

# Libertarian National Committee - Membership Report

## "Donor" Totals - Mar-12

### 4 Year & 12 Month Comparison

	Dec-08	Dec-09	Dec-10	Dec-11	Mar-11	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12
Active w-MEM	15358	14076	14077	13468	13675	13509	13549	13295	13315	13204	13133	13269	13691	13468	13492	13538	13406
Active w/out MEM	991	587	991	859	802	794	791	759	784	777	746	773	846	859	851	852	880
<b>Total</b>	<b>16349</b>	<b>14663</b>	<b>15068</b>	<b>14327</b>	<b>14477</b>	<b>14303</b>	<b>14340</b>	<b>14054</b>	<b>14099</b>	<b>13981</b>	<b>13879</b>	<b>14042</b>	<b>14537</b>	<b>14327</b>	<b>14343</b>	<b>14390</b>	<b>14286</b>
<b>Percent Change</b>	<b>8.24%</b>	<b>-10.31%</b>	<b>2.76%</b>	<b>-4.92%</b>	<b>-0.98%</b>	<b>-1.20%</b>	<b>0.26%</b>	<b>-1.99%</b>	<b>0.32%</b>	<b>-0.84%</b>	<b>-0.73%</b>	<b>1.17%</b>	<b>3.53%</b>	<b>-1.44%</b>	<b>0.11%</b>	<b>0.33%</b>	<b>-0.72%</b>
Lapsed/Drop MEM	1285	695	845	1379	1030	1084	1041	984	766	915	998	996	675	1379	720	616	840
Lapes w/out MEM	133	40	33	74	49	61	50	105	25	50	86	38	14	74	52	31	40
<b>Lapsed/Drop Total</b>	<b>1418</b>	<b>735</b>	<b>878</b>	<b>1453</b>	<b>1079</b>	<b>1145</b>	<b>1091</b>	<b>1089</b>	<b>791</b>	<b>965</b>	<b>1084</b>	<b>1034</b>	<b>689</b>	<b>1453</b>	<b>772</b>	<b>647</b>	<b>880</b>
<b>Percent Change</b>	<b>93.98%</b>	<b>-48.17%</b>	<b>19.46%</b>	<b>65.49%</b>	<b>-2.62%</b>	<b>6.12%</b>	<b>-4.72%</b>	<b>-0.18%</b>	<b>-27.36%</b>	<b>22.00%</b>	<b>12.33%</b>	<b>-4.61%</b>	<b>-33.37%</b>	<b>110.89%</b>	<b>-46.87%</b>	<b>-16.19%</b>	<b>36.01%</b>
New Donors w-MEM	152	206	143	256	158	200	265	192	151	175	217	167	174	256	235	209	157
New w/out MEM	3	3	13	26	7	11	11	16	15	14	10	19	42	26	22	26	33
<b>New Total</b>	<b>155</b>	<b>209</b>	<b>156</b>	<b>282</b>	<b>165</b>	<b>211</b>	<b>276</b>	<b>208</b>	<b>166</b>	<b>189</b>	<b>227</b>	<b>186</b>	<b>216</b>	<b>282</b>	<b>257</b>	<b>235</b>	<b>190</b>
<b>Percent Change</b>	<b>-61.44%</b>	<b>34.84%</b>	<b>-25.36%</b>	<b>80.77%</b>	<b>22.22%</b>	<b>27.88%</b>	<b>30.81%</b>	<b>-24.64%</b>	<b>-20.19%</b>	<b>13.86%</b>	<b>20.11%</b>	<b>-18.06%</b>	<b>16.13%</b>	<b>30.56%</b>	<b>-8.87%</b>	<b>-8.56%</b>	<b>-19.15%</b>
Renewed w-MEM	412	602	921	900	740	718	816	538	635	629	710	965	923	900	509	453	551
Renewed w/out MEM	32	49	71	61	31	42	36	57	35	29	45	46	45	61	22	6	35
<b>Total Renewals</b>	<b>444</b>	<b>651</b>	<b>992</b>	<b>961</b>	<b>771</b>	<b>760</b>	<b>852</b>	<b>595</b>	<b>670</b>	<b>658</b>	<b>755</b>	<b>1011</b>	<b>968</b>	<b>961</b>	<b>531</b>	<b>459</b>	<b>586</b>
<b>Percent Change</b>	<b>-67.21%</b>	<b>46.62%</b>	<b>52.38%</b>	<b>-3.13%</b>	<b>3.21%</b>	<b>-1.43%</b>	<b>12.11%</b>	<b>-30.16%</b>	<b>12.61%</b>	<b>-1.79%</b>	<b>14.74%</b>	<b>33.91%</b>	<b>-4.25%</b>	<b>-0.72%</b>	<b>-44.75%</b>	<b>-13.56%</b>	<b>27.67%</b>
<b>Total "MEM"</b>	<b>113024</b>	<b>117226</b>	<b>119731</b>	<b>121850</b>	<b>120036</b>	<b>120198</b>	<b>120491</b>	<b>120663</b>	<b>120830</b>	<b>121056</b>	<b>121307</b>	<b>121429</b>	<b>121567</b>	<b>121850</b>	<b>122178</b>	<b>122339</b>	<b>122475</b>
<b>Percent Change</b>	<b>4.90%</b>	<b>3.72%</b>	<b>2.14%</b>	<b>1.77%</b>	<b>0.15%</b>	<b>0.13%</b>	<b>0.24%</b>	<b>0.14%</b>	<b>0.14%</b>	<b>0.19%</b>	<b>0.21%</b>	<b>0.10%</b>	<b>0.11%</b>	<b>0.23%</b>	<b>0.27%</b>	<b>0.13%</b>	<b>0.11%</b>
<b>Total "LIFETIME"</b>	<b>1993</b>	<b>2035</b>	<b>2096</b>	<b>2142</b>	<b>2107</b>	<b>2111</b>	<b>2113</b>	<b>2118</b>	<b>2123</b>	<b>2131</b>	<b>2133</b>	<b>2133</b>	<b>2136</b>	<b>2142</b>	<b>2146</b>	<b>2149</b>	<b>2139</b>
<b>Total "BSM"</b>	<b>n/a</b>	<b>14096</b>	<b>14309</b>	<b>13589</b>	<b>13705</b>	<b>13384</b>	<b>13525</b>	<b>13290</b>	<b>13162</b>	<b>13046</b>	<b>13004</b>	<b>13034</b>	<b>13480</b>	<b>13589</b>	<b>13642</b>	<b>13558</b>	<b>13664</b>

