

Libertarian National Committee - Membership Report

"Donor" Totals - Mar-13

4 Year & 12 Month Comparison

	Dec-09	Dec-10	Dec-11	Dec-12	Mar-12	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	Nov-12	Dec-12	Jan-13	Feb-13	Mar-13
Active w-MEM	14076	14077	13468	13749	13406	13179	12923	12870	12960	13361	13788	14070	14182	13749	13883	13957	14081
Active w/out MEM	587	991	859	1194	880	921	911	884	896	968	1135	1213	1175	1194	1195	1181	1155
Total	14663	15068	14327	14943	14286	14100	13834	13754	13856	14329	14923	15283	15357	14943	15078	15138	15236
Percent Change	-10.31%	2.76%	-4.92%	4.30%	-0.72%	-1.30%	-1.89%	-0.58%	0.74%	3.41%	4.15%	2.41%	0.48%	-2.70%	0.90%	0.40%	0.65%
Lapsed/Drop MEM	695	845	1379	1381	840	814	937	804	680	791	835	1129	1017	1381	925	626	677
Lapes w/out MEM	40	33	74	76	40	51	59	70	39	55	36	66	87	76	53	44	56
Lapsed/Drop Total	735	878	1453	1457	880	865	996	874	719	846	871	1195	1104	1457	978	670	733
Percent Change	-48.17%	19.46%	65.49%	0.28%	36.01%	-1.70%	15.14%	-12.25%	-17.73%	17.66%	2.96%	37.20%	-7.62%	31.97%	-32.88%	-31.49%	9.40%
New Donors w-MEM	206	143	256	240	157	182	170	187	338	448	589	679	661	240	395	257	292
New w/out MEM	3	13	26	38	33	23	48	23	15	58	137	131	36	38	34	7	7
New Total	209	156	282	278	190	205	218	210	353	506	726	810	697	278	429	264	299
Percent Change	34.84%	-25.36%	80.77%	-1.42%	-19.15%	7.89%	6.34%	-3.67%	68.10%	43.34%	43.48%	11.57%	-13.95%	-60.11%	54.32%	-38.46%	13.26%
Renewed w-MEM	602	921	900	708	551	405	511	564	432	744	673	732	468	708	664	443	509
Renewed w/out MEM	49	71	61	57	35	69	1	20	36	69	66	13	13	57	20	23	23
Total Renewals	651	992	961	765	586	474	512	584	468	813	739	745	481	765	684	466	532
Percent Change	46.62%	52.38%	-3.13%	-20.40%	27.67%	-19.11%	8.02%	14.06%	-19.86%	73.72%	-9.10%	0.81%	-35.44%	59.04%	-10.59%	-31.87%	14.16%
Total "MEM"	117226	119731	121850	126900	122475	122726	122942	123152	123591	124107	124917	125618	126309	126900	127367	127552	127876
Percent Change	3.72%	2.14%	1.77%	4.14%	0.11%	0.20%	0.18%	0.17%	0.36%	0.42%	0.65%	0.56%	0.55%	0.47%	0.37%	0.15%	0.25%
Total "LIFETIME"	2035	2096	2142	2208	2149	2153	2155	2163	2170	2183	2197	2201	2207	2208	2216	2216	2229
Total "BSM"	14096	14309	13589	13824	13664	13397	12919	12817	12816	13197	13475	13758	14043	13824	14029	14028	14120

Last Year vs. This Year

	Mar-12	Mar-13	Change	12 Mo Ave
Active w-MEM	13406	14081	5.04%	13584
Active w/out MEM	880	1155	31.25%	1069
Total Active	14286	15236	6.65%	14653
Lapsed/Dropped	880	733	-16.70%	942
New Donors	190	299	57.37%	416
Renewals	586	532	-9.22%	605

Active Donors w-MEM = 14081

Lapsed & Zero Dues MEM = 113795

Total "MEM" w-Signed Certificate = 127876

Member Signed Certificate = "MEM"

Total "BSM" = 14120

Bylaws defined Sustaining Member = "BSM"

