

Libertarian National Committee - Membership Report

"Donor" Totals - Jul-13

4 Year & 12 Month Comparison

	Dec-09	Dec-10	Dec-11	Dec-12	Jul-12	Aug-12	Sep-12	Oct-12	Nov-12	Dec-12	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13
Active w-MEM	14076	14077	13468	13749	12960	13361	13788	14070	14182	13749	13883	13957	14081	14077	14149	14158	13986
Active w/out MEM	587	991	859	1194	896	968	1135	1213	1175	1194	1195	1181	1155	1112	1077	1070	1054
Total Active Donors	14663	15068	14327	14943	13856	14329	14923	15283	15357	14943	15078	15138	15236	15189	15226	15228	15040
Percent Change	-10.31%	2.76%	-4.92%	4.30%	0.74%	3.41%	4.15%	2.41%	0.48%	-2.70%	0.90%	0.40%	0.65%	-0.31%	0.24%	0.01%	-1.23%
Lapsed/Drop MEM	695	845	1379	1381	680	791	835	1129	1017	1381	925	626	677	698	614	624	948
Lapes w/out MEM	40	33	74	76	39	55	36	66	87	76	53	44	56	84	66	36	43
Lapsed/Drop Total	735	878	1453	1457	719	846	871	1195	1104	1457	978	670	733	782	680	660	991
Percent Change	-48.17%	19.46%	65.49%	0.28%	-17.73%	17.66%	2.96%	37.20%	-7.62%	31.97%	-32.88%	-31.49%	9.40%	6.68%	-13.04%	-2.94%	50.15%
New Donors w-MEM	206	143	256	240	338	448	589	679	661	240	395	257	292	199	219	206	219
New w/out MEM	3	13	26	38	15	58	137	131	36	38	34	7	7	6	9	10	8
New Total	209	156	282	278	353	506	726	810	697	278	429	264	299	205	228	216	227
Percent Change	34.84%	-25.36%	80.77%	-1.42%	68.10%	43.34%	43.48%	11.57%	-13.95%	-60.11%	54.32%	-38.46%	13.26%	-31.44%	11.22%	-5.26%	5.09%
Renewed w-MEM	602	921	900	708	432	744	673	732	468	708	664	443	509	495	467	427	557
Renewed w/out MEM	49	71	61	57	36	69	66	13	13	57	20	23	23	35	22	19	19
Total Renewals	651	992	961	765	468	813	739	745	481	765	684	466	532	530	489	446	576
Percent Change	46.62%	52.38%	-3.13%	-20.40%	-19.86%	73.72%	-9.10%	0.81%	-35.44%	59.04%	-10.59%	-31.87%	14.16%	-0.38%	-7.74%	-8.79%	29.15%
Total "MEM"	117226	119731	121850	126900	123591	124107	124917	125618	126309	126900	127367	127552	127876	128132	128415	128673	128929
Percent Change	3.72%	2.14%	1.77%	4.14%	0.36%	0.42%	0.65%	0.56%	0.55%	0.47%	0.37%	0.15%	0.25%	0.20%	0.22%	0.20%	0.20%
Total "LIFETIME"	2035	2096	2142	2208	2170	2183	2197	2201	2207	2208	2216	2216	2229	2245	2264	2266	2269
Total "BSM"	14096	14309	13589	13824	12816	13197	13475	13758	14043	13824	14029	14028	14120	14119	14149	14088	13944

Last Year vs. This Year

	Jul-12	Jul-13	Change	12 Mo Ave
Active w-MEM	12960	13986	7.92%	13953
Active w/out MEM	896	1054	17.63%	1127
Total Active Donors	13856	15040	8.55%	15081
Lapsed/Dropped	719	991	37.83%	914
New Donors	353	227	-35.69%	407
Renewals	468	576	23.08%	606

Active Donors w-MEM = 13986

Lapsed & Zero Dues MEM = 114943

Total "MEM" w-Signed Certificate = 128929

Member Signed Certificate = "MEM"

Total "BSM" = 13944

Bylaws defined Sustaining Member = "BSM"

