

Libertarian National Committee - Membership Report

"Donor" Totals - Dec-10

18 Month Comparison

	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10
Active w-MEM	14303	14094	13787	13618	13963	14076	14412	14469	14307	14523	14394	14486	14524	14403	14408	14250	13858	14077
Active w/out MEM	674	691	628	552	575	587	647	747	779	709	767	872	834	876	912	934	940	991
Total	14977	14785	14415	14170	14538	14663	15059	15216	15086	15232	15161	15358	15358	15279	15320	15184	14798	15068
Percent Change	-1.85%	-1.28%	-2.50%	-1.70%	2.60%	0.86%	2.70%	1.04%	-0.85%	0.97%	-0.47%	1.30%	0.00%	-0.51%	0.27%	-0.89%	-2.54%	1.82%

Lapsed/Drop MEM	1151	1129	1072	1089	1075	695	714	778	1280	1077	1124	924	994	1160	1096	1200	1115	845
Lapes w/out MEM	54	42	72	120	21	40	33	31	53	82	32	32	79	41	31	38	21	33
Lapsed/Drop Total	1205	1171	1144	1209	1096	735	747	809	1333	1159	1156	956	1073	1201	1127	1238	1136	878
Percent Change	-18.47%	-2.82%	-2.31%	5.68%	-9.35%	-32.94%	1.63%	8.30%	64.77%	-13.05%	-0.26%	-17.30%	12.24%	11.93%	-6.16%	9.85%	-8.24%	-22.71%

New Donors w-MEM	364	412	367	284	251	206	218	258	338	223	247	247	266	219	190	234	149	143
New w/out MEM	3	3	3	7	9	3	9	66	15	3	6	22	3	15	4	14	3	13
New Total	367	415	370	291	260	209	227	324	353	226	253	269	269	234	194	248	152	156
Percent Change	13.62%	13.08%	-10.84%	-21.35%	-10.65%	-19.62%	8.61%	42.73%	8.95%	-35.98%	11.95%	6.32%	0.00%	-13.01%	-17.09%	27.84%	-38.71%	2.63%

Renewed w-MEM	524	508	398	636	1169	602	832	577	780	1070	748	769	766	820	911	808	574	921
Renewed w/out MEM	32	56	6	37	35	49	84	65	70	9	84	115	38	68	63	46	24	71
Total Renewals	556	564	404	673	1204	651	916	642	850	1079	832	884	804	888	974	854	598	992
Percent Change	-15.11%	1.44%	-28.37%	66.58%	78.90%	-45.93%	40.71%	-29.91%	32.40%	26.94%	-22.89%	6.25%	-9.05%	10.45%	9.68%	-12.32%	-29.98%	65.89%

Active MEM	14303	14094	13787	13618	13963	14076	14412	14469	14307	14523	14394	14486	14524	14403	14408	14250	13858	14077
Zero Dues MEM	101390	102010	102737	103243	103079	103150	103034	103207	103643	103761	104068	104183	104300	104598	104822	105169	105786	105654
Total "MEM"	115693	116104	116524	116861	117042	117226	117446	117676	117950	118284	118462	118669	118824	119001	119230	119419	119644	119731
Percent Change	0.37%	0.36%	0.36%	0.29%	0.15%	0.16%	0.19%	0.20%	0.23%	0.28%	0.15%	0.17%	0.13%	0.15%	0.19%	0.16%	0.19%	0.07%

Total "LIFETIME"	2013	2020	2024	2026	2031	2035	2040	2043	2049	2066	2070	2077	2077	2084	2085	2088	2087	2096
Total "BSM"			13725	13549	13777	14096	14316	14394	14331	14615	14526	14562	14667	14579	14543	14488	14072	14309

Last Year vs. This Year

	Dec-09	Dec-10	Change	18 Mo Ave
Active w-MEM	14076	14077	0.01%	14220
Active w/out MEM	587	991	68.82%	762
Total Active	14663	15068	2.76%	14982
Lapsed/Dropped	735	878	19.46%	1076
New Donors	209	156	-25.36%	268
Renewals	651	992	52.38%	798

Active Donors w-MEM = 14077

Lapsed & Zero Dues MEM = 105654

Total "MEM" w-Signed Certificate = 119731

Member Signed Certificate = "MEM"

