2125	243	9	252	243
TX	7673	866	52	918	851
UT	1011	74	6	80	73
VA	3931	499	27	526	494
VT	368	32	4	36	31
WA	3967	377	21	398	369
WI	1726	219	13	232	209
WV	544	62	3	65	61
WY	283	33	2	35	32
OTHER	555	62	9	71	61

	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
TOTALS	121056	13204	777	13981	13046

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

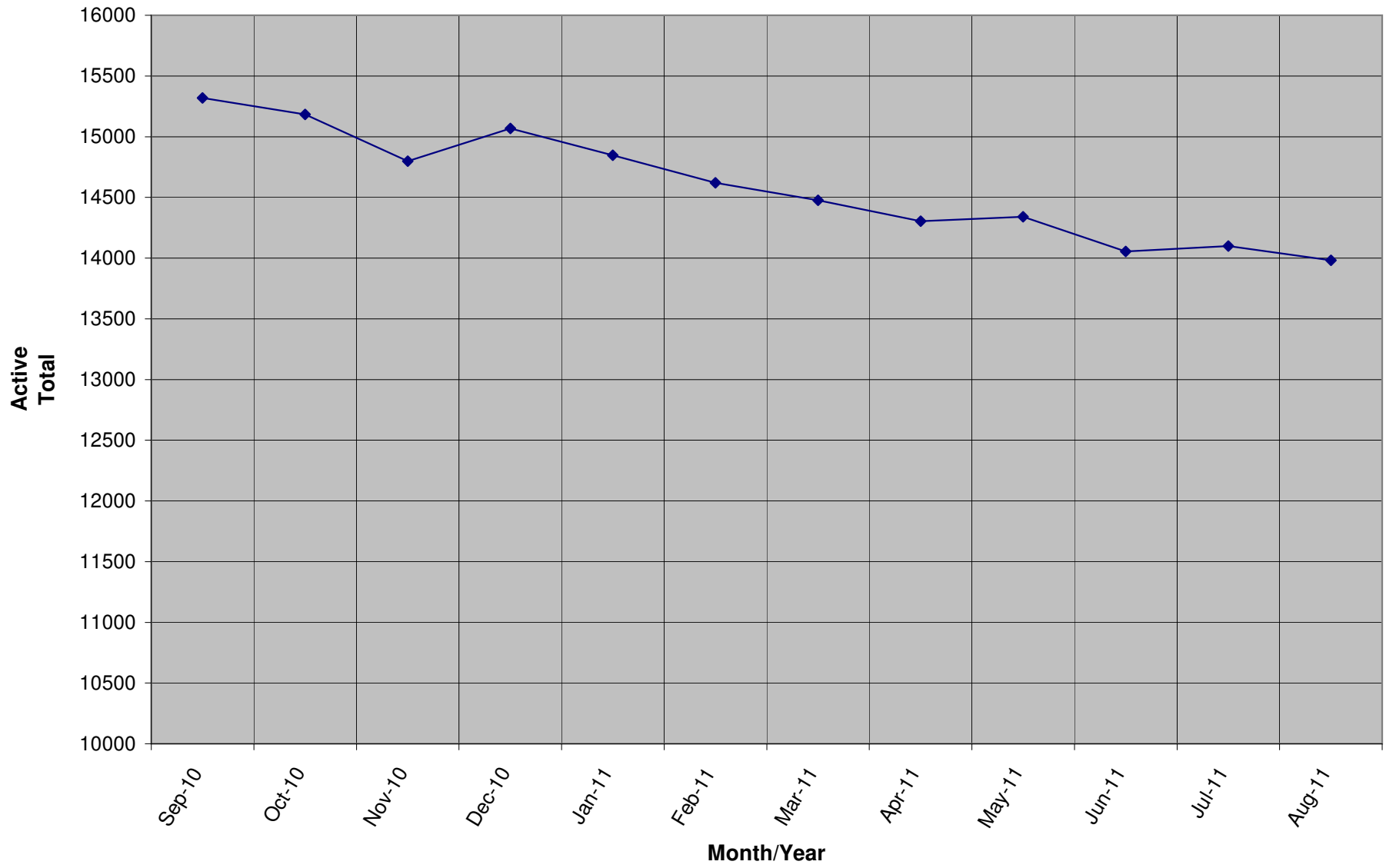
BSM = By Law Definition of "Sustaining Member" and number used for delegate count

(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.)