### Last Year vs. This Year

	Mar-11	Mar-12	Change	12 Mo Ave
Active w-MEM	13675	13406	-1.97%	13406
Active w/out MEM	802	880	9.73%	809
<b>Total Active</b>	<b>14477</b>	<b>14286</b>	<b>-1.32%</b>	<b>14215</b>
Lapsed/Dropped	1079	880	-18.44%	970
New Donors	165	190	15.15%	220
Renewals	771	586	-23.99%	734

**Active Donors w-MEM = 13406**

**Lapsed & Zero Dues MEM = 109069**

**Total "MEM" w-Signed Certificate = 122475**

**Member Signed Certificate = "MEM"**

**Total "BSM" = 13664**

**Bylaws defined Sustaining Member = "BSM"**

### NEW-RENEW BREAKDOWN BY TYPE

New Members 03/12				
Source	Number	\$ Total	Ave Gift	
House Mailing to Inq	0	\$ -	\$ -	
Dir Mail Prospecting	16	\$ 2,555.00	\$ 159.69	
Tele-New	0	\$ -	\$ -	
Web New Members	135	\$ 5,610.00	\$ 41.56	
* Manual Adjustments	39	n/a	n/a	
<b>Total</b>	<b>190</b>	<b>\$ 8,165.00</b>	<b>\$ 54.07</b>	
Renewals				
Source	Number	\$ Total	Ave Gift	
Renewals via House Mailing	1	\$ 25.00	\$ 25.00	
Dir Mail Renewals	262	\$ 11,464.99	\$ 43.76	
Tele-Renewal	26	\$ 1,075.00	\$ 41.35	
Web Renewals	174	\$ 10,110.00	\$ 58.10	
* Manual Adjustments	123	n/a	n/a	
<b>Total</b>	<b>586</b>	<b>\$ 22,674.99</b>	<b>\$ 48.97</b>	