Total "BSM" = 14309

Bylaws defined Sustaining Member = "BSM"

NEW-RENEW BREAKDOWN BY TYPE

New Members 12/10			
Source	Number	\$ Total	Ave Gift
House Mailing to Inq	0	\$ -	\$ -
Dir Mail Prospecting	11	\$ 275.00	\$ 25.00
Tele-New	0	\$ -	\$ -
Web New Members	107	\$ 4,400.00	\$ 41.12
* Manual Adjustments	38	n/a	n/a
Total	156	\$ 4,675.00	\$ 29.97
Renewals			
Source	Number	\$ Total	Ave Gift
Renewals via House Mailing	26	\$ 1,215.00	\$ 46.73
Dir Mail Renewals	546	\$ 26,951.00	\$ 49.36
Tele-Renewal	17	\$ 755.00	\$ 44.41
Web Renewals	301	\$ 15,171.00	\$ 50.40
* Manual Adjustments	102	n/a	n/a
Total	992	\$ 44,092.00	\$ 49.54

* Includes Renewals vs Pledge Extension & New Pledges

Dec-10 MEMBERSHIP BY STATE --- ACTIVE AND NON ACTIVE

<u>STATE</u>	<u>TOTAL "MEM"</u>	<u>NON ACTIVE "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>
AK	628	567	61	2	63
AL	1506	1300	206	13	219
AR	768	673	95	3	98
AZ	2840	2517	323	27	350
CA	18335	16393	1942	127	2069
CO	3289	2858	431	27	458
CT	1349	1172	177	16	193
DC	330	292	38	2	40
DE	350	295	55	4	59
FL	6978	6189	789	67	856
GA	5510	5021	489	26	515
HI	484	423	61	3	64
IA	884	769	115	11	126
ID	667	597	70	3	73
IL	4038	3478	560	45	605
IN	2673	2321	352	23	375
KS	1086	922	164	4	168
KY	974	875	99	9	108
LA	895	766	129	8	137
MA	2664	2391	273	25	298
MD	2110	1841	269	25	294
ME	739	657	82	5	87
MI	4797	4280	517	22	539
MN	1839	1622	217	9	226
MO	2050	1786	264	24	288
MS	547	473	74	8	82

<u>STATE</u>	<u>TOTAL "MEM"</u>	<u>NON ACTIVE "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>
MT	443	403	40	4	44
NC	2906	2556	350	23	373
ND	150	120	30	2	32
NE	548	476	72	5	77
NH	1261	1109	152	7	159
NJ	2744	2431	313	26	339
NM	1005	894	111	10	121
NV	1592	1379	213	12	225
NY	4359	3729	630	51	681
OH	4467	3818	649	41	690
OK	888	786	102	11	113
OR	2010	1831	179	18	197
PA	5269	4744	525	41	566
RI	260	226	34	2	36
SC	1428	1256	172	11	183
SD	206	172	34	0	34
TN	2098	1841	257	13	270
TX	7540	6664	876	72	948
UT	1001	913	88	5	93
VA	3870	3290	580	33	613
VT	366	331	35	5	40
WA	3939	3536	403	29	432
WI	1687	1470	217	18	235
WV	537	478	59	3	62
WY	283	245	38	1	39
OTHER	544	478	66	10	76

	<u>TOTAL "MEM"</u>	<u>NON ACTIVE "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>
TOTALS	119731	105654	14077	991	15068

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	1965	1	SC	173	27
TX	893	2	KS	165	28
FL	807	3	NH	153	29
OH	672	4	LA	132	30
NY	640	5	IA	119	31
VA	589	6	NM	108	32
IL	574	7	OK	105	33
PA	531	8	KY	103	34
MI	521	9	AR	96	35
GA	493	10	UT	88	36
CO	438	11	ME	81	37
WA	409	12	MS	78	38
IN	368	13	NE	73	39
NC	355	14	ID	72	40
AZ	323	15	AK	60	41
NJ	317	16	HI	60	42
MA	275	17	WV	59	43
MD	270	18	DE	57	44
MO	270	19	WY	40	45
TN	268	20	DC	39	46
MN	218	21	MT	39	47
NV	218	22	RI	36	48
WI	218	23	VT	36	49
AL	208	24	SD	32	50
OR	188	25	ND	29	51
CT	182	26	XX	66	52