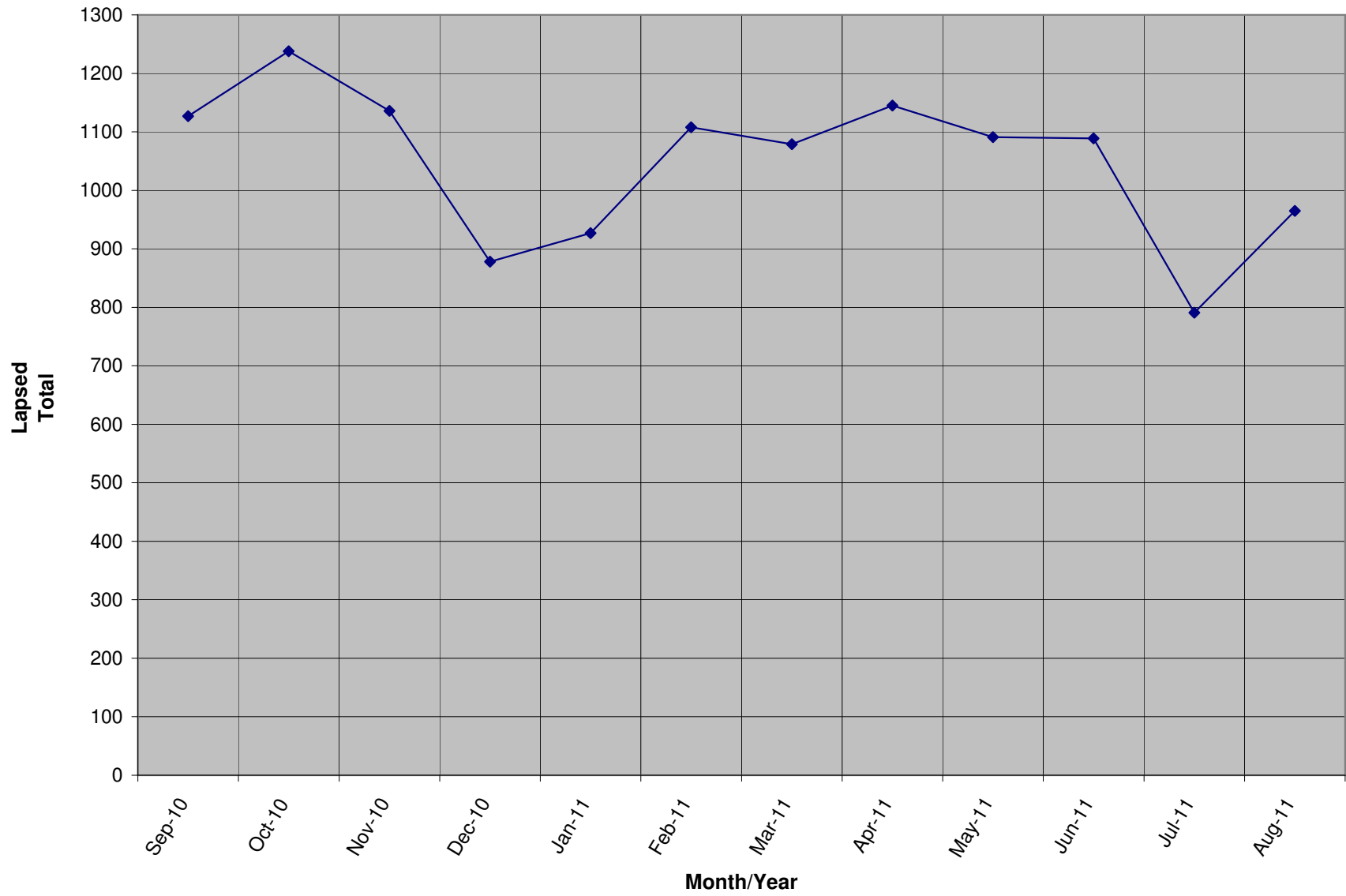
SUSTAINING MEMBERSHIP STATE RANKINGS - "BSM"

<u>State</u>	<u>Total BSM</u>	<u>Rank</u>	<u>State</u>	<u>Total BSM</u>	<u>Rank</u>
CA	1788	1	SC	168	27
TX	851	2	KS	159	28
FL	760	3	LA	133	29
OH	594	4	NH	133	30
NY	581	5	IA	118	31
IL	507	6	NM	107	32
PA	502	7	KY	96	33
VA	494	8	OK	91	34
MI	470	9	AR	79	35
GA	419	10	NE	76	36
CO	397	11	UT	73	37
WA	369	12	ME	72	38
NJ	317	13	ID	65	39
NC	315	14	MS	64	40
IN	304	15	HI	61	41
AZ	302	16	WV	61	42
MD	261	17	AK	57	43
TN	243	18	DE	43	44
MA	242	19	MT	43	45
MO	236	20	DC	39	46
MN	209	21	RI	36	47
WI	209	22	WY	32	48
NV	195	23	VT	31	49
AL	191	24	SD	28	50
CT	171	25	ND	25	51
OR	168	26	XX	61	52