NEW-RENEW BREAKDOWN BY TYPE

New Members			
Source	Number	\$ Total	Ave Gift
House Mailing to Inq	10	\$ 574.99	\$ 57.50
Dir Mail Prospecting	12	\$ 315.00	\$ 26.25
Tele-New	0	\$ -	\$ -
Web New Members	172	\$ 5,405.00	\$ 31.42
* Manual Adjustments	33	n/a	n/a
Total	227	\$ 6,294.99	\$ 32.45
Renewals			
Source	Number	\$ Total	Ave Gift
Renew via House Mailing	0	\$ -	\$ -
Dir Mail Renewals	330	\$ 17,455.00	\$ 52.89
Tele-Renewal	11	\$ 525.00	\$ 47.73
Web Renewals	212	\$ 9,540.00	\$ 45.00
* Manual Adjustments	23	n/a	n/a
Total	576	\$ 27,520.00	\$ 49.76

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

Jul-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	648	63	4	67	63
AL	1631	197	8	205	194
AR	834	92	2	94	91
AZ	3032	299	31	330	301
CA	18944	1756	135	1891	1751
CO	3537	427	29	456	421
CT	1448	179	14	193	176
DC	347	32	7	39	32
DE	371	35	7	42	37
FL	7569	757	67	824	758
GA	5753	435	28	463	430
HI	514	73	3	76	73
IA	973	133	10	143	136
ID	727	66	5	71	66
IL	4339	496	40	536	495
IN	2932	361	26	387	358
KS	1178	139	11	150	137
KY	1101	134	4	138	132
LA	1013	134	9	143	134
MA	2766	241	23	264	246
MD	2327	292	24	316	284
ME	787	68	5	73	72
MI	5014	469	22	491	465
MN	1967	234	13	247	232
MO	2237	261	17	278	262
MS	639	86	4	90	84

<u>STATE</u>	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
MT	476	59	4	63	59
NC	3191	346	25	371	343
ND	192	36	2	38	39
NE	609	74	3	77	74
NH	1301	130	13	143	129
NJ	2954	327	34	361	320
NM	1106	138	17	155	138
NV	1787	240	15	255	233
NY	4778	603	57	660	609
OH	4920	684	39	723	683
OK	978	110	6	116	108
OR	2142	169	20	189	172
PA	5650	555	63	618	564
RI	302	41	1	42	42
SC	1589	176	12	188	177
SD	232	32	1	33	32
TN	2291	263	11	274	258
TX	8486	996	77	1073	997
UT	1104	99	10	109	99
VA	4320	643	35	678	635
VT	384	27	5	32	27
WA	4162	403	25	428	406
WI	1851	204	18	222	202
WV	569	56	0	56	55
WY	306	35	3	38	33
XX	621	81	10	91	80

	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
TOTALS	128929	13986	1054	15040	13944