DEFINITIONS: MEM = Member Signed Certificate

Total MEM = Total # Constituents Per State w-Member Signed Certificate

NON ACTIVE MEM = Const w-Signed Certificate who are Lapsed or Inquires ("Zero Dues Member")

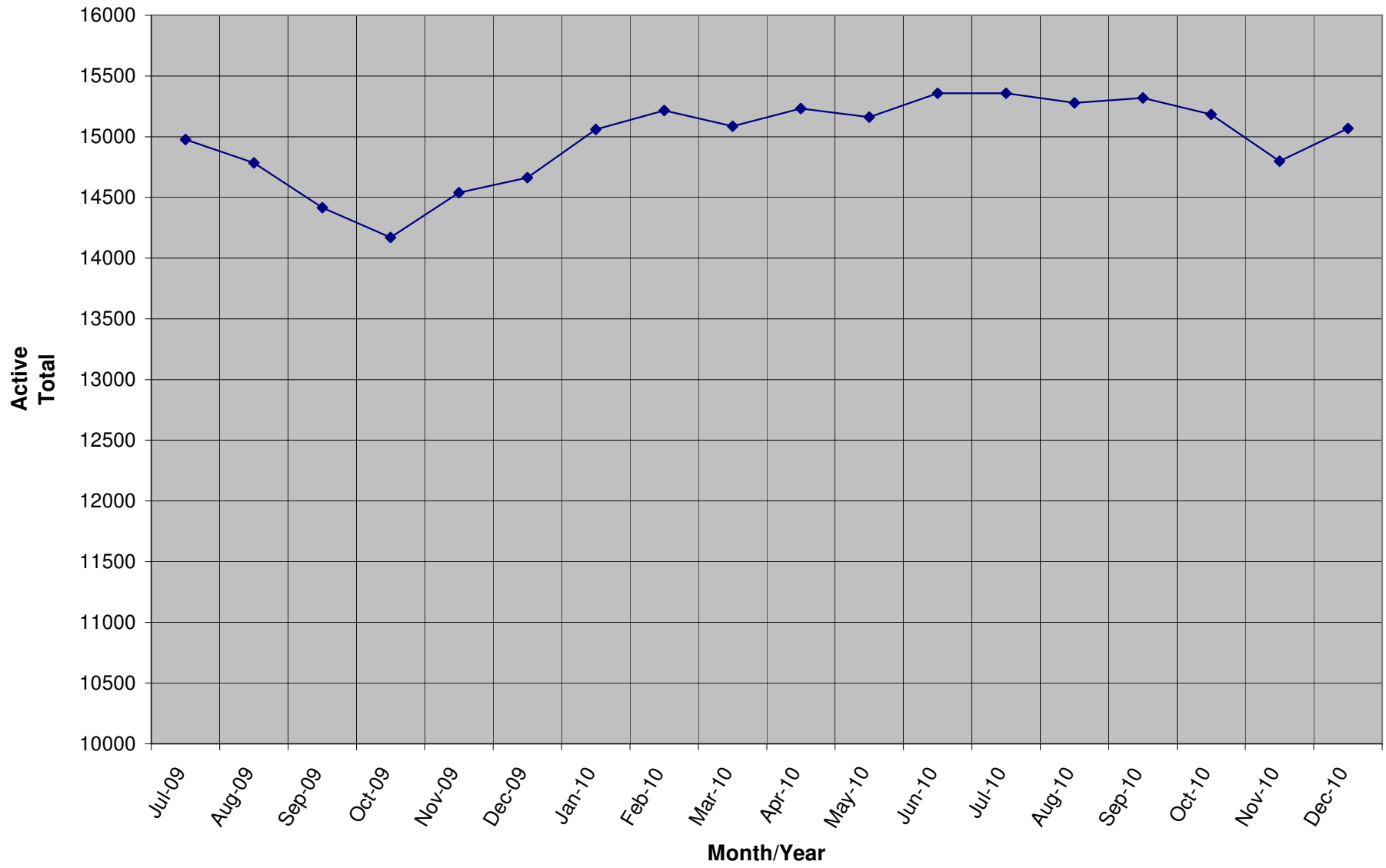
ACTIVE MEM = Current Dues Paying or Lifetime Donor w-Signed Certificate

