

Libertarian National Committee - Membership Report

"Donor" Totals - Nov-11

4 Year & 12 Month Comparison

	Dec-06	Dec-07	Dec-08	Dec-09	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11
Active w-MEM	11014	14181	15358	14076	13858	14077	13872	13807	13675	13509	13549	13295	13315	13204	13133	13269	13691
Active w/out MEM	778	924	991	587	940	991	974	813	802	794	791	759	784	777	746	773	846
Total	11792	15105	16349	14663	14798	15068	14846	14620	14477	14303	14340	14054	14099	13981	13879	14042	14537
Percent Change	-32.28%	28.10%	8.24%	-10.31%	-2.54%	1.82%	-1.47%	-1.52%	-0.98%	-1.20%	0.26%	-1.99%	0.32%	-0.84%	-0.73%	1.17%	3.53%
Lapsed/Drop MEM	928	718	1285	695	1115	845	855	823	1030	1084	1041	984	766	915	998	996	675
Lapes w/out MEM	56	13	133	40	21	33	72	285	49	61	50	105	25	50	86	38	14
Lapsed/Drop Total	984	731	1418	735	1136	878	927	1108	1079	1145	1091	1089	791	965	1084	1034	689
Percent Change	-45.96%	-25.71%	93.98%	-48.17%	-8.24%	-22.71%	5.58%	19.53%	-2.62%	6.12%	-4.72%	-0.18%	-27.36%	22.00%	12.33%	-4.61%	-33.37%
New Donors w-MEM	132	319	152	206	149	143	147	127	158	200	265	192	151	175	217	167	174
New w/out MEM	0	83	3	3	3	13	7	8	7	11	11	16	15	14	10	19	42
New Total	132	402	155	209	152	156	154	135	165	211	276	208	166	189	227	186	216
Percent Change	-25.84%	204.55%	-61.44%	34.84%	-38.71%	2.63%	-1.28%	-12.34%	22.22%	27.88%	30.81%	-24.64%	-20.19%	13.86%	20.11%	-18.06%	16.13%
Renewed w-MEM	614	1271	412	602	574	921	503	631	740	718	816	538	635	629	710	965	923
Renewed w/out MEM	10	83	32	49	24	71	48	116	31	42	36	57	35	29	45	46	45
Total Renewals	624	1354	444	651	598	992	551	747	771	760	852	595	670	658	755	1011	968
Percent Change	-38.76%	116.99%	-67.21%	46.62%	-29.98%	65.89%	-44.46%	35.57%	3.21%	-1.43%	12.11%	-30.16%	12.61%	-1.79%	14.74%	33.91%	-4.25%
Total "MEM"	104732	107748	113024	117226	119644	119731	119909	119853	120036	120198	120491	120663	120830	121056	121307	121429	121567
Percent Change	n/a	2.88%	4.90%	3.72%	0.19%	0.07%	0.15%	-0.05%	0.15%	0.13%	0.24%	0.14%	0.14%	0.19%	0.21%	0.10%	0.11%
Total "LIFETIME"	1861	1930	1993	2035	2087	2096	2097	2099	2107	2111	2113	2118	2123	2131	2133	2133	2136
Total "BSM"	n/a	n/a	n/a	14096	14072	14309	14305	13890	13705	13384	13525	13290	13162	13046	13004	13034	13480

Last Year vs. This Year

	Nov-10	Nov-11	Change	12 Mo Ave
Active w-MEM	13858	13691	-1.21%	13533
Active w/out MEM	940	846	-10.00%	821
Total Active	14798	14537	-1.76%	14354
Lapsed/Dropped	1136	689	-39.35%	990
New Donors	152	216	42.11%	191
Renewals	598	968	61.87%	778

Active Donors w-MEM = 13691

Lapsed & Zero Dues MEM = 107876

Total "MEM" w-Signed Certificate = 121567

Member Signed Certificate = "MEM"

Total "BSM" = 13480

Bylaws defined Sustaining Member = "BSM"