\* Includes Renewals via Pledge Extn & New Pledges

**Mar-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	631	63	2	65	63
AL	1538	175	9	184	175
AR	792	89	1	90	89
AZ	2909	308	32	340	317
CA	18544	1942	127	2069	1975
CO	3358	429	26	455	435
CT	1380	171	19	190	177
DC	340	42	4	46	42
DE	357	39	6	45	39
FL	7203	769	46	815	785
GA	5561	406	20	426	413
HI	491	66	3	69	65
IA	911	117	5	122	121
ID	685	62	2	64	63
IL	4116	493	31	524	497
IN	2756	335	25	360	331
KS	1112	166	4	170	168
KY	1012	104	6	110	105
LA	933	113	5	118	114
MA	2688	231	18	249	237
MD	2167	264	28	292	274
ME	760	71	3	74	75
MI	4843	461	23	484	477
MN	1876	204	9	213	214
MO	2100	232	21	253	238
MS	573	69	8	77	71

<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	51	9	60	53
NC	2994	339	18	357	343
ND	159	24	1	25	24
NE	594	76	5	81	81
NH	1262	138	10	148	139
NJ	2815	311	23	334	319
NM	1035	131	9	140	133
NV	1631	196	10	206	197
NY	4504	582	56	638	587
OH	4558	588	30	618	599
OK	912	96	5	101	98
OR	2053	187	19	206	194
PA	5379	501	29	530	513
RI	274	35	2	37	35
SC	1466	158	4	162	165
SD	218	42	3	45	41
TN	2144	223	10	233	233
TX	7828	917	55	972	933
UT	1037	94	9	103	96
VA	3993	536	39	575	539
VT	373	29	4	33	29
WA	4001	373	21	394	378
WI	1749	208	15	223	219
WV	552	63	0	63	66
WY	289	33	2	35	34
OTHER	563	54	9	63	56

	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
<b>TOTALS</b>	<b>122475</b>	<b>13406</b>	<b>880</b>	<b>14286</b>	<b>13664</b>