ACTIVE SUB (ACTIVE NON MEM) = Current Dues Paying or Lifetime Donors Whoe Have NOT Signed the Certificate (Formerly Called "Subscriber")

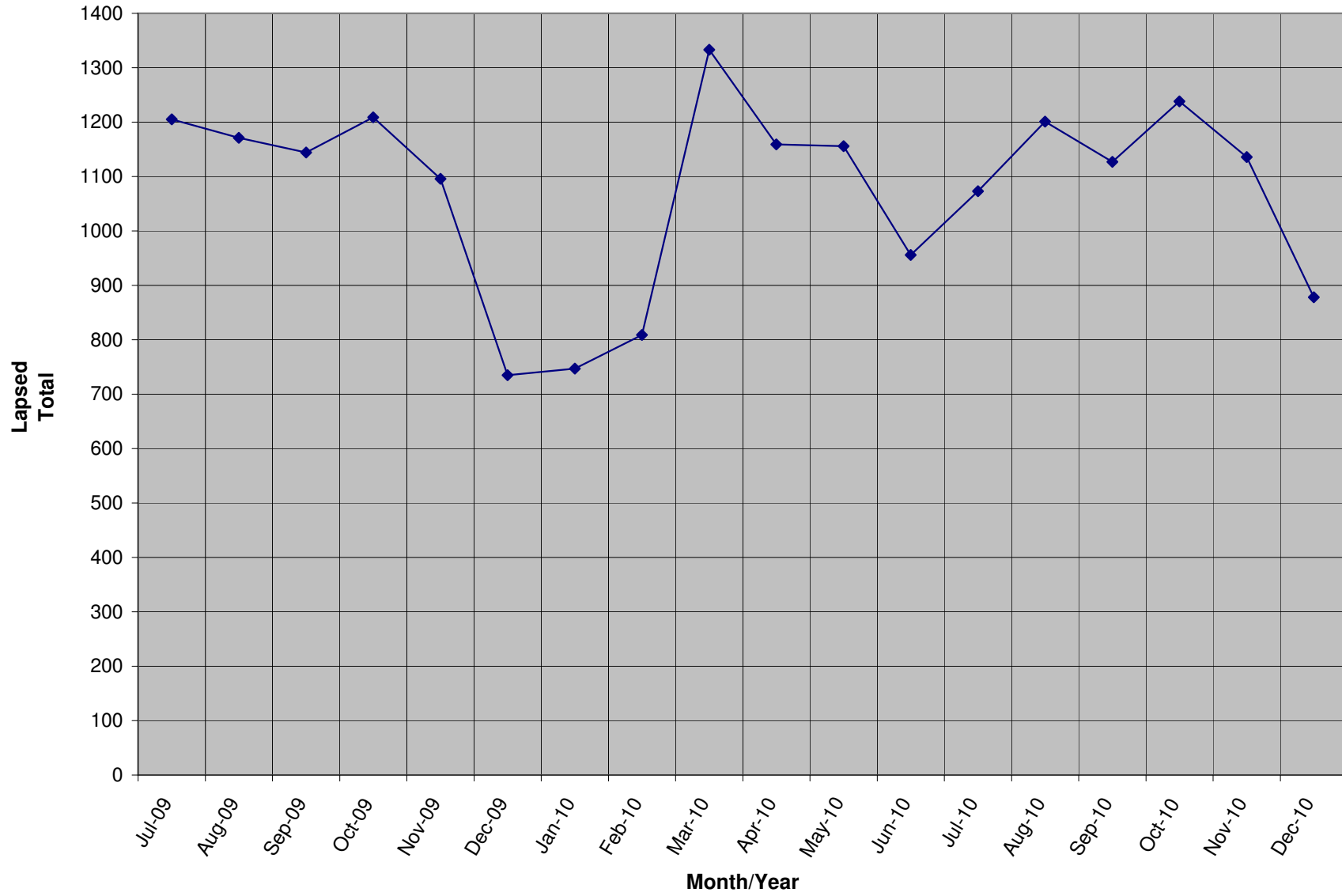
TOTAL ACTIVE = Current Dues Paying or Lifetime Donor