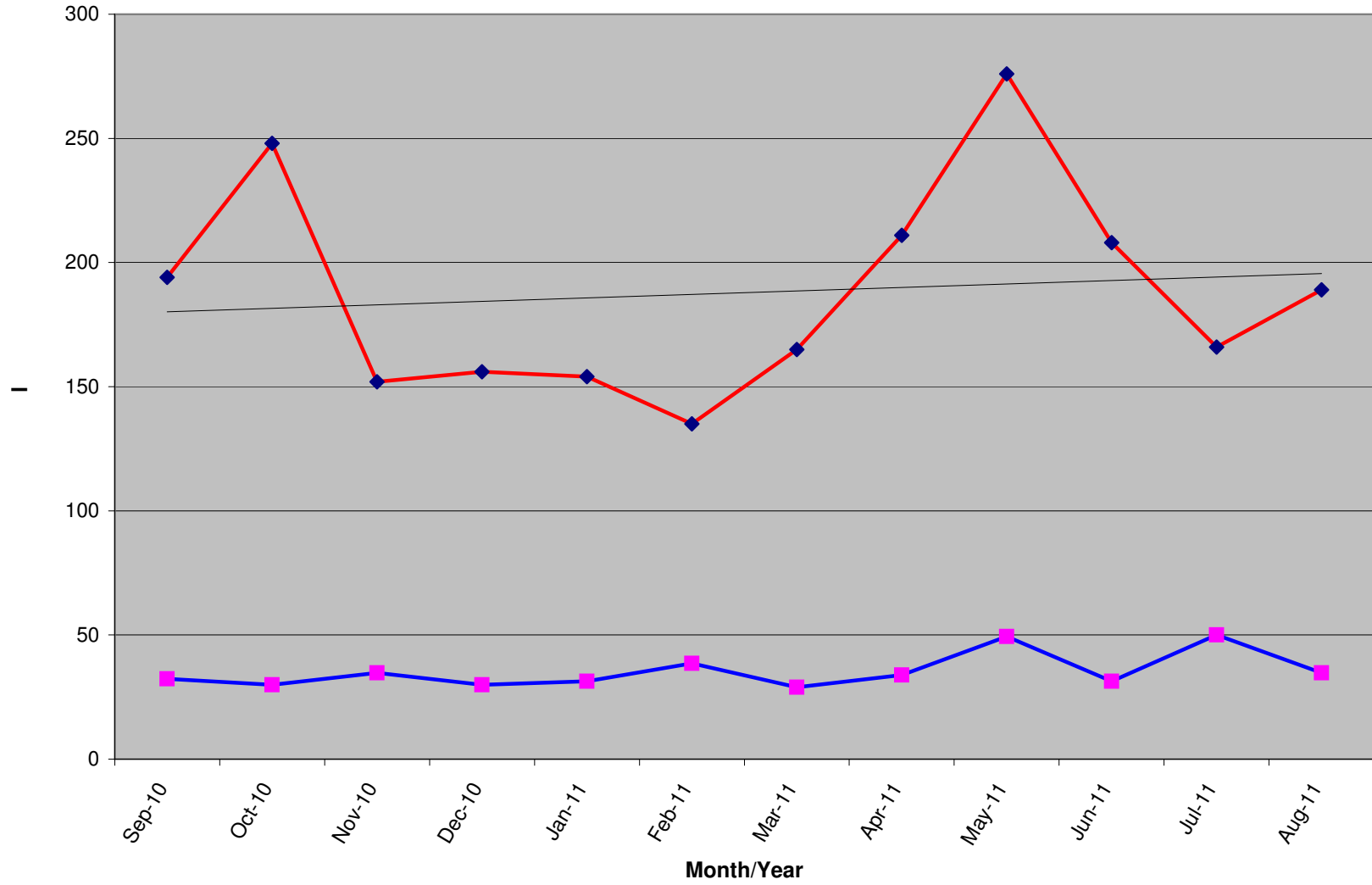
Active Donors - Past 12 Months



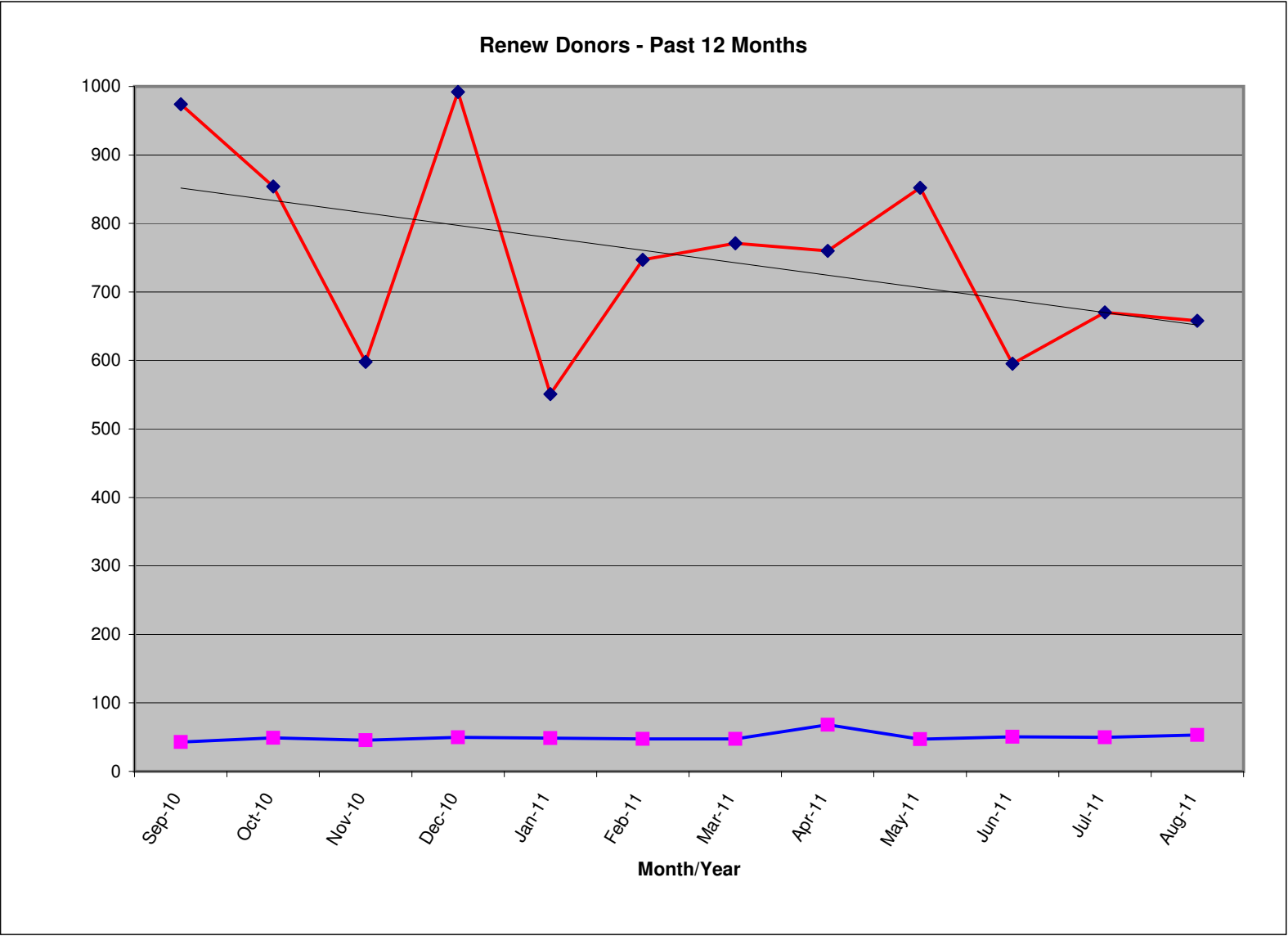
Lapsed - Dropped - Donors - Past 12 Months



New Donors / Ave Gift - Past 12 Months



	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11	Jul-11	Aug-11
New Donors	194	248	152	156	154	135	165	211	276	208	166	189
Ave Gift	\$ 32.32	\$ 29.94	\$ 34.71	\$ 29.97	\$ 31.33	\$ 38.59	\$ 28.97	\$ 33.89	\$ 49.33	\$ 31.37	\$ 50.02	\$ 34.76



	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11	Jul-11	Aug-11
Renew Total	974	854	598	992	551	747	771	760	852	595	670	658
Ave Gift	\$ 42.66	\$ 49.11	\$ 45.45	\$ 49.54	\$ 48.71	\$ 47.34	\$ 47.47	\$ 67.88	\$ 47.11	\$ 50.39	\$ 49.82	\$ 53.10