

# Libertarian National Committee - Membership Report

## "Donor" Totals - Jul-12

### 4 Year & 12 Month Comparison

	Dec-08	Dec-09	Dec-10	Dec-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Jul-12
Active w-MEM	15358	14076	14077	13468	13315	13204	13133	13269	13691	13468	13492	13538	13406	13179	12923	12870	12960
Active w/out MEM	991	587	991	859	784	777	746	773	846	859	851	852	880	921	911	884	896
<b>Total</b>	<b>16349</b>	<b>14663</b>	<b>15068</b>	<b>14327</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>14100</b>	<b>13834</b>	<b>13754</b>	<b>13856</b>
<b>Percent Change</b>	<b>8.24%</b>	<b>-10.31%</b>	<b>2.76%</b>	<b>-4.92%</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>	<b>-1.30%</b>	<b>-1.89%</b>	<b>-0.58%</b>	<b>0.74%</b>
Lapsed/Drop MEM	1285	695	845	1379	766	915	998	996	675	1379	720	616	840	814	937	804	680
Lapes w/out MEM	133	40	33	74	25	50	86	38	14	74	52	31	40	51	59	70	39
<b>Lapsed/Drop Total</b>	<b>1418</b>	<b>735</b>	<b>878</b>	<b>1453</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>865</b>	<b>996</b>	<b>874</b>	<b>719</b>
<b>Percent Change</b>	<b>93.98%</b>	<b>-48.17%</b>	<b>19.46%</b>	<b>65.49%</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>	<b>-1.70%</b>	<b>15.14%</b>	<b>-12.25%</b>	<b>-17.73%</b>
New Donors w-MEM	152	206	143	256	151	175	217	167	174	256	235	209	157	182	170	187	338
New w/out MEM	3	3	13	26	15	14	10	19	42	26	22	26	33	23	48	23	15
<b>New Total</b>	<b>155</b>	<b>209</b>	<b>156</b>	<b>282</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>205</b>	<b>218</b>	<b>210</b>	<b>353</b>
<b>Percent Change</b>	<b>-61.44%</b>	<b>34.84%</b>	<b>-25.36%</b>	<b>80.77%</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>	<b>7.89%</b>	<b>6.34%</b>	<b>-3.67%</b>	<b>68.10%</b>
Renewed w-MEM	412	602	921	900	635	629	710	965	923	900	509	453	551	405	511	564	432
Renewed w/out MEM	32	49	71	61	35	29	45	46	45	61	22	6	35	69	1	20	36
<b>Total Renewals</b>	<b>444</b>	<b>651</b>	<b>992</b>	<b>961</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>474</b>	<b>512</b>	<b>584</b>	<b>468</b>
<b>Percent Change</b>	<b>-67.21%</b>	<b>46.62%</b>	<b>52.38%</b>	<b>-3.13%</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>-19.11%</b>	<b>8.02%</b>	<b>14.06%</b>	<b>-19.86%</b>
<b>Total "MEM"</b>	<b>113024</b>	<b>117226</b>	<b>119731</b>	<b>121850</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>122726</b>	<b>122942</b>	<b>123152</b>	<b>123591</b>
<b>Percent Change</b>	<b>4.90%</b>	<b>3.72%</b>	<b>2.14%</b>	<b>1.77%</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>0.20%</b>	<b>0.18%</b>	<b>0.17%</b>	<b>0.36%</b>
<b>Total "LIFETIME"</b>	<b>1993</b>	<b>2035</b>	<b>2096</b>	<b>2142</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>2149</b>	<b>2153</b>	<b>2155</b>	<b>2163</b>	<b>2170</b>
<b>Total "BSM"</b>	<b>n/a</b>	<b>14096</b>	<b>14309</b>	<b>13589</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>	<b>13397</b>	<b>12919</b>	<b>12817</b>	<b>12816</b>

### Last Year vs. This Year

	Jul-11	Jul-12	Change	12 Mo Ave
Active w-MEM	13315	12960	-2.67%	13261
Active w/out MEM	784	896	14.29%	850
<b>Total Active</b>	<b>14099</b>	<b>13856</b>	<b>-1.72%</b>	<b>14111</b>
Lapsed/Dropped	791	719	-9.10%	915
New Donors	166	353	112.65%	231
Renewals	670	468	-30.15%	664

