

Libertarian National Committee - Membership Report

"Donor" Totals - Mar-11

4 Year & 12 Month Comparison

	Dec-06	Dec-07	Dec-08	Dec-09	Mar-10	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11
Active w-MEM	11014	14181	15358	14076	14307	14523	14394	14486	14524	14403	14408	14250	13858	14077	13872	13807	13675
Active w/out MEM	778	924	991	587	779	709	767	872	834	876	912	934	940	991	974	813	802
Total	11792	15105	16349	14663	15086	15232	15161	15358	15358	15279	15320	15184	14798	15068	14846	14620	14477
Percent Change	-32.28%	28.10%	8.24%	-10.31%	-0.85%	0.97%	-0.47%	1.30%	0.00%	-0.51%	0.27%	-0.89%	-2.54%	1.82%	-1.47%	-1.52%	-0.98%
Lapsed/Drop MEM	928	718	1285	695	1280	1077	1124	924	994	1160	1096	1200	1115	845	855	823	1030
Lapes w/out MEM	56	13	133	40	53	82	32	32	79	41	31	38	21	33	72	285	49
Lapsed/Drop Total	984	731	1418	735	1333	1159	1156	956	1073	1201	1127	1238	1136	878	927	1108	1079
Percent Change	-45.96%	-25.71%	93.98%	-48.17%	64.77%	-13.05%	-0.26%	-17.30%	12.24%	11.93%	-6.16%	9.85%	-8.24%	-22.71%	5.58%	19.53%	-2.62%
New Donors w-MEM	132	319	152	206	338	223	247	247	266	219	190	234	149	143	147	127	158
New w/out MEM	0	83	3	3	15	3	6	22	3	15	4	14	3	13	7	8	7
New Total	132	402	155	209	353	226	253	269	269	234	194	248	152	156	154	135	165
Percent Change	-25.84%	204.55%	-61.44%	34.84%	8.95%	-35.98%	11.95%	6.32%	0.00%	-13.01%	-17.09%	27.84%	-38.71%	2.63%	-1.28%	-12.34%	22.22%
Renewed w-MEM	614	1271	412	602	780	1070	748	769	766	820	911	808	574	921	503	631	740
Renewed w/out MEM	10	83	32	49	70	9	84	115	38	68	63	46	24	71	48	116	31
Total Renewals	624	1354	444	651	850	1079	832	884	804	888	974	854	598	992	551	747	771
Percent Change	-38.76%	116.99%	-67.21%	46.62%	32.40%	26.94%	-22.89%	6.25%	-9.05%	10.45%	9.68%	-12.32%	-29.98%	65.89%	-44.46%	35.57%	3.21%
Total "MEM"	104732	107748	113024	117226	117950	118284	118462	118669	118824	119001	119230	119419	119644	119731	119909	119853	120036
Percent Change	n/a	2.88%	4.90%	3.72%	0.23%	0.28%	0.15%	0.17%	0.13%	0.15%	0.19%	0.16%	0.19%	0.07%	0.15%	-0.05%	0.15%
Total "LIFETIME"	1861	1930	1993	2035	2049	2066	2070	2077	2077	2084	2085	2088	2087	2096	2097	2099	2107
Total "BSM"	n/a	n/a	n/a	14096	14331	14615	14526	14562	14667	14579	14543	14488	14072	14309	14305	13890	13705

Last Year vs. This Year

	Mar-10	Mar-11	Change	12 Mo Ave
Active w-MEM	14307	13675	-4.42%	14190
Active w/out MEM	779	802	2.95%	869
Total Active	15086	14477	-4.04%	15058
Lapsed/Dropped	1333	1079	-19.05%	1087
New Donors	353	165	-53.26%	205
Renewals	850	771	-9.29%	831

Active Donors w-MEM = 13675

Lapsed & Zero Dues MEM = 106361

Total "MEM" w-Signed Certificate = 120036

Member Signed Certificate = "MEM"

Total "BSM" = 13705

Bylaws defined Sustaining Member = "BSM"