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

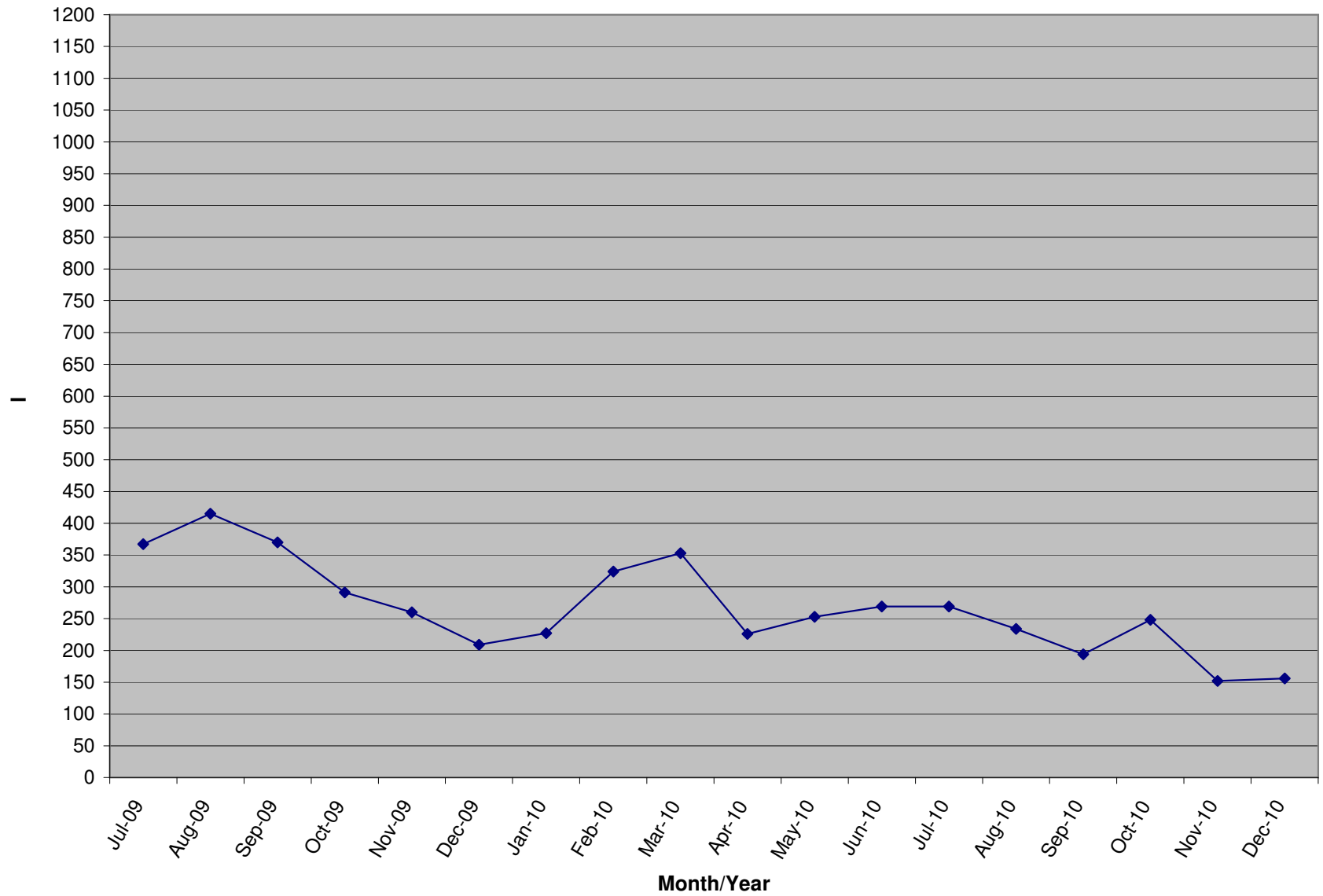
Active Donors



Lapsed - Dropped - Donors



New Donors



Renew Donors