**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**

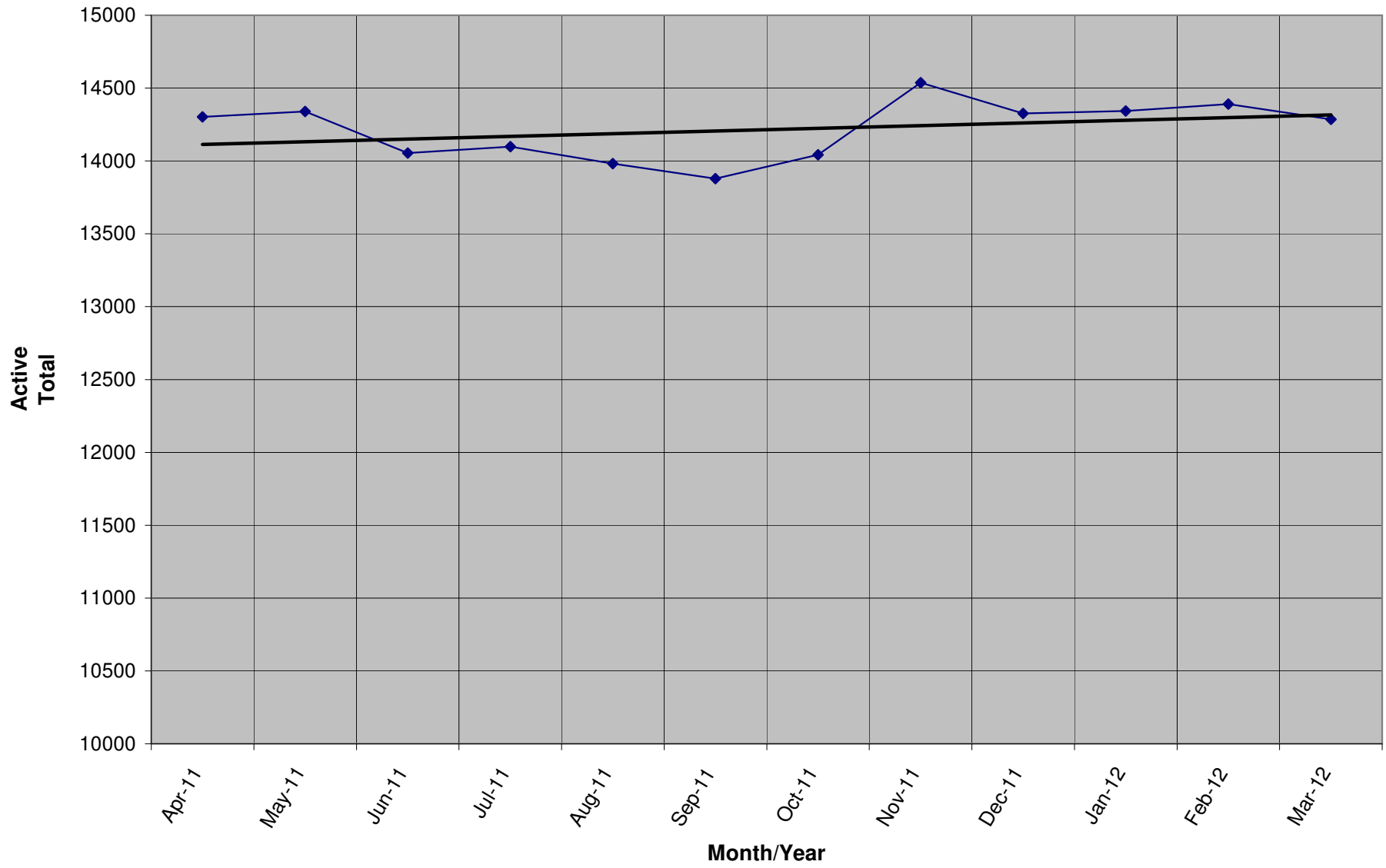
**BSM = By Law Definition of "Sustaining Member" and number used for delegate count**