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

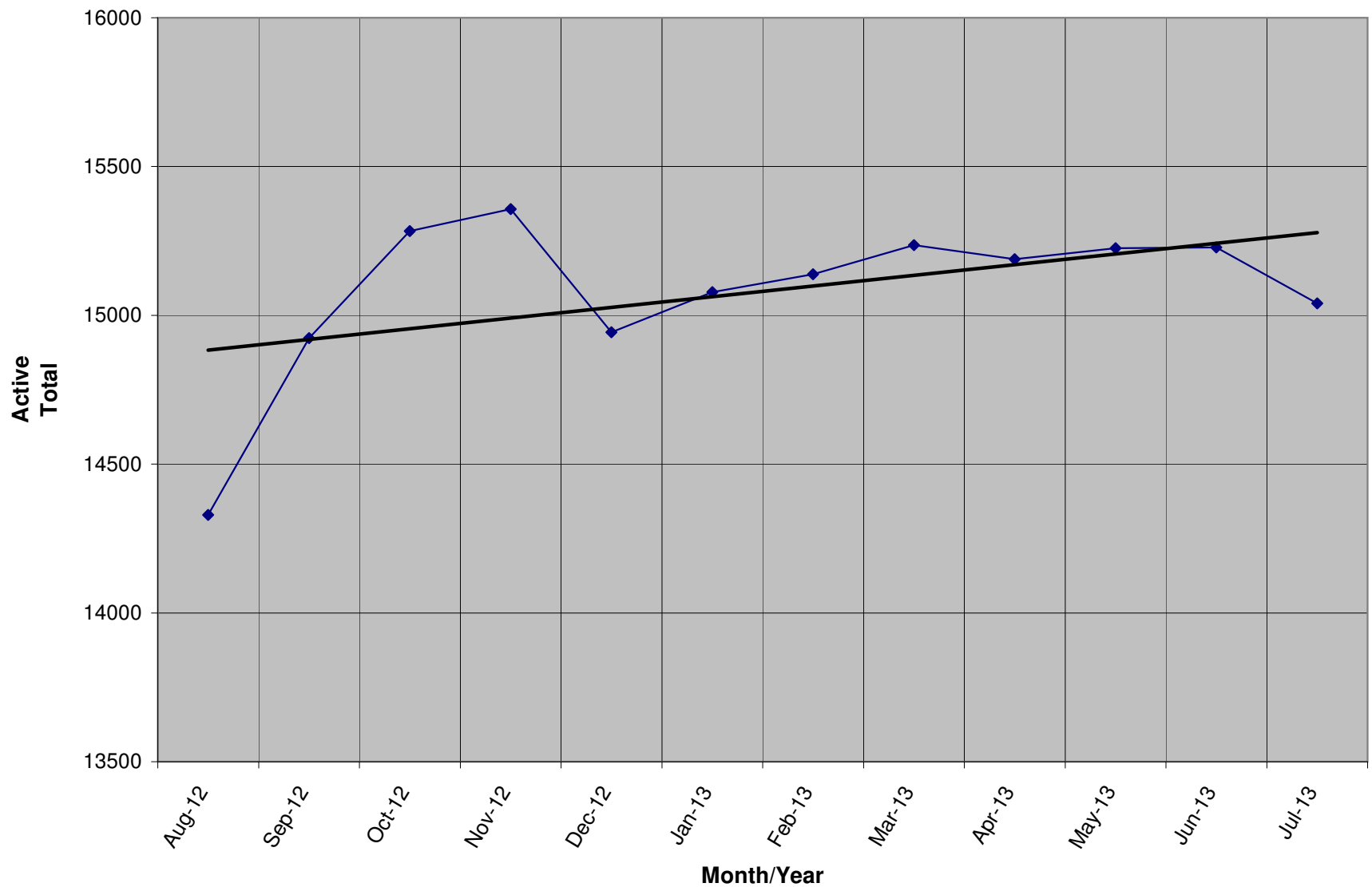
BSM = By Law Definition of "Sustaining Member" and number used for delegate count

(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.)

