

Libertarian National Committee - Membership Report

"Donor" Totals - Apr-12

4 Year & 12 Month Comparison

	Dec-08	Dec-09	Dec-10	Dec-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	Apr-12
Active w-MEM	15358	14076	14077	13468	13509	13549	13295	13315	13204	13133	13269	13691	13468	13492	13538	13406	13179
Active w/out MEM	991	587	991	859	794	791	759	784	777	746	773	846	859	851	852	880	921
Total	16349	14663	15068	14327	14303	14340	14054	14099	13981	13879	14042	14537	14327	14343	14390	14286	14100
Percent Change	8.24%	-10.31%	2.76%	-4.92%	-1.20%	0.26%	-1.99%	0.32%	-0.84%	-0.73%	1.17%	3.53%	-1.44%	0.11%	0.33%	-0.72%	-1.30%
Lapsed/Drop MEM	1285	695	845	1379	1084	1041	984	766	915	998	996	675	1379	720	616	840	814
Lapes w/out MEM	133	40	33	74	61	50	105	25	50	86	38	14	74	52	31	40	51
Lapsed/Drop Total	1418	735	878	1453	1145	1091	1089	791	965	1084	1034	689	1453	772	647	880	865
Percent Change	93.98%	-48.17%	19.46%	65.49%	6.12%	-4.72%	-0.18%	-27.36%	22.00%	12.33%	-4.61%	-33.37%	110.89%	-46.87%	-16.19%	36.01%	-1.70%
New Donors w-MEM	152	206	143	256	200	265	192	151	175	217	167	174	256	235	209	157	182
New w/out MEM	3	3	13	26	11	11	16	15	14	10	19	42	26	22	26	33	23
New Total	155	209	156	282	211	276	208	166	189	227	186	216	282	257	235	190	205
Percent Change	-61.44%	34.84%	-25.36%	80.77%	27.88%	30.81%	-24.64%	-20.19%	13.86%	20.11%	-18.06%	16.13%	30.56%	-8.87%	-8.56%	-19.15%	7.89%
Renewed w-MEM	412	602	921	900	718	816	538	635	629	710	965	923	900	509	453	551	405
Renewed w/out MEM	32	49	71	61	42	36	57	35	29	45	46	45	61	22	6	35	69
Total Renewals	444	651	992	961	760	852	595	670	658	755	1011	968	961	531	459	586	474
Percent Change	-67.21%	46.62%	52.38%	-3.13%	-1.43%	12.11%	-30.16%	12.61%	-1.79%	14.74%	33.91%	-4.25%	-0.72%	-44.75%	-13.56%	27.67%	-19.11%
Total "MEM"	113024	117226	119731	121850	120198	120491	120663	120830	121056	121307	121429	121567	121850	122178	122339	122475	122726
Percent Change	4.90%	3.72%	2.14%	1.77%	0.13%	0.24%	0.14%	0.14%	0.19%	0.21%	0.10%	0.11%	0.23%	0.27%	0.13%	0.11%	0.20%
Total "LIFETIME"	1993	2035	2096	2142	2111	2113	2118	2123	2131	2133	2133	2136	2142	2146	2149	2149	2153
Total "BSM"	n/a	14096	14309	13589	13384	13525	13290	13162	13046	13004	13034	13480	13589	13642	13558	13664	13397

Last Year vs. This Year

	Apr-11	Apr-12	Change	12 Mo Ave
Active w-MEM	13509	13179	-2.44%	13378
Active w/out MEM	794	921	15.99%	820
Total Active	14303	14100	-1.42%	14198
Lapsed/Dropped	1145	865	-24.45%	947
New Donors	211	205	-2.84%	220
Renewals	760	474	-37.63%	710

Active Donors w-MEM = 13179

Lapsed & Zero Dues MEM = 109547

Total "MEM" w-Signed Certificate = 122726

Member Signed Certificate = "MEM"

Total "BSM" = 13397

Bylaws defined Sustaining Member = "BSM"