NEW-RENEW BREAKDOWN BY TYPE

New Members 03/11			
Source	Number	\$ Total	Ave Gift
House Mailing to Inq	1	\$ 25.00	\$ 25.00
Dir Mail Prospecting	5	\$ 260.00	\$ 52.00
Tele-New	0	\$ -	\$ -
Web New Members	140	\$ 4,495.00	\$ 32.11
* Manual Adjustments	19	n/a	n/a
Total	165	\$ 4,780.00	\$ 28.97
Renewals			
Source	Number	\$ Total	Ave Gift
Renewals via House Mailing	56	\$ 3,255.00	\$ 58.13
Dir Mail Renewals	350	\$ 16,587.00	\$ 47.39
Tele-Renewal	24	\$ 1,105.00	\$ 46.04
Web Renewals	306	\$ 13,990.00	\$ 45.72
* Manual Adjustments	35	n/a	n/a
Total	771	\$ 34,937.00	\$ 47.47

* Includes Renewals via Pledge Extension & New Pledges

Mar-11 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	626	59	2	61	57
AL	1516	203	7	210	201
AR	766	87	2	89	86
AZ	2837	308	22	330	303
CA	18310	1882	110	1992	1888
CO	3284	418	21	439	418
CT	1355	175	15	190	178
DC	328	36	2	38	35
DE	350	46	3	49	47
FL	7008	786	56	842	787
GA	5507	450	21	471	451
HI	486	57	2	59	54
IA	887	116	9	125	119
ID	670	70	2	72	70
IL	4049	540	30	570	548
IN	2683	335	18	353	344
KS	1081	158	3	161	154
KY	976	95	7	102	98
LA	910	131	7	138	128
MA	2668	260	17	277	256
MD	2126	269	22	291	269
ME	741	74	3	77	75
MI	4798	506	20	526	507
MN	1853	213	9	222	213
MO	2058	251	13	264	250
MS	548	72	6	78	75

<u>STATE</u>	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
MT	445	40	3	43	37
NC	2915	333	16	349	335
ND	150	28	2	30	29
NE	568	75	5	80	75
NH	1260	145	7	152	146
NJ	2755	318	23	341	314
NM	1006	112	8	120	111
NV	1598	203	9	212	203
NY	4387	619	50	669	619
OH	4486	640	33	673	649
OK	896	104	8	112	101
OR	2010	168	18	186	173
PA	5286	514	34	548	519
RI	261	34	2	36	36
SC	1440	164	7	171	171
SD	205	31	0	31	30
TN	2107	246	9	255	254
TX	7564	862	57	919	863
UT	1005	82	4	86	83
VA	3885	545	26	571	538
VT	366	36	5	41	35
WA	3950	406	21	427	400
WI	1698	211	12	223	211
WV	541	58	3	61	58
WY	284	36	1	37	36
OTHER	547	68	10	78	68

	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
TOTALS	120036	13675	802	14477	13705