NEW-RENEW BREAKDOWN BY TYPE

New Members 11/11			
Source	Number	\$ Total	Ave Gift
House Mailing to Inq	0	\$ -	\$ -
Dir Mail Prospecting	49	\$ 1,911.23	\$ 39.00
Tele-New	0	\$ -	\$ -
Web New Members	120	\$ 4,700.00	\$ 39.17
* Manual Adjustments	47	n/a	n/a
Total	216	\$ 6,611.23	\$ 30.61
Renewals			
Source	Number	\$ Total	Ave Gift
Renewals via House Mailing	0	\$ -	\$ -
Dir Mail Renewals	228	\$ 10,778.00	\$ 47.27
Tele-Renewal	303	\$ 12,066.50	\$ 39.82
Web Renewals	120	\$ 4,700.00	\$ 39.17
* Manual Adjustments	317	n/a	n/a
Total	968	\$ 27,544.50	\$ 42.31

* Includes Renewals via Pledge Extn, New Pledges & Multiple New/Renew via Building Fund

Nov-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	627	64	2	66	62
AL	1527	187	10	197	185
AR	782	86	2	88	86
AZ	2889	315	28	343	313
CA	18446	1947	119	2066	1924
CO	3327	431	21	452	423
CT	1368	179	21	200	173
DC	336	37	4	41	37
DE	353	42	4	46	42
FL	7137	784	56	840	770
GA	5542	429	21	450	418
HI	490	68	3	71	68
IA	905	121	6	127	119
ID	676	64	1	65	64
IL	4086	496	31	527	486
IN	2725	335	22	357	330
KS	1108	162	3	165	161
KY	1005	106	6	112	104
LA	928	126	6	132	124
MA	2674	233	17	250	231
MD	2147	265	23	288	262
ME	751	72	3	75	74
MI	4828	495	26	521	489
MN	1868	219	10	229	213
MO	2087	244	16	260	240
MS	562	65	7	72	66

<u>STATE</u>	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
MT	451	53	6	59	50
NC	2963	333	14	347	330
ND	155	23	1	24	23
NE	590	87	4	91	88
NH	1255	138	8	146	137
NJ	2798	335	28	363	330
NM	1012	111	6	117	108
NV	1622	208	8	216	201
NY	4459	593	55	648	582
OH	4532	623	29	652	618
OK	906	96	4	100	94
OR	2039	185	17	202	180
PA	5349	541	32	573	532
RI	273	37	2	39	37
SC	1453	168	3	171	168
SD	214	38	1	39	37
TN	2129	234	7	241	229
TX	7741	906	59	965	891
UT	1018	83	8	91	81
VA	3956	534	32	566	521
VT	371	32	4	36	32
WA	3979	378	21	399	373
WI	1731	223	16	239	219
WV	550	68	2	70	66
WY	285	32	2	34	30
OTHER	562	60	9	69	59

	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
TOTALS	121567	13691	846	14537	13480