NEW-RENEW BREAKDOWN BY TYPE

New Members			
Source	Num ber	\$ Total	Ave Gift
House Mailing to Inq	0	\$ -	\$ -
Dir Mail Prospecting	10	\$ 350.00	\$ 35.00
Tele-New	0	\$ -	\$ -
Web New Members	166	\$ 6,160.00	\$ 37.11
* Manual Adjustm ents	29	n/a	n/a
Total	205	\$ 6,510.00	\$ 36.99
Renewals			
Source	Num ber	\$ Total	Ave Gift
Renewals via House Mailing	1	\$ 25.00	\$ 25.00
Dir Mail Renewals	289	\$ 14,860.98	\$ 51.42
Tele-Renewal	18	\$ 1,355.00	\$ 75.28
Web Renewals	153	\$ 10,645.65	\$ 69.58
* Manual Adjustm ents	13	n/a	n/a
Total	474	\$ 26,886.63	\$ 58.32

* Includes Renewals via Pledge Extn & New Pledges

Apr-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	632	65	3	68	63
AL	1539	168	8	176	167
AR	794	87	2	89	89
AZ	2919	312	34	346	318
CA	18566	1920	139	2059	1956
CO	3367	417	25	442	427
CT	1383	174	20	194	179
DC	340	42	3	45	42
DE	358	39	5	44	38
FL	7209	745	49	794	753
GA	5570	393	21	414	403
HI	490	63	3	66	65
IA	914	116	6	122	119
ID	687	63	2	65	65
IL	4126	487	33	520	494
IN	2762	324	27	351	328
KS	1114	162	5	167	168
KY	1017	104	5	109	107
LA	935	114	5	119	116
MA	2690	232	17	249	234
MD	2174	258	28	286	269
ME	761	70	3	73	70
MI	4847	443	24	467	449
MN	1877	193	8	201	202
MO	2108	231	20	251	234
MS	577	65	7	72	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	456	49	8	57	50
NC	3000	333	16	349	340
ND	160	25	1	26	23
NE	596	75	5	80	77
NH	1263	137	10	147	139
NJ	2823	307	26	333	313
NM	1038	131	11	142	134
NV	1641	195	12	207	196
NY	4518	579	59	638	590
OH	4567	567	31	598	572
OK	915	96	5	101	97
OR	2057	192	21	213	193
PA	5387	490	28	518	504
RI	274	30	2	32	30
SC	1467	145	4	149	152
SD	219	40	4	44	41
TN	2149	225	11	236	230
TX	7861	910	61	971	919
UT	1039	88	11	99	94
VA	4002	533	39	572	531
VT	373	25	4	29	25
WA	4006	365	21	386	370
WI	1751	205	16	221	204
WV	551	59	0	59	61
WY	290	34	4	38	36
OTHER	567	57	9	66	57

	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
TOTALS	122726	13179	921	14100	13397