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

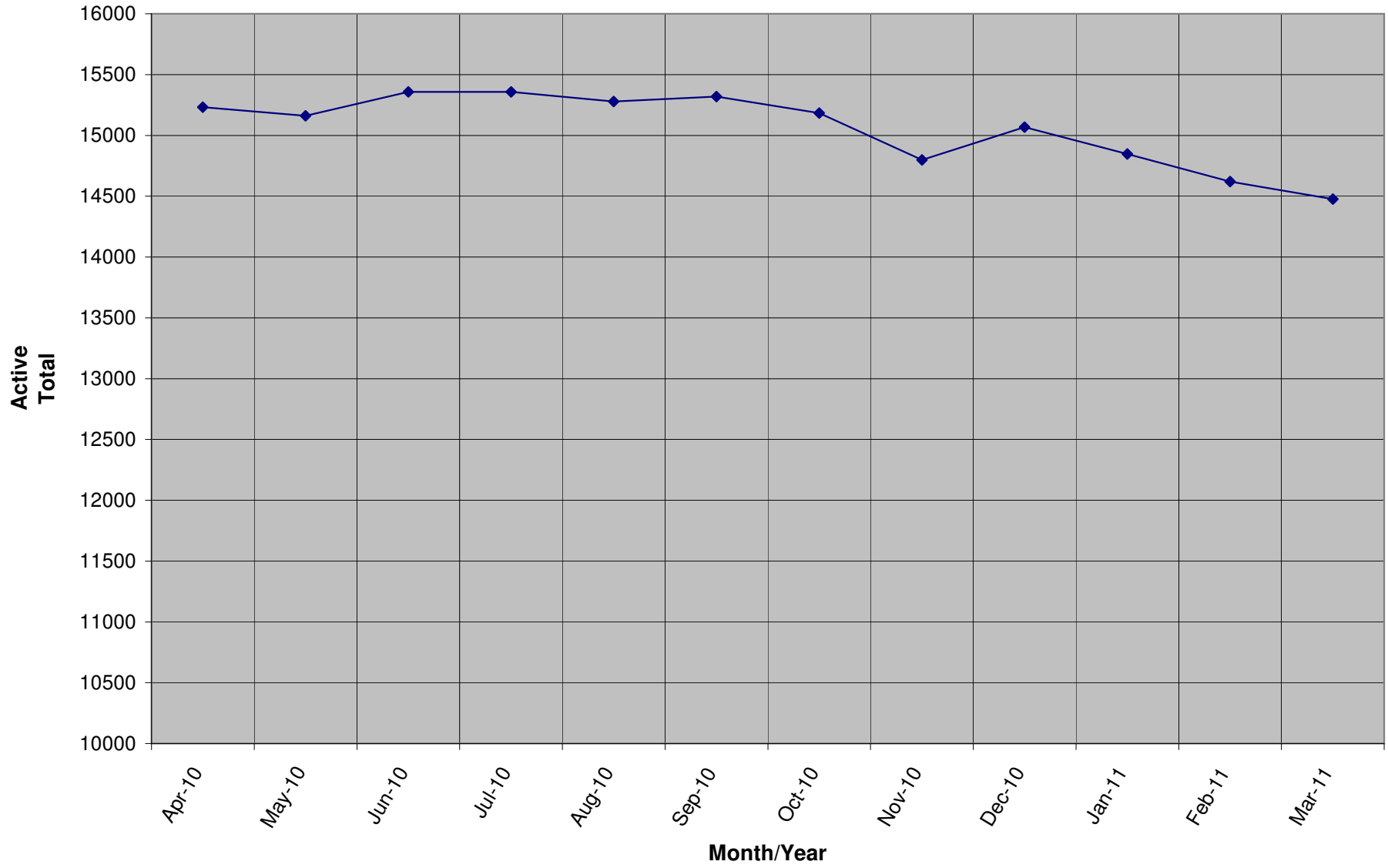
BSM = By Law Definition of "Sustaining Member" and number used for delegate count

(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.)