**Active Donors w-MEM = 12960**

**Lapsed & Zero Dues MEM = 110631**

**Total "MEM" w-Signed Certificate = 123591**

**Member Signed Certificate = "MEM"**

**Total "BSM" = 12816**

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

### NEW-RENEW BREAKDOWN BY TYPE

NEW MEMBERS			
Source	Number	\$ Total	Ave Gift
House Mailing to Inq	0	\$ -	\$ -
Dir Mail Prospecting	6	\$ 225.00	\$ 37.50
Tele-New	0	\$ -	\$ -
Web New Members	315	\$ 14,775.00	\$ 46.90
* Manual Adjustments	32	n/a	n/a
<b>Total</b>	<b>353</b>	<b>\$ 15,000.00</b>	<b>\$ 46.73</b>
RENEWALS			
Source	Number	\$ Total	Ave Gift
Renewals via House Mailing	0	\$ -	\$ -
Dir Mail Renewals	303	\$ 15,030.45	\$ 49.61
Tele-Renewal	15	\$ 655.00	\$ 43.67
Web Renewals	117	\$ 7,210.00	\$ 61.62
* Manual Adjustments	33	n/a	n/a
<b>Total</b>	<b>468</b>	<b>\$ 22,895.45</b>	<b>\$ 52.63</b>

\* Includes Renewals via Pledge Extn & New Pledges Plus New/Renew via Projects

**Jul-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	630	63	4	67	64
AL	1546	161	7	168	161
AR	803	91	4	95	87
AZ	2934	314	33	347	310
CA	18639	1866	139	2005	1855
CO	3398	418	23	441	418
CT	1385	168	17	185	174
DC	341	39	4	43	40
DE	361	39	5	44	38
FL	7268	711	46	757	707
GA	5602	385	21	406	381
HI	491	59	3	62	61
IA	921	117	7	124	107
ID	693	68	2	70	62
IL	4163	470	32	502	460
IN	2785	339	21	360	328
KS	1125	151	7	158	153
KY	1026	101	6	107	99
LA	942	106	6	112	112
MA	2701	229	19	248	229
MD	2189	263	24	287	264
ME	765	69	5	74	65
MI	4873	424	28	452	428
MN	1889	183	8	191	184
MO	2125	233	19	252	225
MS	583	63	7	70	61

<u>STATE</u>	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
MT	457	47	7	54	48
NC	3037	335	14	349	326
ND	164	26	2	28	24
NE	592	73	5	78	72
NH	1265	140	9	149	134
NJ	2830	295	28	323	295
NM	1047	139	12	151	137
NV	1652	189	12	201	196
NY	4568	573	51	624	558
OH	4609	561	26	587	542
OK	927	96	5	101	93
OR	2061	184	21	205	182
PA	5429	477	30	507	475
RI	274	24	1	25	23
SC	1485	147	4	151	148
SD	223	44	3	47	42
TN	2177	223	10	233	223
TX	7940	888	60	948	881
UT	1046	91	13	104	86
VA	4045	535	31	566	521
VT	378	27	3	30	25
WA	4029	364	22	386	368
WI	1758	199	17	216	194
WV	548	55	0	55	56
WY	292	36	4	40	34
OTHER	580	62	9	71	60

	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
<b>TOTALS</b>	<b>123591</b>	<b>12960</b>	<b>896</b>	<b>13856</b>	<b>12816</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**