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

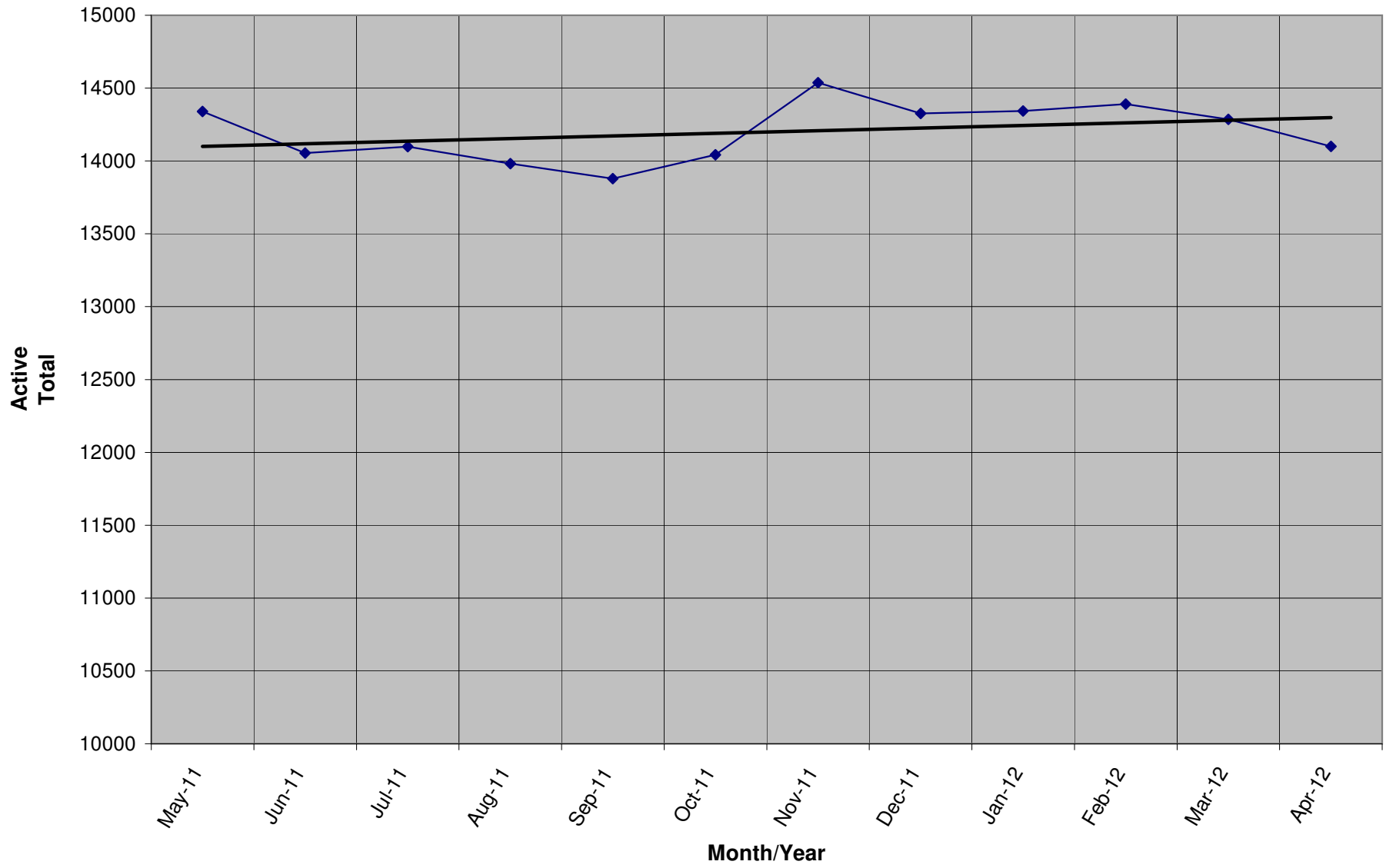
BSM = By Law Definition of "Sustaining Member" and number used for delegate count

(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.)