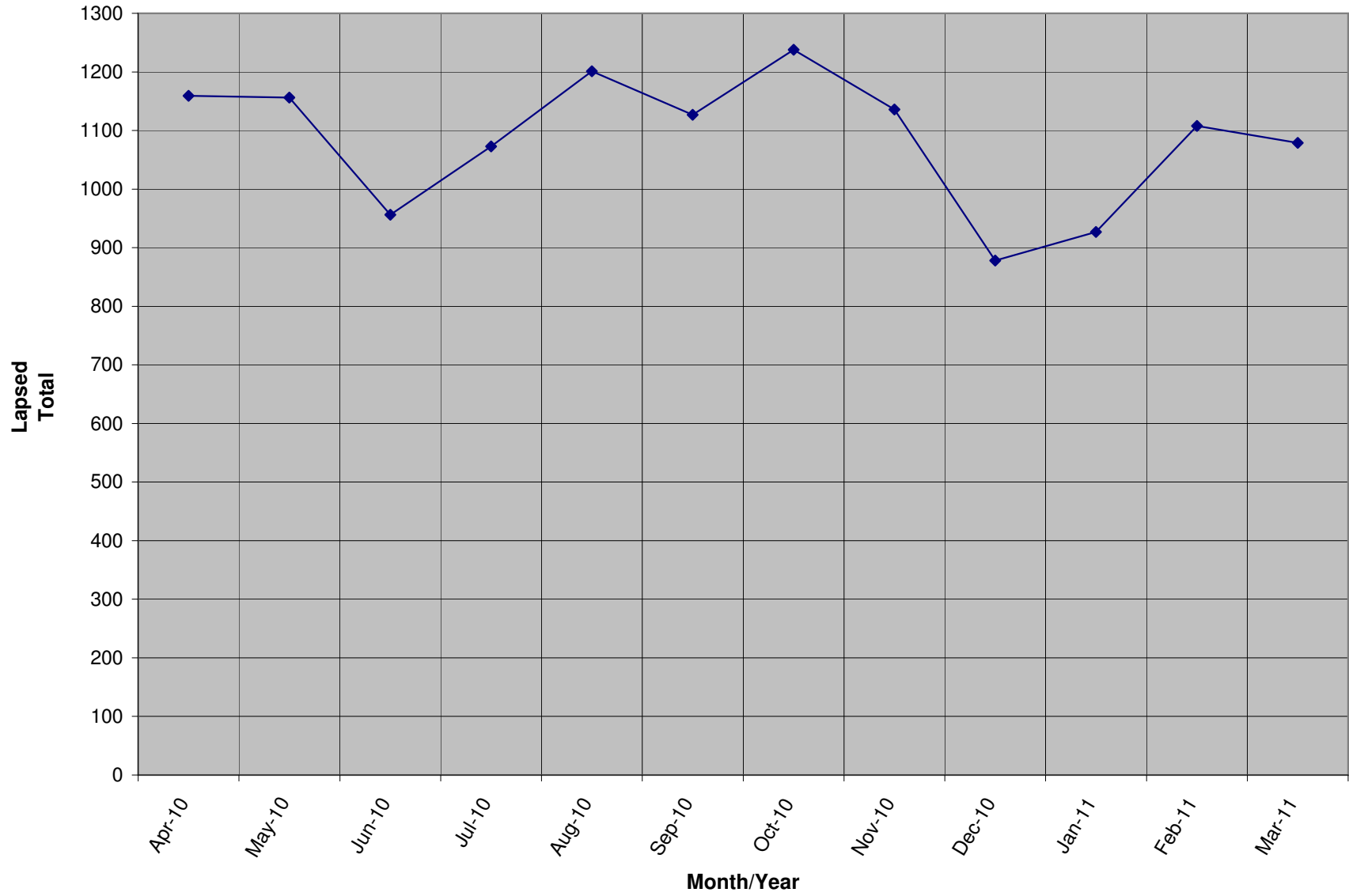
SUSTAINING MEMBERSHIP STATE RANKINGS - "BSM"

<u>State</u>	<u>Total BSM</u>	<u>Rank</u>	<u>State</u>	<u>Total BSM</u>	<u>Rank</u>
CA	1888	1	SC	171	27
TX	863	2	KS	154	28
FL	787	3	NH	146	29
OH	649	4	LA	128	30
NY	619	5	IA	119	31
IL	548	6	NM	111	32
VA	538	7	OK	101	33
PA	519	8	KY	98	34
MI	507	9	AR	86	35
GA	451	10	UT	83	36
CO	418	11	ME	75	37
WA	400	12	MS	75	38
IN	344	13	NE	75	39
NC	335	14	ID	70	40
NJ	314	15	XX	68	41
AZ	303	16	WV	58	42
MD	269	17	AK	57	43
MA	256	18	HI	54	44
TN	254	19	DE	47	45
MO	250	20	MT	37	46
MN	213	21	RI	36	47
WI	211	22	WY	36	48
NV	203	23	DC	35	49
AL	201	24	VT	35	50
CT	178	25	SD	30	51
OR	173	26	ND	29	52