NEW-RENEW BREAKDOWN BY TYPE

New Members			
Source	Number	\$ Total	Ave Gift
House Mailing to Inq	20	\$ 875.00	\$ 43.75
Dir Mail Prospecting	2	\$ 75.00	\$ 37.50
Tele-New	0	\$ -	\$ -
Web New Members	243	\$ 6,675.19	\$ 27.47
* Manual Adjustments	34	n/a	n/a
Total	299	\$ 7,625.19	\$ 28.77
Renewals			
Source	Number	\$ Total	Ave Gift
Renew via House Mailing	0	\$ -	\$ -
Dir Mail Renewals	250	\$ 11,053.00	\$ 44.21
Tele-Renewal	10	\$ 490.00	\$ 49.00
Web Renewals	198	\$ 10,395.00	\$ 52.50
* Manual Adjustments	74	n/a	n/a
Total	532	\$ 21,938.00	\$ 47.90

* Includes Pledge Extensions & New Pledges

Mar-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	69	4	73	69
AL	1618	192	6	198	192
AR	829	100	3	103	100
AZ	3010	319	33	352	319
CA	18850	1777	156	1933	1805
CO	3515	428	31	459	432
CT	1439	180	16	196	181
DC	346	37	8	45	37
DE	367	40	7	47	39
FL	7535	785	73	858	781
GA	5720	440	30	470	439
HI	508	69	3	72	68
IA	968	138	11	149	137
ID	723	67	5	72	65
IL	4301	510	42	552	513
IN	2904	364	27	391	367
KS	1169	144	10	154	138
KY	1088	129	6	135	128
LA	1000	138	10	148	140
MA	2753	247	27	274	244
MD	2303	284	24	308	284
ME	785	78	7	85	79
MI	4977	461	29	490	461
MN	1949	223	12	235	224
MO	2211	266	20	286	267
MS	627	82	6	88	78

<u>STATE</u>	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
MT	471	58	3	61	55
NC	3175	367	25	392	370
ND	191	41	2	43	42
NE	602	70	5	75	71
NH	1297	136	14	150	134
NJ	2928	329	36	365	328
NM	1099	141	19	160	148
NV	1748	209	17	226	211
NY	4716	607	62	669	604
OH	4861	681	40	721	676
OK	967	106	6	112	107
OR	2133	171	23	194	176
PA	5608	555	65	620	559
RI	295	39	1	40	38
SC	1574	179	12	191	181
SD	231	38	4	42	39
TN	2270	270	11	281	267
TX	8377	992	83	1075	1008
UT	1094	105	12	117	105
VA	4257	620	38	658	617
VT	381	27	5	32	26
WA	4128	383	35	418	386
WI	1843	215	17	232	214
WV	564	53	0	53	52
WY	306	37	4	41	37
XX	617	85	10	95	82

	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
TOTALS	127876	14081	1155	15236	14120