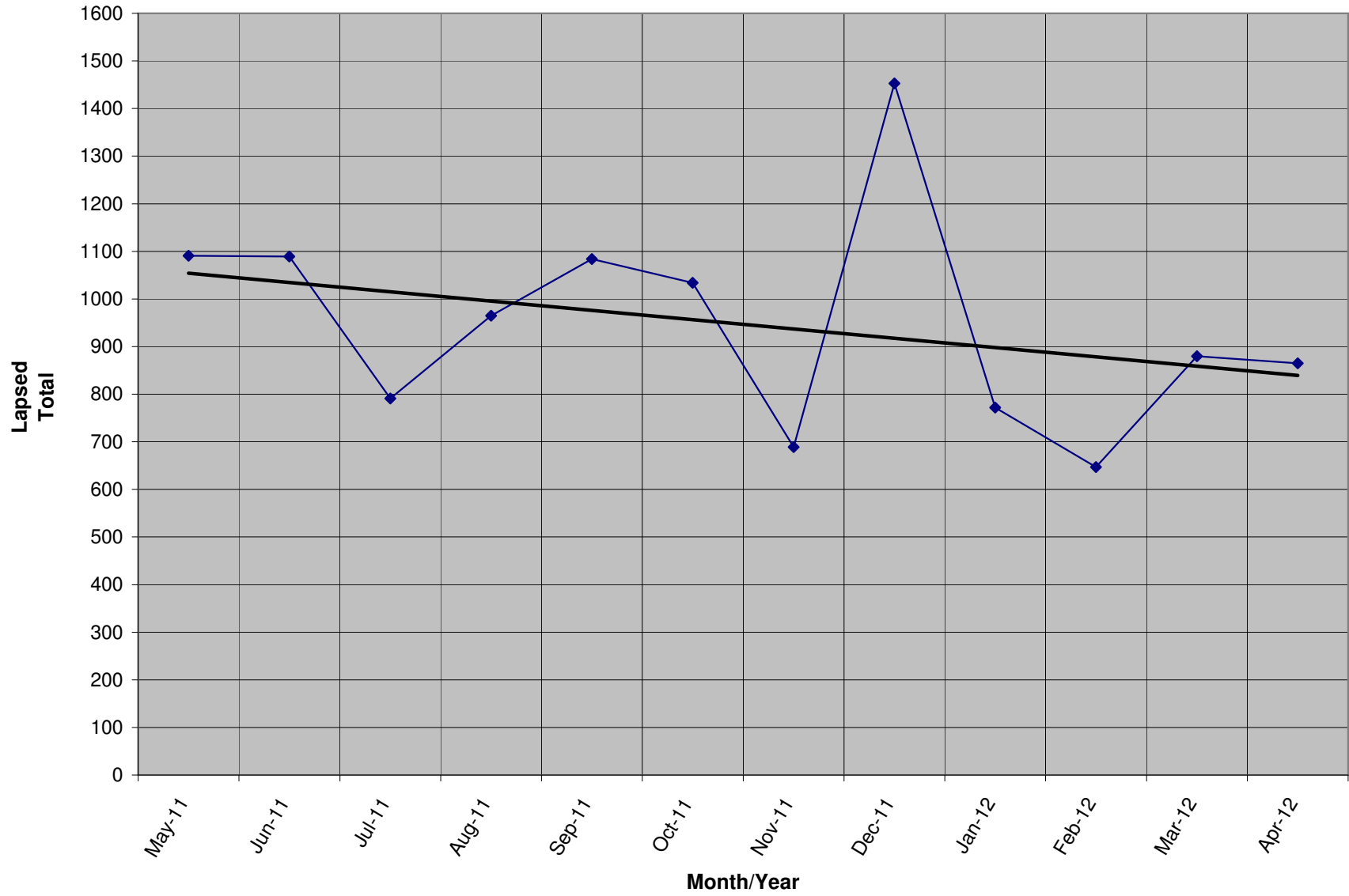
SUSTAINING MEMBERSHIP STATE RANKINGS - "BSM"

<u>State</u>	<u>Total BSM</u>	<u>Rank</u>	<u>State</u>	<u>Total BSM</u>	<u>Rank</u>
CA	1956	1	AL	167	27
TX	919	2	SC	152	28
FL	753	3	NH	139	29
NY	590	4	NM	134	30
OH	572	5	IA	119	31
VA	531	6	LA	116	32
PA	504	7	KY	107	33
IL	494	8	OK	97	34
MI	449	9	UT	94	35
CO	427	10	AR	89	36
GA	403	11	NE	77	37
WA	370	12	ME	70	38
NC	340	13	HI	65	39
IN	328	14	ID	65	40
AZ	318	15	MS	64	41
NJ	313	16	AK	63	42
MD	269	17	WV	61	43
MA	234	18	MT	50	44
MO	234	19	DC	42	45
TN	230	20	SD	41	46
WI	204	21	DE	38	47
MN	202	22	WY	36	48
NV	196	23	RI	30	49
OR	193	24	VT	25	50
CT	179	25	ND	23	51
KS	168	26	XX	57	52