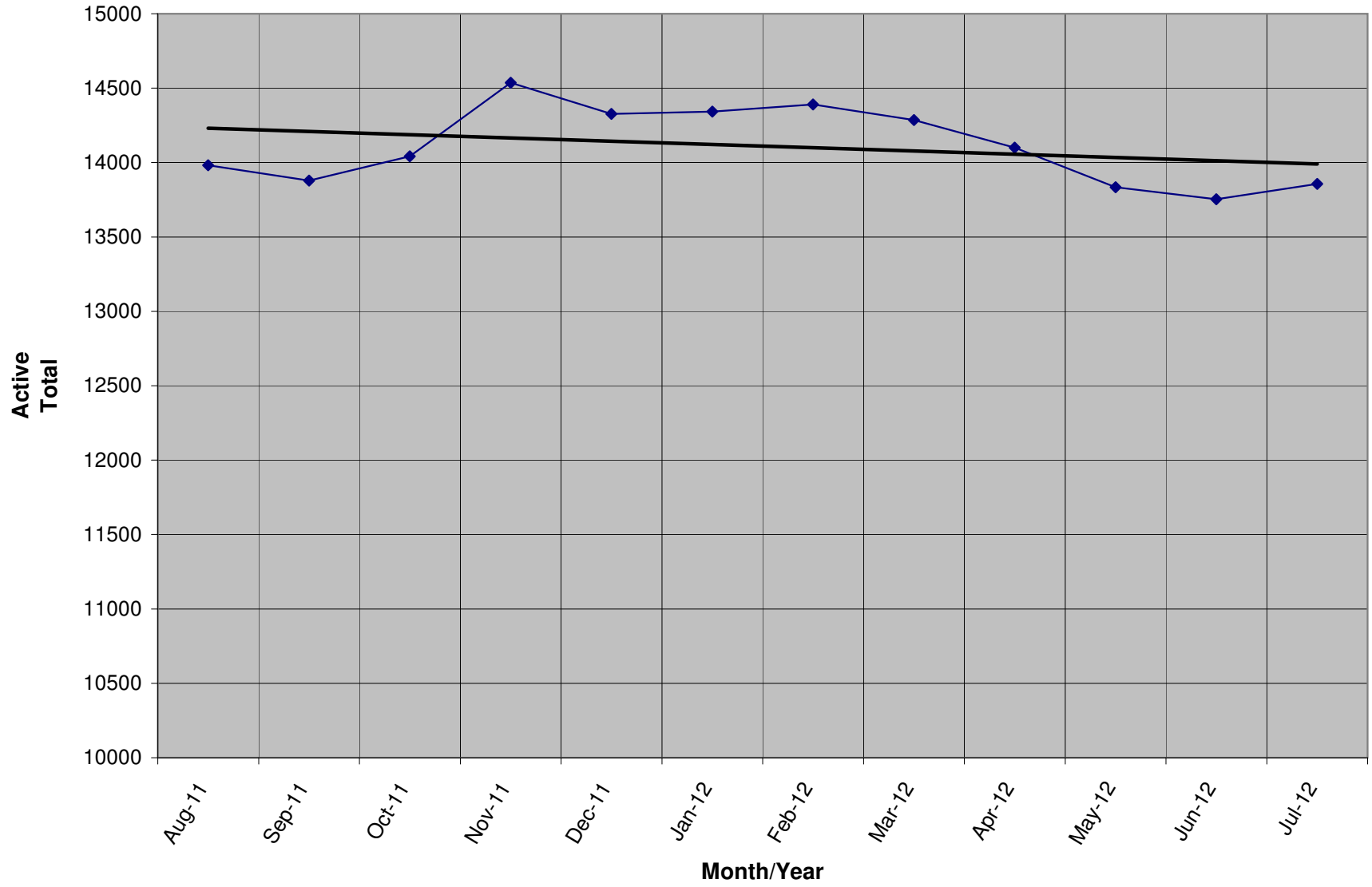
**BSM = By Law Definition of "Sustaining Member" and number used for delegate count**