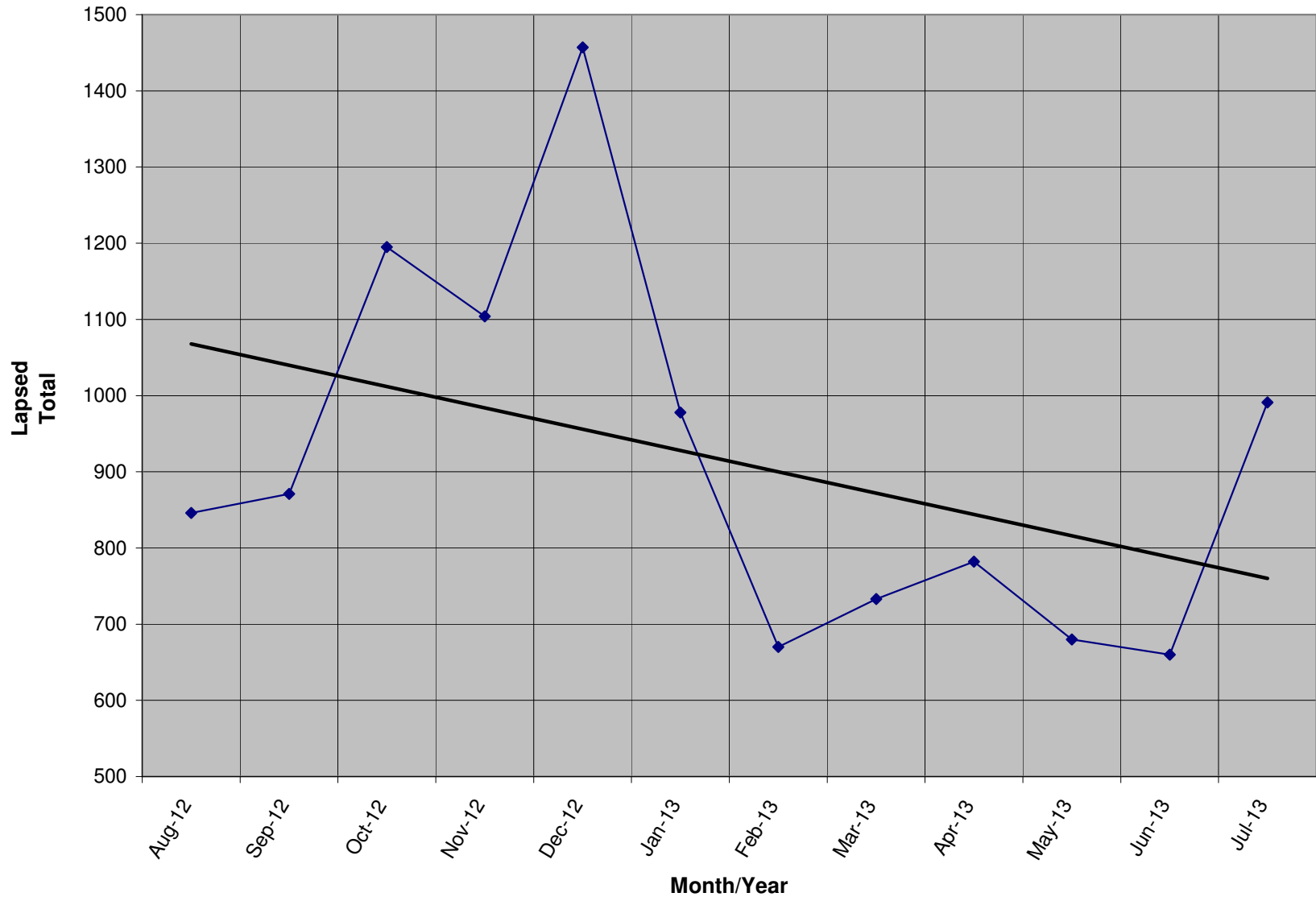
SUSTAINING MEMBERSHIP STATE RANKINGS - "BSM"

<u>State</u>	<u>Total BSM</u>	<u>Rank</u>	<u>State</u>	<u>Total BSM</u>	<u>Rank</u>
CA	1751	1	OR	172	27
TX	997	2	NM	138	28
FL	758	3	KS	137	29
OH	683	4	IA	136	30
VA	635	5	LA	134	31
NY	609	6	KY	132	32
PA	564	7	NH	129	33
IL	495	8	OK	108	34
MI	465	9	UT	99	35
GA	430	10	AR	91	36
CO	421	11	MS	84	37
WA	406	12	NE	74	38
IN	358	13	HI	73	39
NC	343	14	ME	72	40
NJ	320	15	ID	66	41
AZ	301	16	AK	63	42
MD	284	17	MT	59	43
MO	262	18	WV	55	44
TN	258	19	RI	42	45
MA	246	20	ND	39	46
NV	233	21	DE	37	47
MN	232	22	WY	33	48
WI	202	23	DC	32	49
AL	194	24	SD	32	50
SC	177	25	VT	27	51
CT	176	26	XX	80	52