**(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.)**

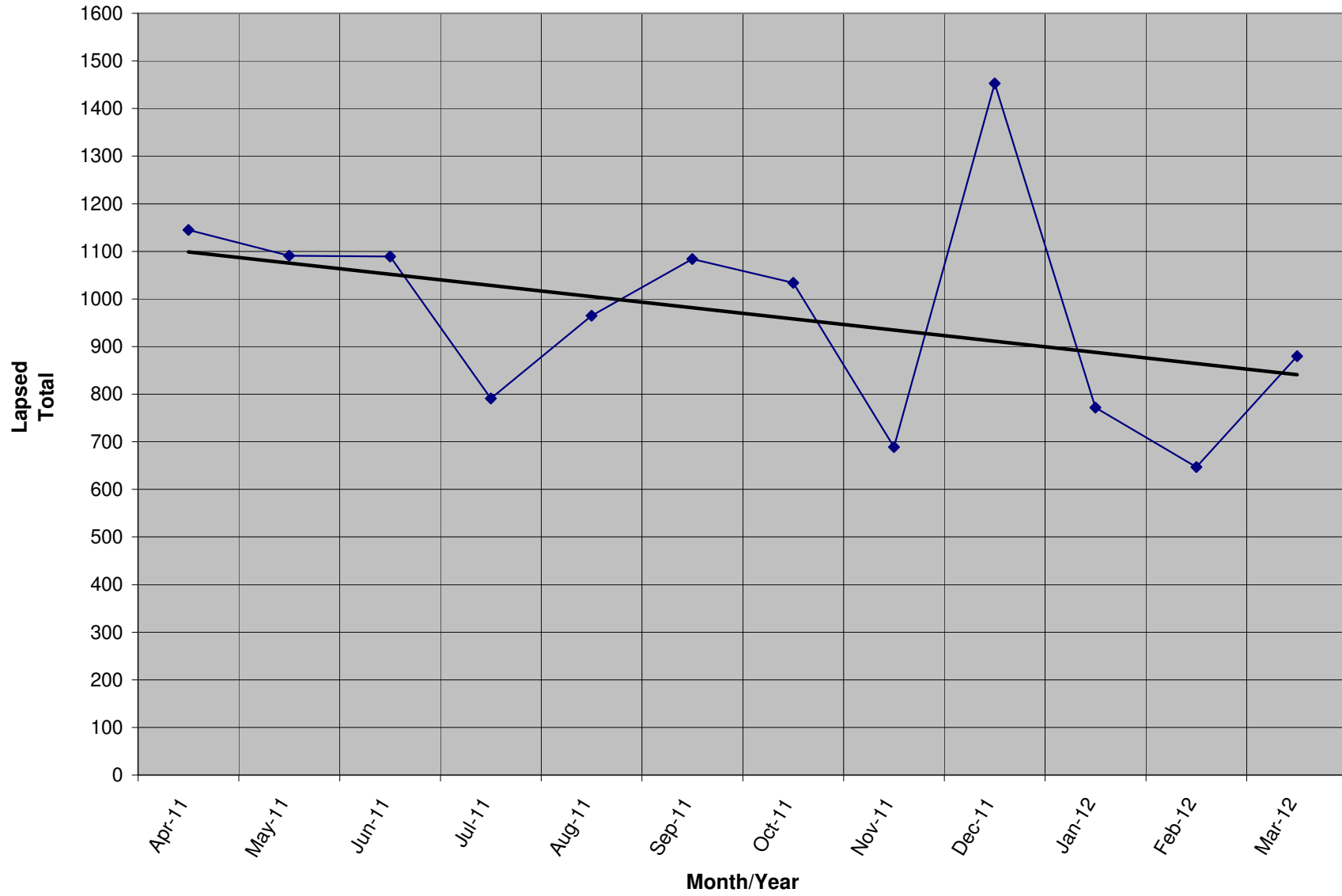
**SUSTAINING MEMBERSHIP STATE RANKINGS - "BSM"**

<u>State</u>	<u>Total BSM</u>	<u>Rank</u>	<u>State</u>	<u>Total BSM</u>	<u>Rank</u>
CA	1975	1	KS	168	27
TX	933	2	SC	165	28
FL	785	3	NH	139	29
OH	599	4	NM	133	30
NY	587	5	IA	121	31
VA	539	6	LA	114	32
PA	513	7	KY	105	33
IL	497	8	OK	98	34
MI	477	9	UT	96	35
CO	435	10	AR	89	36
GA	413	11	NE	81	37
WA	378	12	ME	75	38
NC	343	13	MS	71	39
IN	331	14	WV	66	40
NJ	319	15	HI	65	41
AZ	317	16	AK	63	42
MD	274	17	ID	63	43
MO	238	18	MT	53	44
MA	237	19	DC	42	45
TN	233	20	SD	41	46
WI	219	21	DE	39	47
MN	214	22	RI	35	48
NV	197	23	WY	34	49
OR	194	24	VT	29	50
CT	177	25	ND	24	51
AL	175	26	XX	56	52