**(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.)**

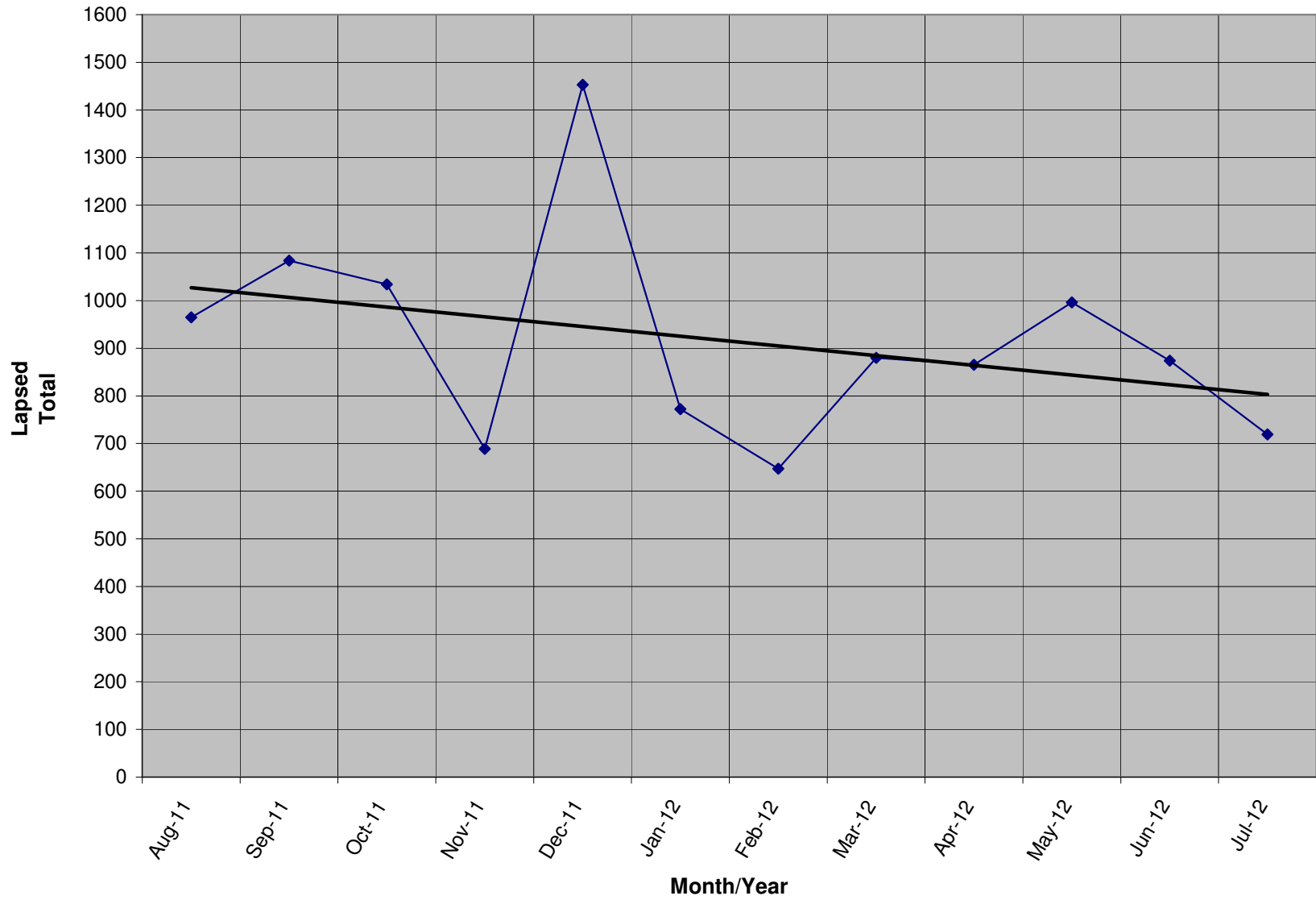
**SUSTAINING MEMBERSHIP STATE RANKINGS - "BSM"**

<u>State</u>	<u>Total BSM</u>	<u>Rank</u>	<u>State</u>	<u>Total BSM</u>	<u>Rank</u>
CA	1855	1	KS	153	27
TX	881	2	SC	148	28
FL	707	3	NM	137	29
NY	558	4	NH	134	30
OH	542	5	LA	112	31
VA	521	6	IA	107	32
PA	475	7	KY	99	33
IL	460	8	OK	93	34
MI	428	9	AR	87	35
CO	418	10	UT	86	36
GA	381	11	NE	72	37
WA	368	12	ME	65	38
IN	328	13	AK	64	39
NC	326	14	ID	62	40
AZ	310	15	HI	61	41
NJ	295	16	MS	61	42
MD	264	17	WV	56	43
MA	229	18	MT	48	44
MO	225	19	SD	42	45
TN	223	20	DC	40	46
NV	196	21	DE	38	47
WI	194	22	WY	34	48
MN	184	23	VT	25	49
OR	182	24	ND	24	50
CT	174	25	RI	23	51
AL	161	26	XX	60	52