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

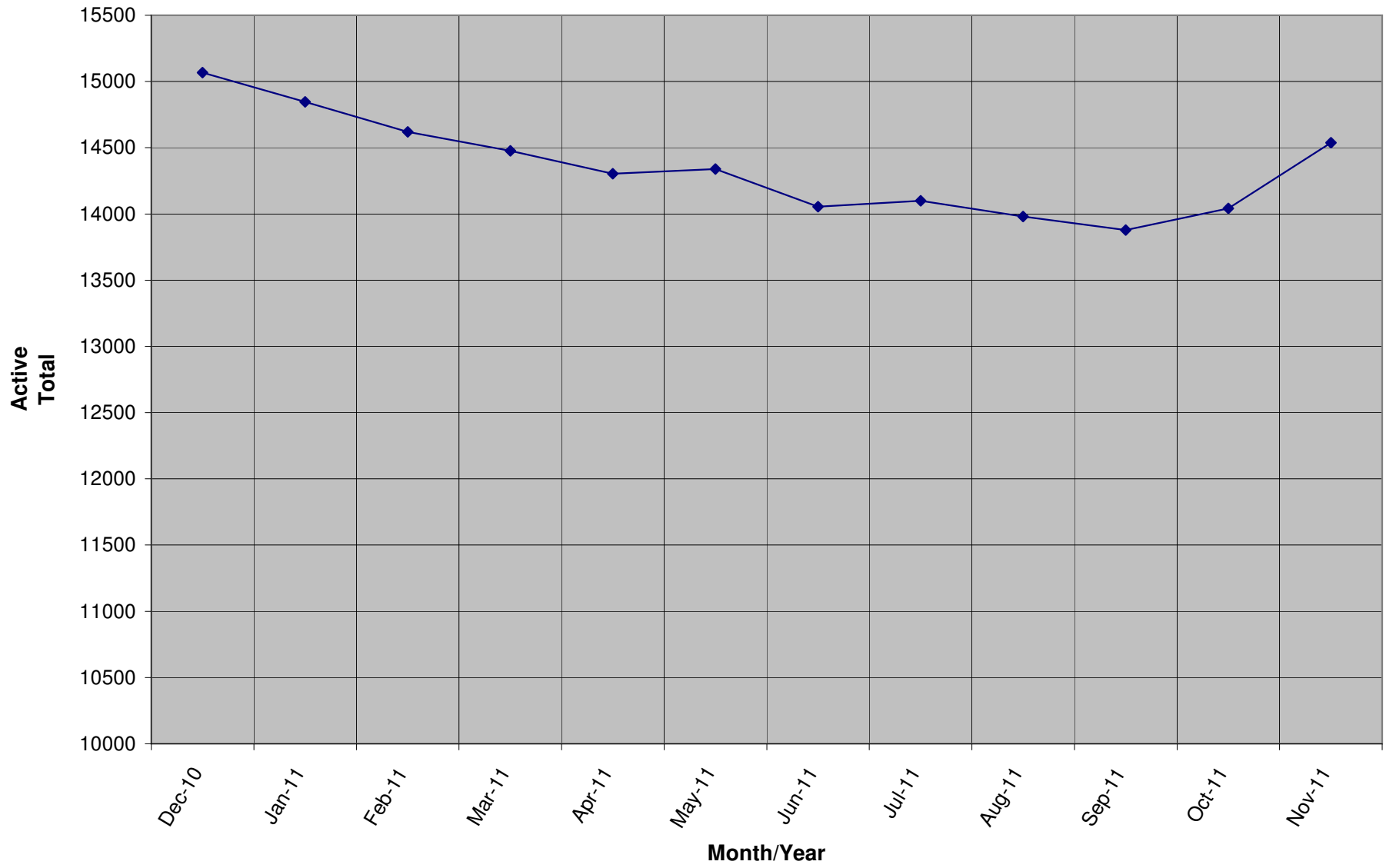
BSM = By Law Definition of "Sustaining Member" and number used for delegate count

(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.)