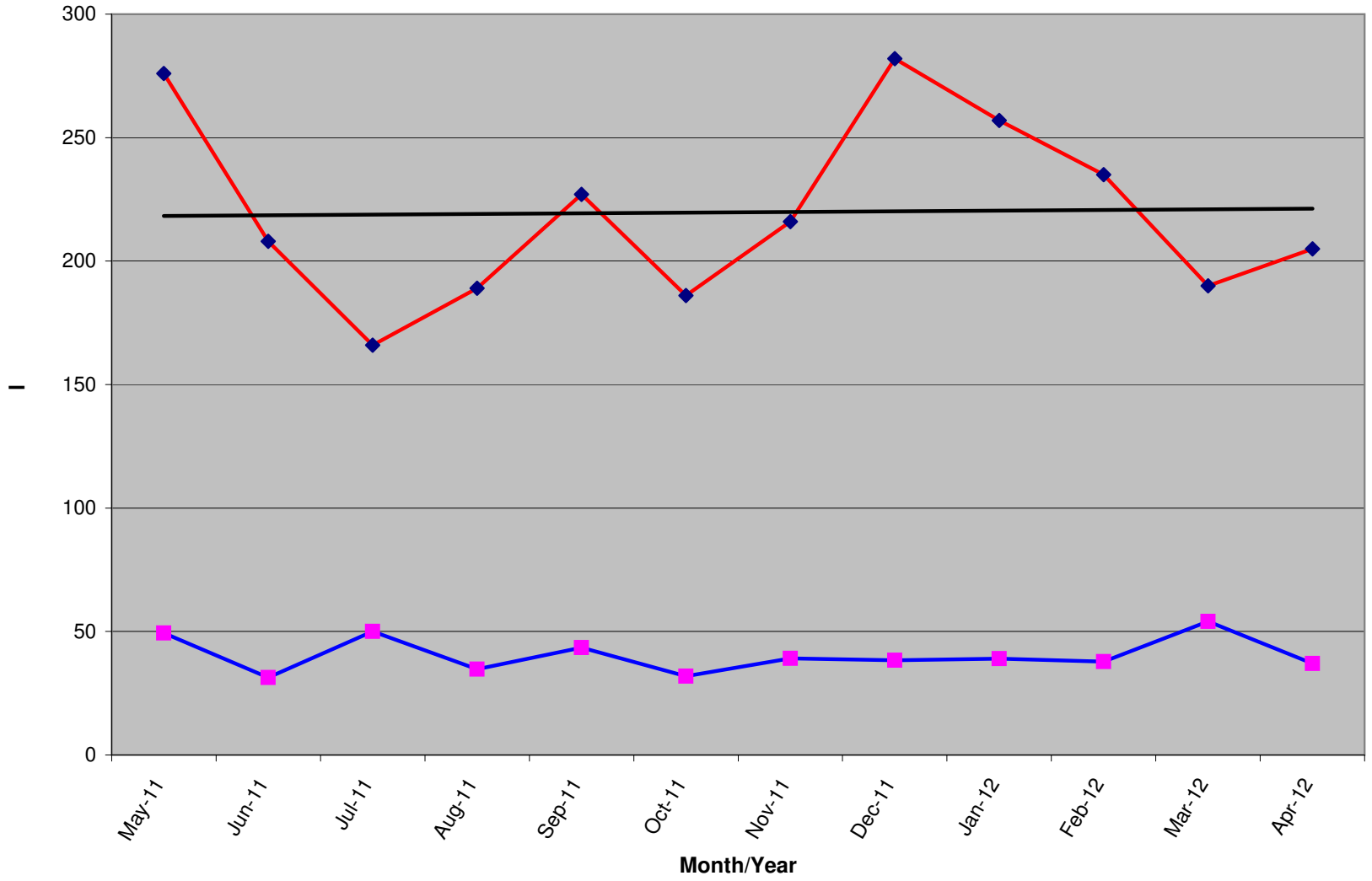
Active Donors - Past 12 Months



Lapsed - Dropped - Donors - Past 12 Months

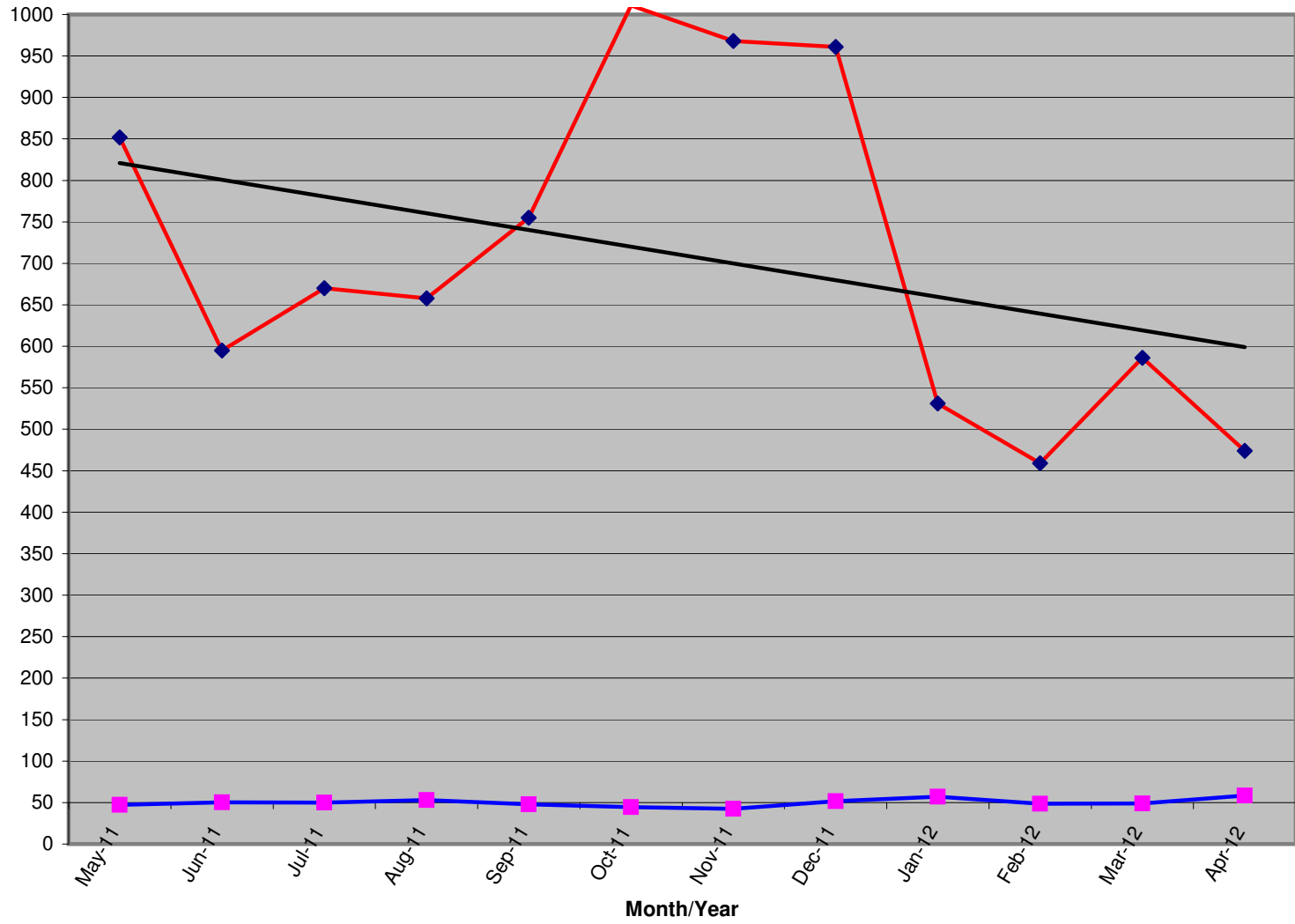


New Donors / Ave Gift - Past 12 Months



	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Apr-12
New Donors	276	208	166	189	227	186	216	282	257	235	190	205
Ave Gift	\$ 49.33	\$ 31.37	\$ 50.02	\$ 34.76	\$ 43.48	\$ 31.85	\$ 39.12	\$ 38.38	\$ 39.00	\$ 37.83	\$ 54.07	\$ 36.99

Renew Donors - Past 12 Months



	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Apr-12
Renew Total	852	595	670	658	755	1011	968	961	531	459	586	474
Ave Gift	\$ 47.11	\$ 50.39	\$ 49.82	\$ 53.10	\$ 48.08	\$ 44.59	\$ 42.31	\$ 51.57	\$ 56.93	\$ 48.43	\$ 48.97	\$ 58.32