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

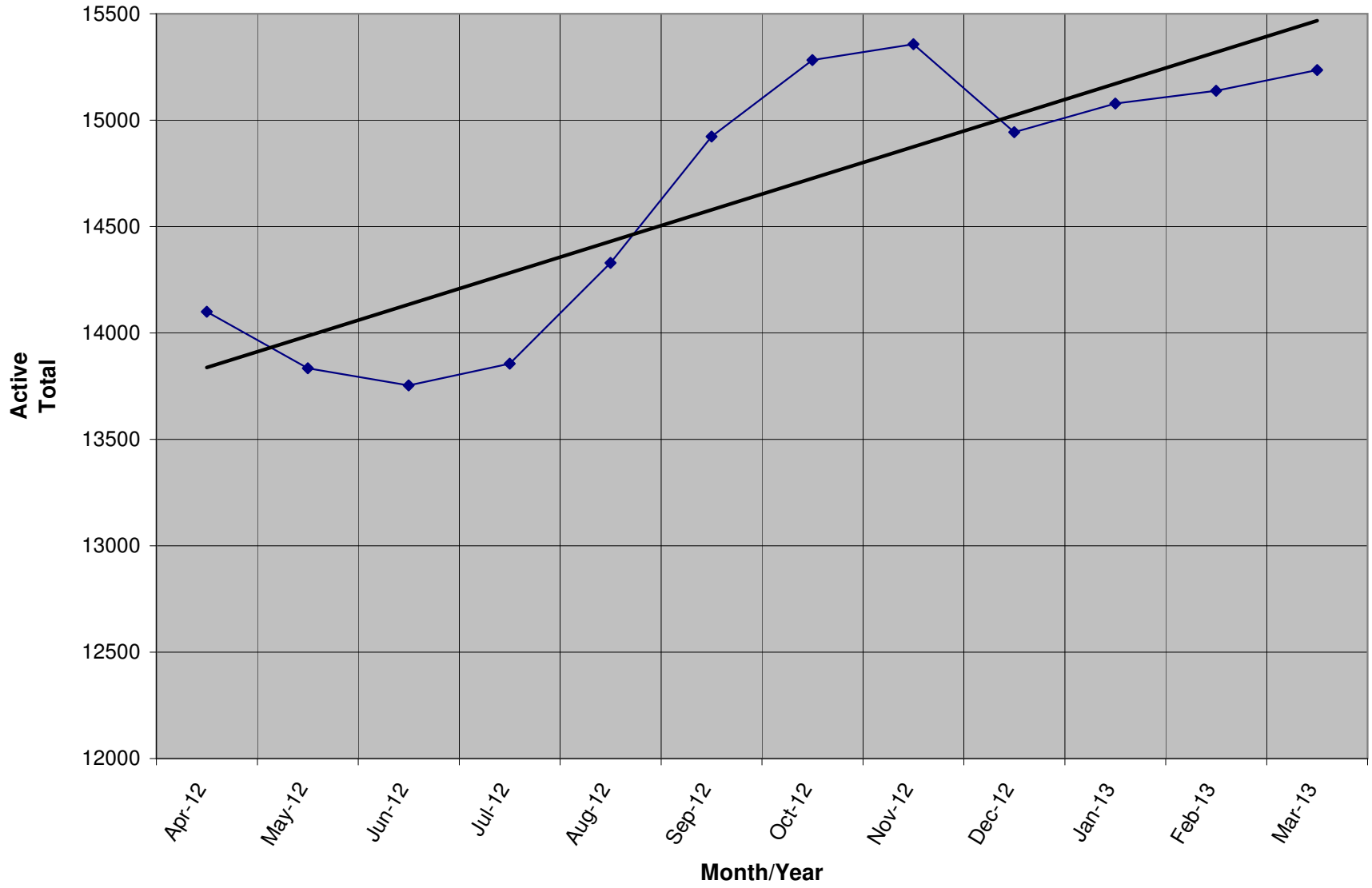
BSM = By Law Definition of "Sustaining Member" and number used for delegate count

(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.)