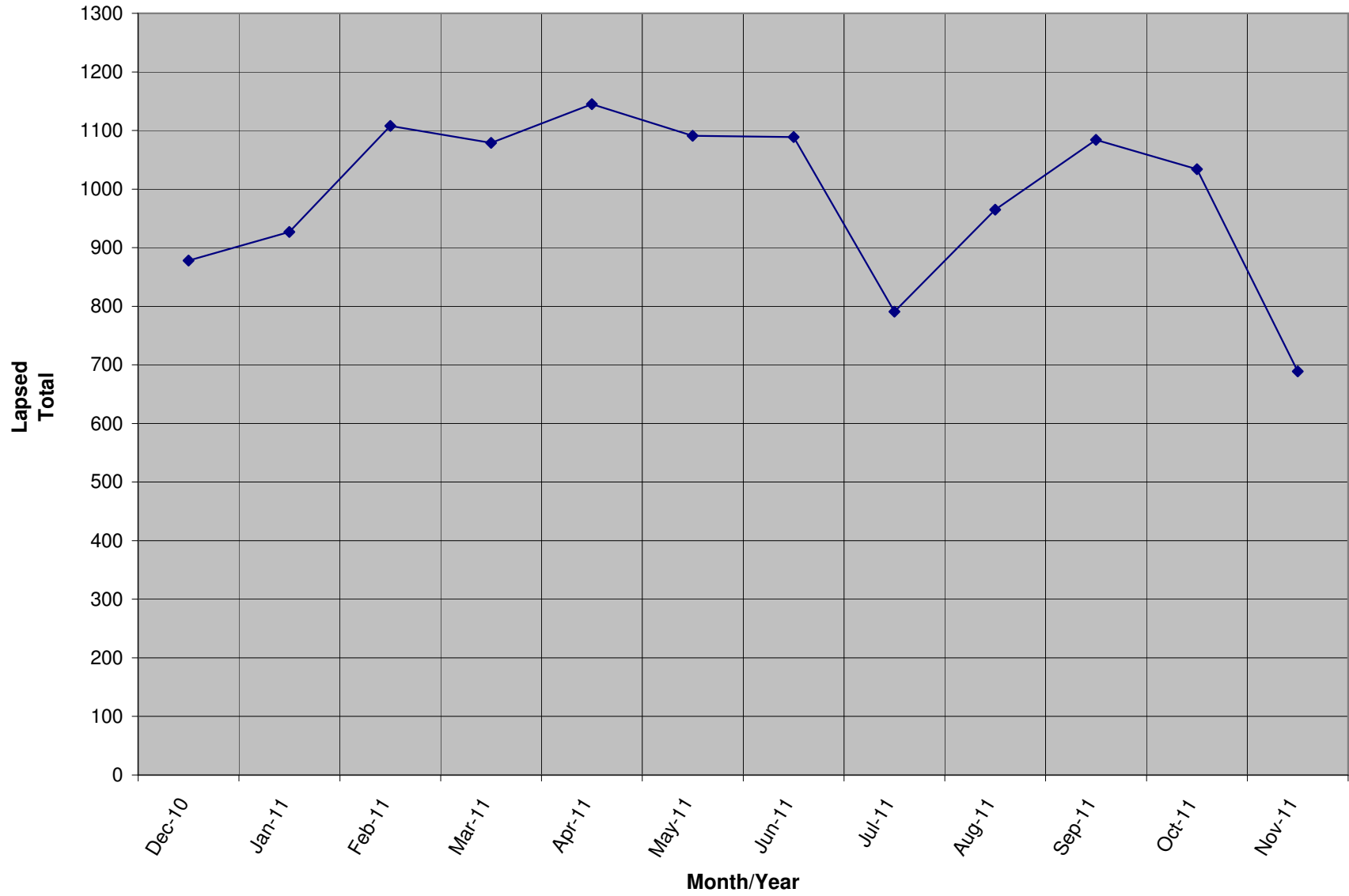
SUSTAINING MEMBERSHIP STATE RANKINGS - "BSM"

<u>State</u>	<u>Total BSM</u>	<u>Rank</u>	<u>State</u>	<u>Total BSM</u>	<u>Rank</u>
CA	1924	1	SC	168	27
TX	891	2	KS	161	28
FL	770	3	NH	137	29
OH	618	4	LA	124	30
NY	582	5	IA	119	31
PA	532	6	NM	108	32
VA	521	7	KY	104	33
MI	489	8	OK	94	34
IL	486	9	NE	88	35
CO	423	10	AR	86	36
GA	418	11	UT	81	37
WA	373	12	ME	74	38
IN	330	13	HI	68	39
NC	330	14	MS	66	40
NJ	330	15	WV	66	41
AZ	313	16	ID	64	42
MD	262	17	AK	62	43
MO	240	18	MT	50	44
MA	231	19	DE	42	45
TN	229	20	DC	37	46
WI	219	21	RI	37	47
MN	213	22	SD	37	48
NV	201	23	VT	32	49
AL	185	24	WY	30	50
OR	180	25	ND	23	51
CT	173	26	XX	59	52