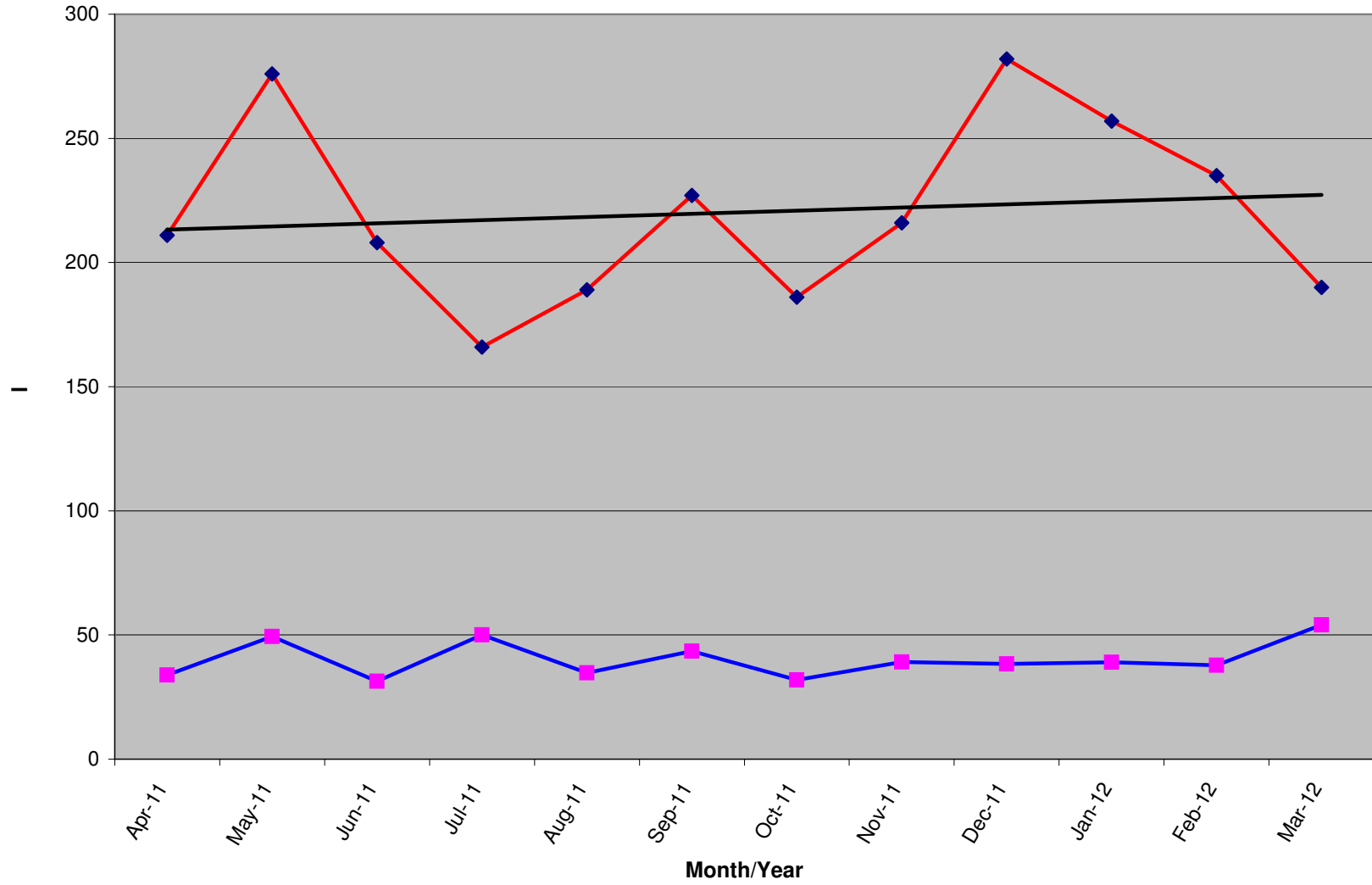
Active Donors - Past 12 Months



Lapsed - Dropped - Donors - Past 12 Months

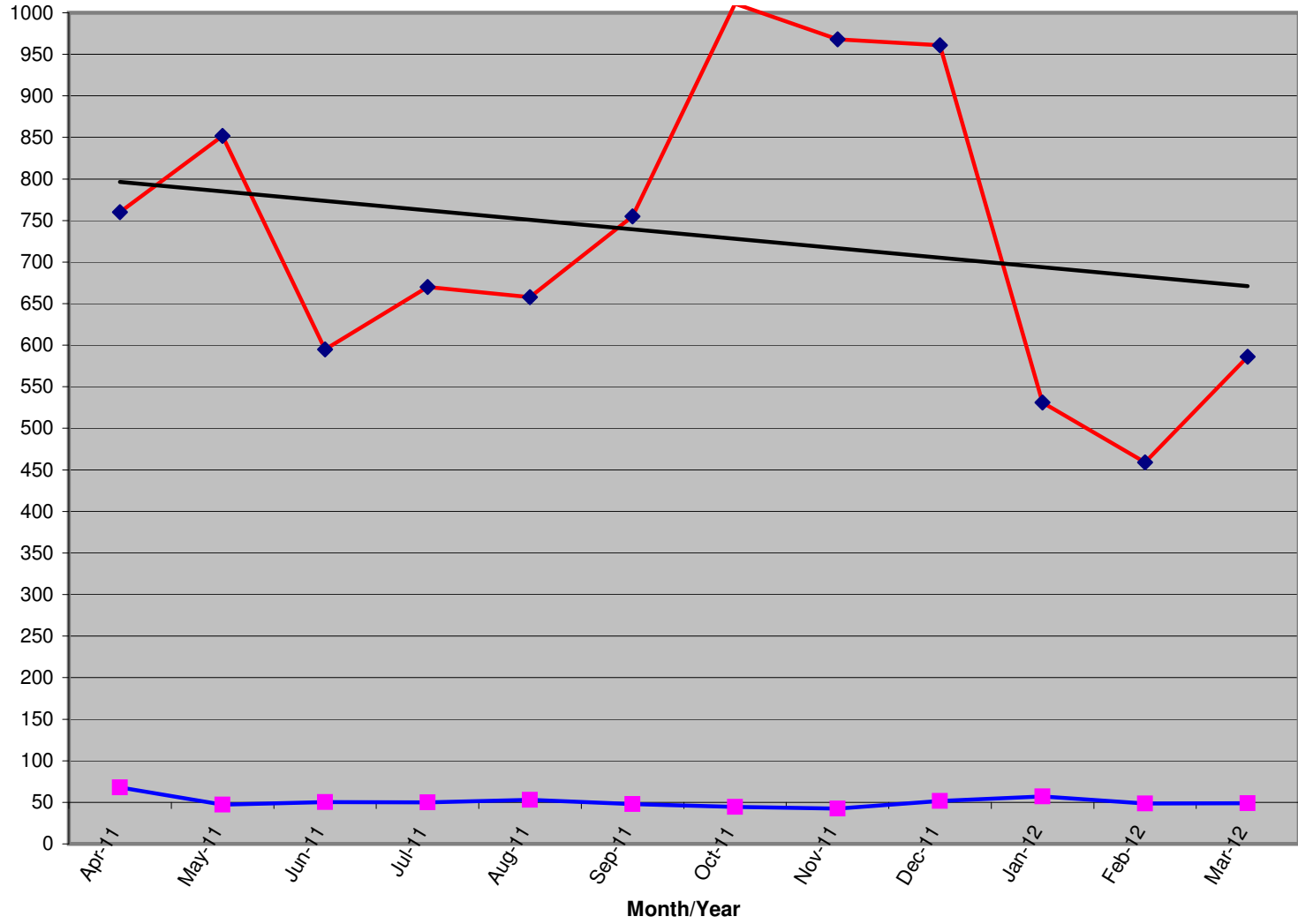


**New Donors / Ave Gift - Past 12 Months**



	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12
<b>New Donors</b>	211	276	208	166	189	227	186	216	282	257	235	190
<b>Ave Gift</b>	\$ 33.89	\$ 49.33	\$ 31.37	\$ 50.02	\$ 34.76	\$ 43.48	\$ 31.85	\$ 39.12	\$ 38.38	\$ 39.00	\$ 37.83	\$ 54.07

**Renew Donors - Past 12 Months**



	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12
<b>Renew Total</b>	760	852	595	670	658	755	1011	968	961	531	459	586
<b>Ave Gift</b>	\$ 67.88	\$ 47.11	\$ 50.39	\$ 49.82	\$ 53.10	\$ 48.08	\$ 44.59	\$ 42.31	\$ 51.57	\$ 56.93	\$ 48.43	\$ 48.97