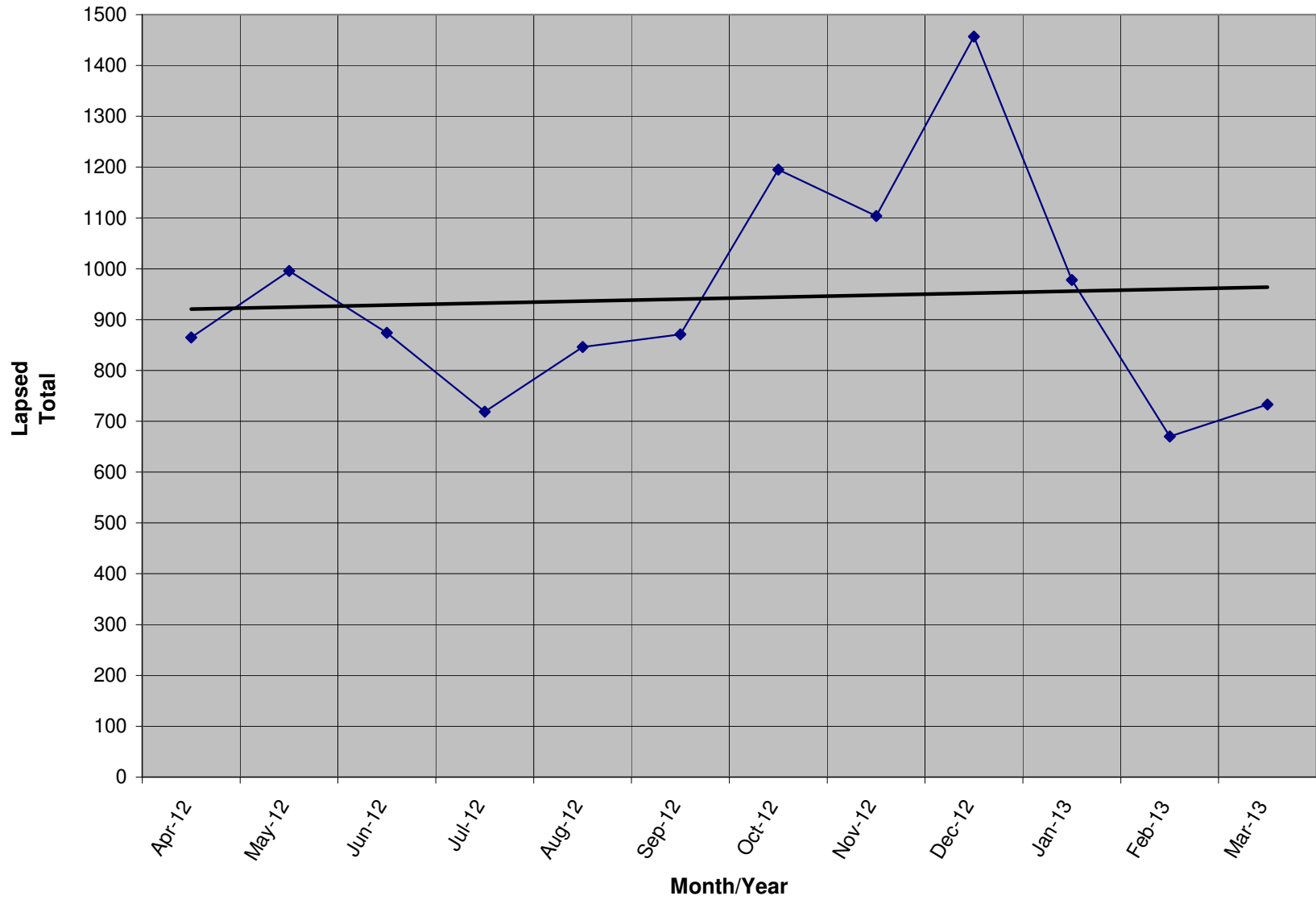
SUSTAINING MEMBERSHIP STATE RANKINGS - "BSM"

<u>State</u>	<u>Total BSM</u>	<u>Rank</u>	<u>State</u>	<u>Total BSM</u>	<u>Rank</u>
CA	1805	1	OR	176	27
TX	1008	2	NM	148	28
FL	781	3	LA	140	29
OH	676	4	KS	138	30
VA	617	5	IA	137	31
NY	604	6	NH	134	32
PA	559	7	KY	128	33
IL	513	8	OK	107	34
MI	461	9	UT	105	35
GA	439	10	AR	100	36
CO	432	11	XX	82	37
WA	386	12	ME	79	38
NC	370	13	MS	78	39
IN	367	14	NE	71	40
NJ	328	15	AK	69	41
AZ	319	16	HI	68	42
MD	284	17	ID	65	43
MO	267	18	MT	55	44
TN	267	19	WV	52	45
MA	244	20	ND	42	46
MN	224	21	DE	39	47
WI	214	22	SD	39	48
NV	211	23	RI	38	49
AL	192	24	DC	37	50
CT	181	25	WY	37	51
SC	181	26	VT	26	52