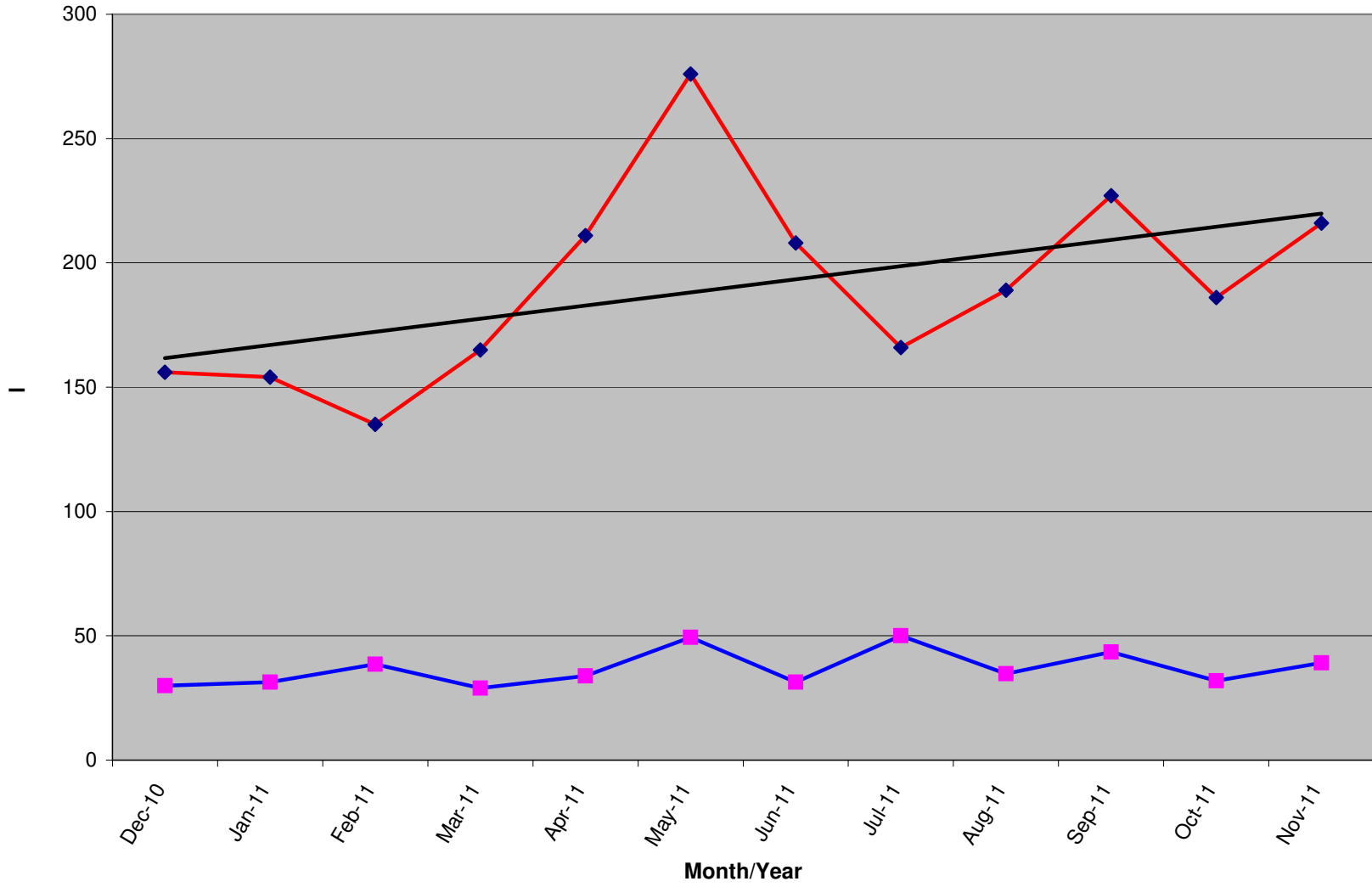
Active Donors - Past 12 Months



Lapsed - Dropped - Donors - Past 12 Months

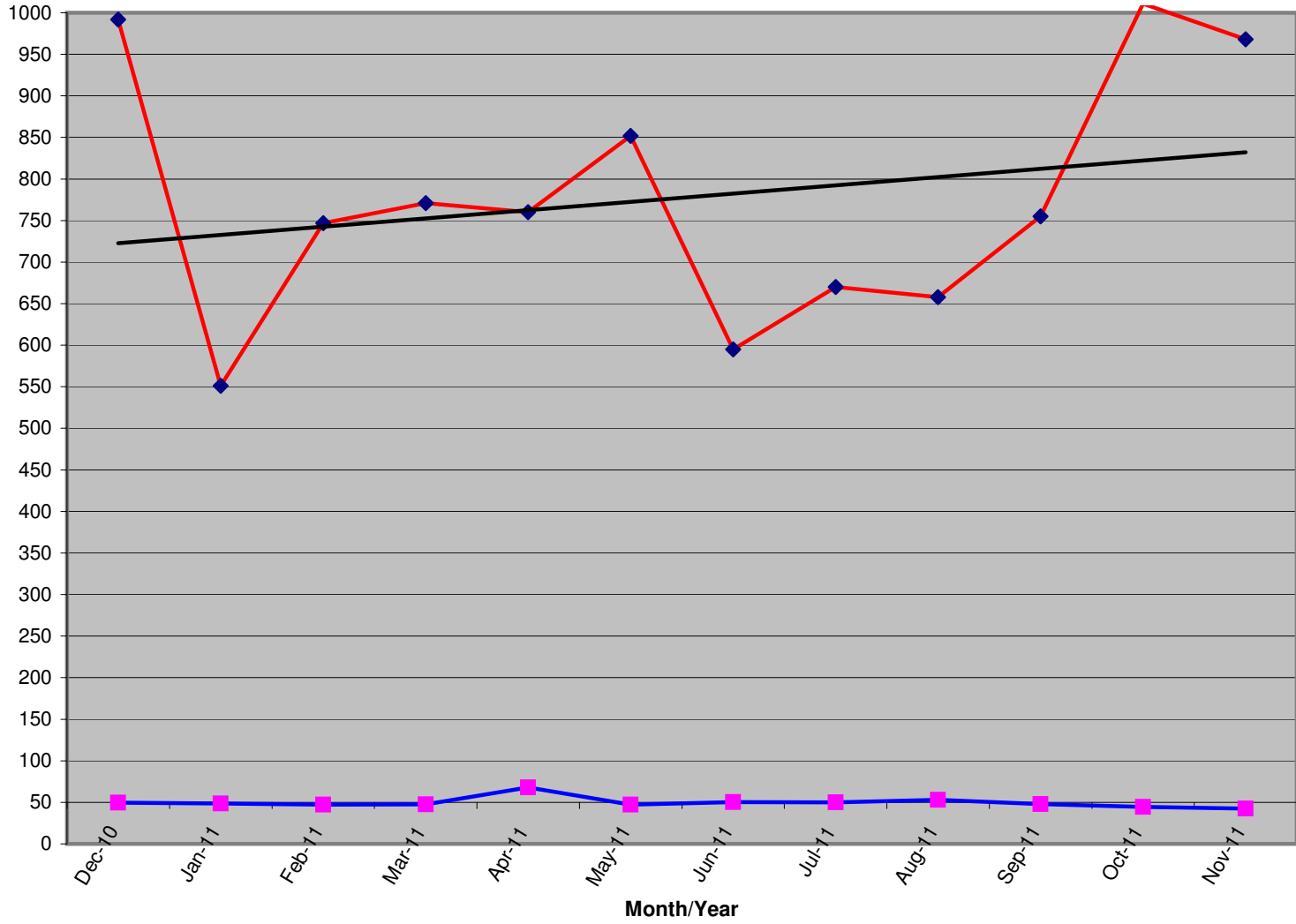


New Donors / Ave Gift - Past 12 Months



	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11
New Donors	156	154	135	165	211	276	208	166	189	227	186	216
Ave Gift	\$ 29.97	\$ 31.33	\$ 38.59	\$ 28.97	\$ 33.89	\$ 49.33	\$ 31.37	\$ 50.02	\$ 34.76	\$ 43.48	\$ 31.85	\$ 39.12

Renew Donors - Past 12 Months



	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11
Renew Total	992	551	747	771	760	852	595	670	658	755	1011	968
Ave Gift	\$ 49.54	\$ 48.71	\$ 47.34	\$ 47.47	\$ 67.88	\$ 47.11	\$ 50.39	\$ 49.82	\$ 53.10	\$ 48.08	\$ 44.59	\$ 42.31