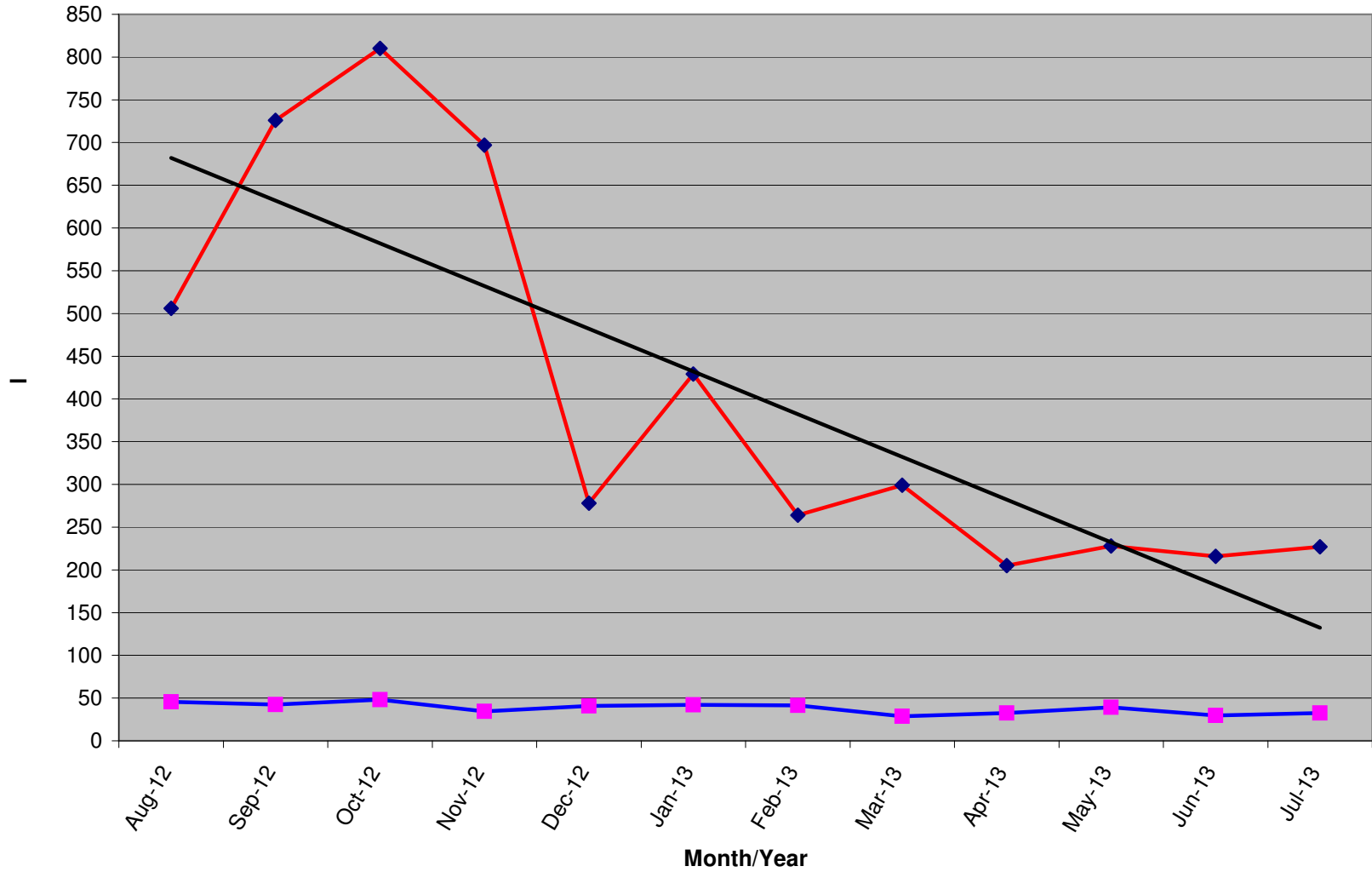
Active Donors - Past 12 Months



Lapsed - Dropped - Donors - Past 12 Months

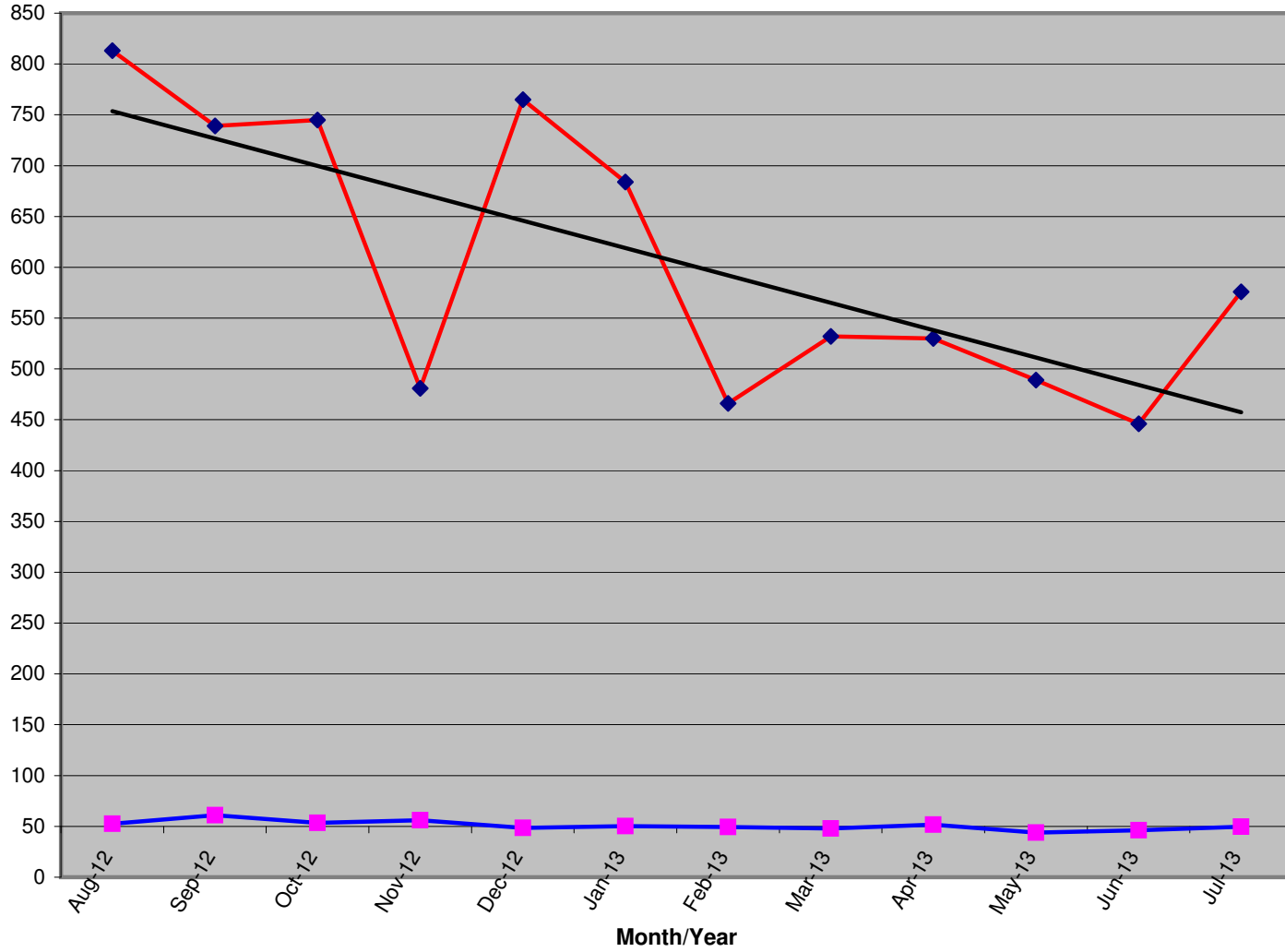


New Donors / Ave Gift - Past 12 Months



	Aug-12	Sep-12	Oct-12	Nov-12	Dec-12	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13
New Donors	506	726	810	697	278	429	264	299	205	228	216	227
Ave Gift	\$ 45.59	\$ 42.54	\$ 48.26	\$ 34.59	\$ 40.74	\$ 42.17	\$ 41.44	\$ 28.77	\$ 32.43	\$ 39.18	\$ 29.68	\$ 32.45

Renew Donors - Past 12 Months



	Aug-12	Sep-12	Oct-12	Nov-12	Dec-12	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13
Renew Total	813	739	745	481	765	684	466	532	530	489	446	576
Ave Gift	\$ 52.56	\$ 60.92	\$ 53.32	\$ 55.98	\$ 48.50	\$ 50.15	\$ 49.47	\$ 47.90	\$ 51.81	\$ 43.81	\$ 46.05	\$ 49.76