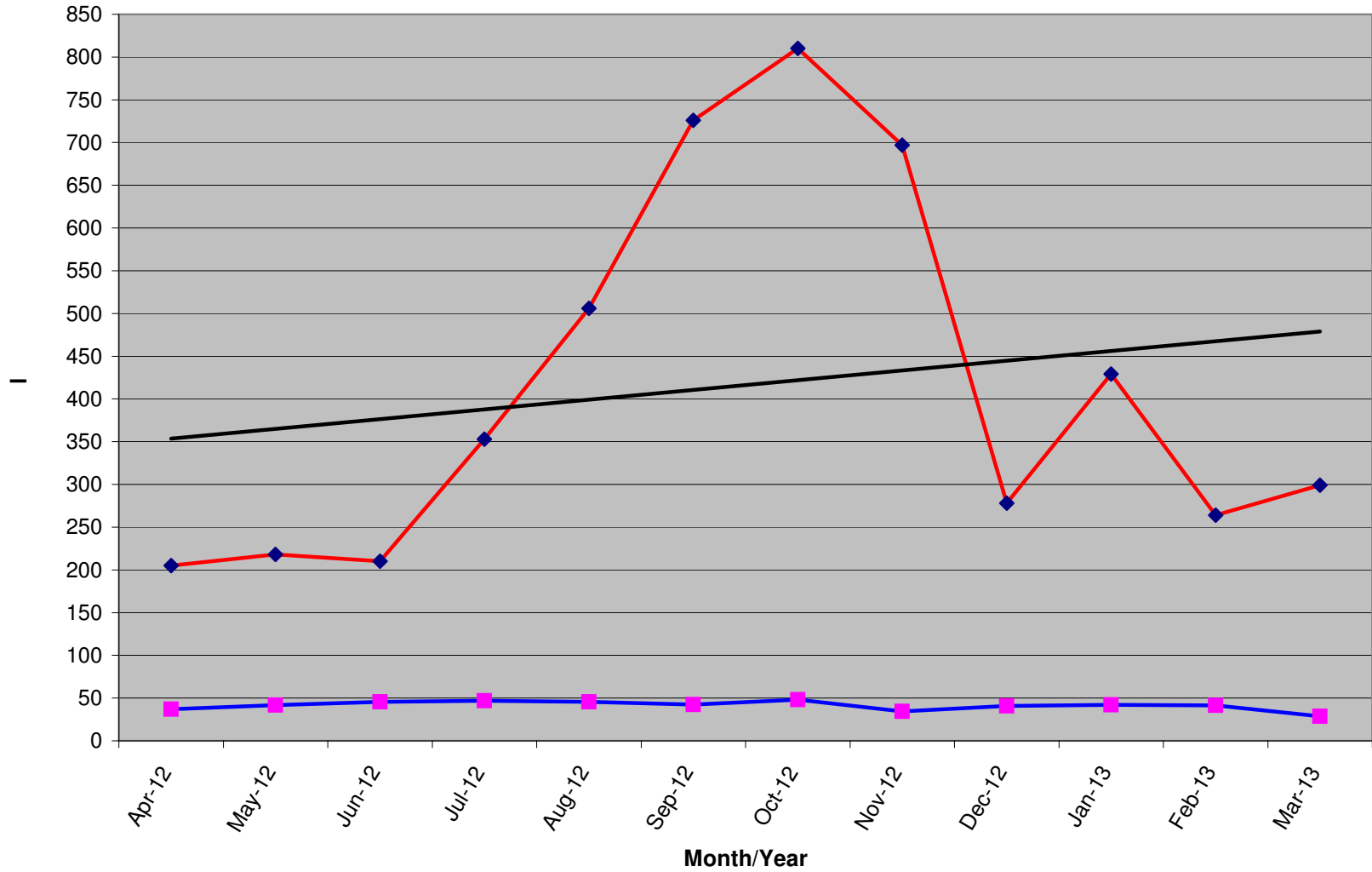
Active Donors - Past 12 Months



Lapsed - Dropped - Donors - Past 12 Months

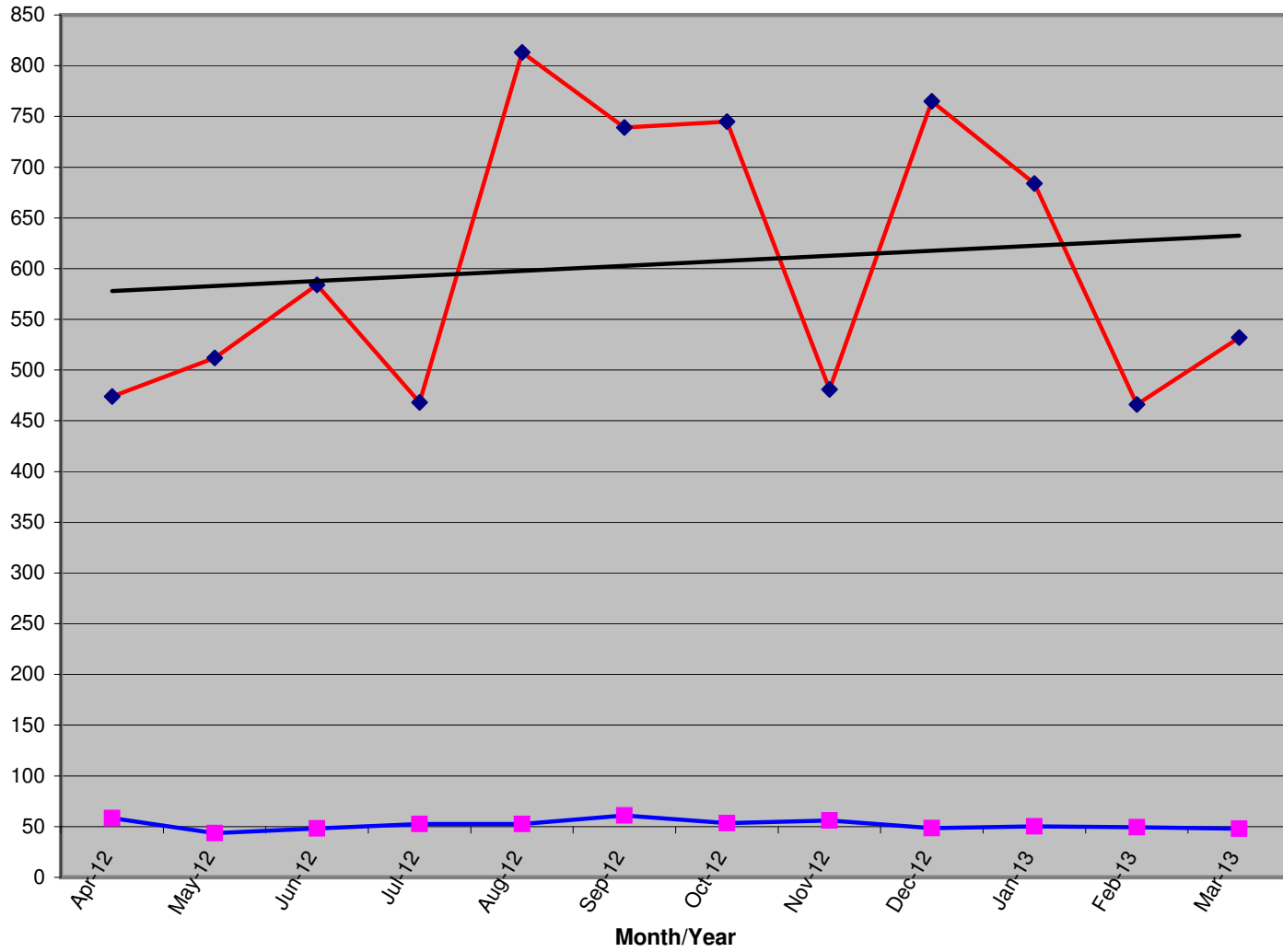


New Donors / Ave Gift - Past 12 Months



	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	Nov-12	Dec-12	Jan-13	Feb-13	Mar-13
New Donors	205	218	210	353	506	726	810	697	278	429	264	299
Ave Gift	\$ 36.99	\$ 41.71	\$ 45.48	\$ 46.73	\$ 45.59	\$ 42.54	\$ 48.26	\$ 34.59	\$ 40.74	\$ 42.17	\$ 41.44	\$ 28.77

Renew Donors - Past 12 Months



	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	Nov-12	Dec-12	Jan-13	Feb-13	Mar-13
Renew Total	474	512	584	468	813	739	745	481	765	684	466	532
Ave Gift	\$ 58.32	\$ 43.64	\$ 48.33	\$ 52.63	\$ 52.56	\$ 60.92	\$ 53.32	\$ 55.98	\$ 48.50	\$ 50.15	\$ 49.47	\$ 47.90