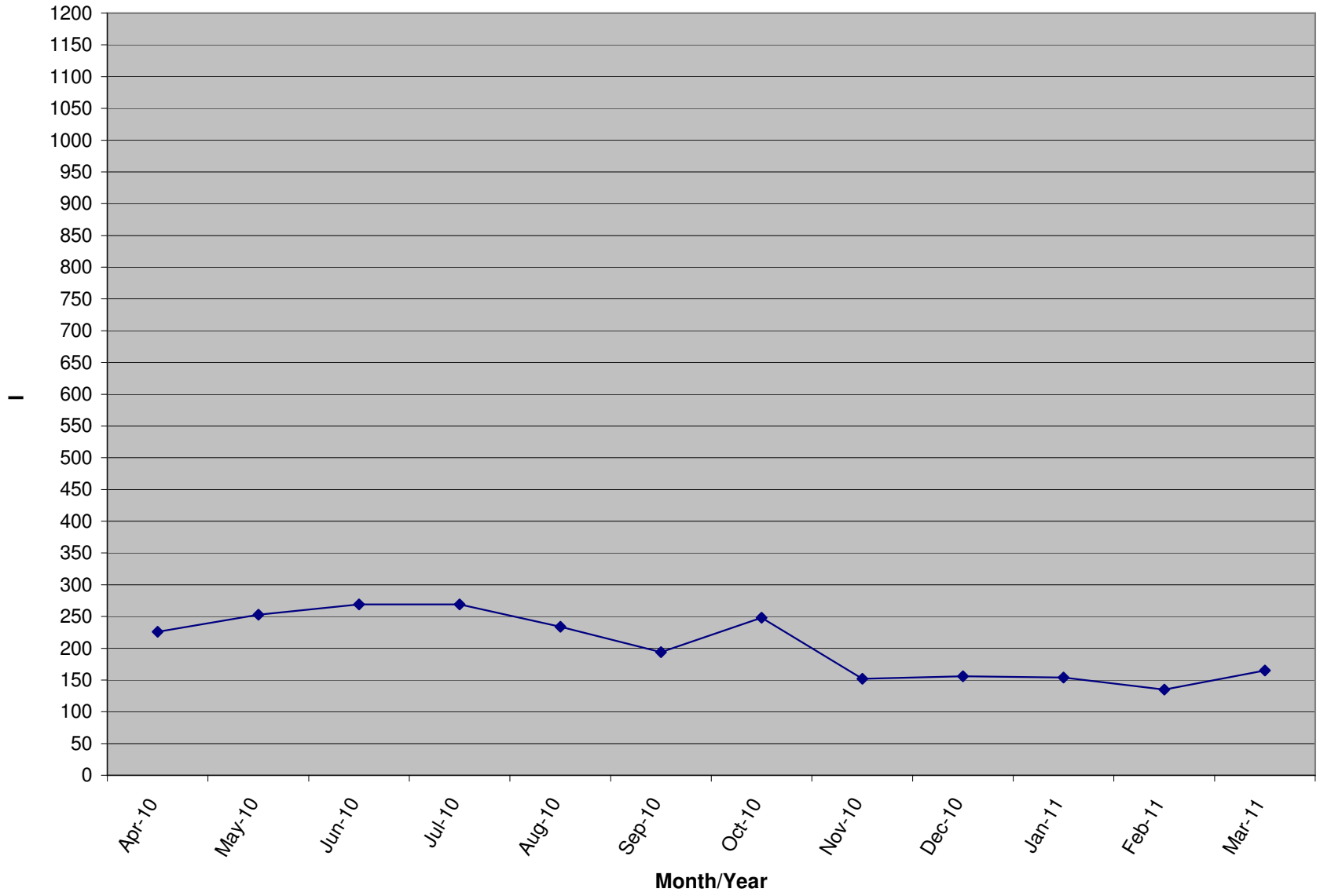
Active Donors - Past 12 Months



Lapsed - Dropped - Donors - Past 12 Months



New Donors - Past 12 Months



Renew Donors - Past 12 Months