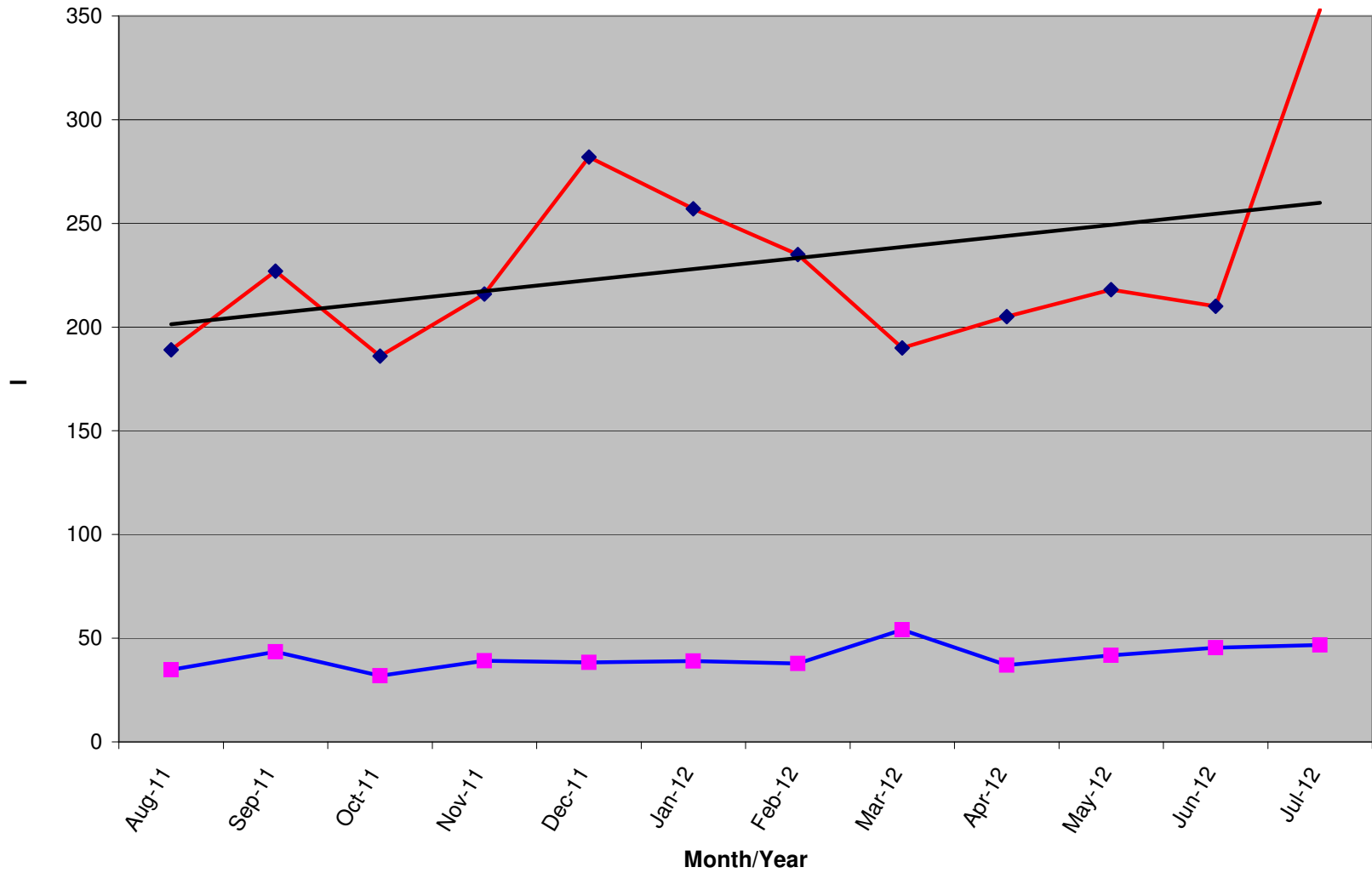
Active Donors - Past 12 Months



Lapsed - Dropped - Donors - Past 12 Months

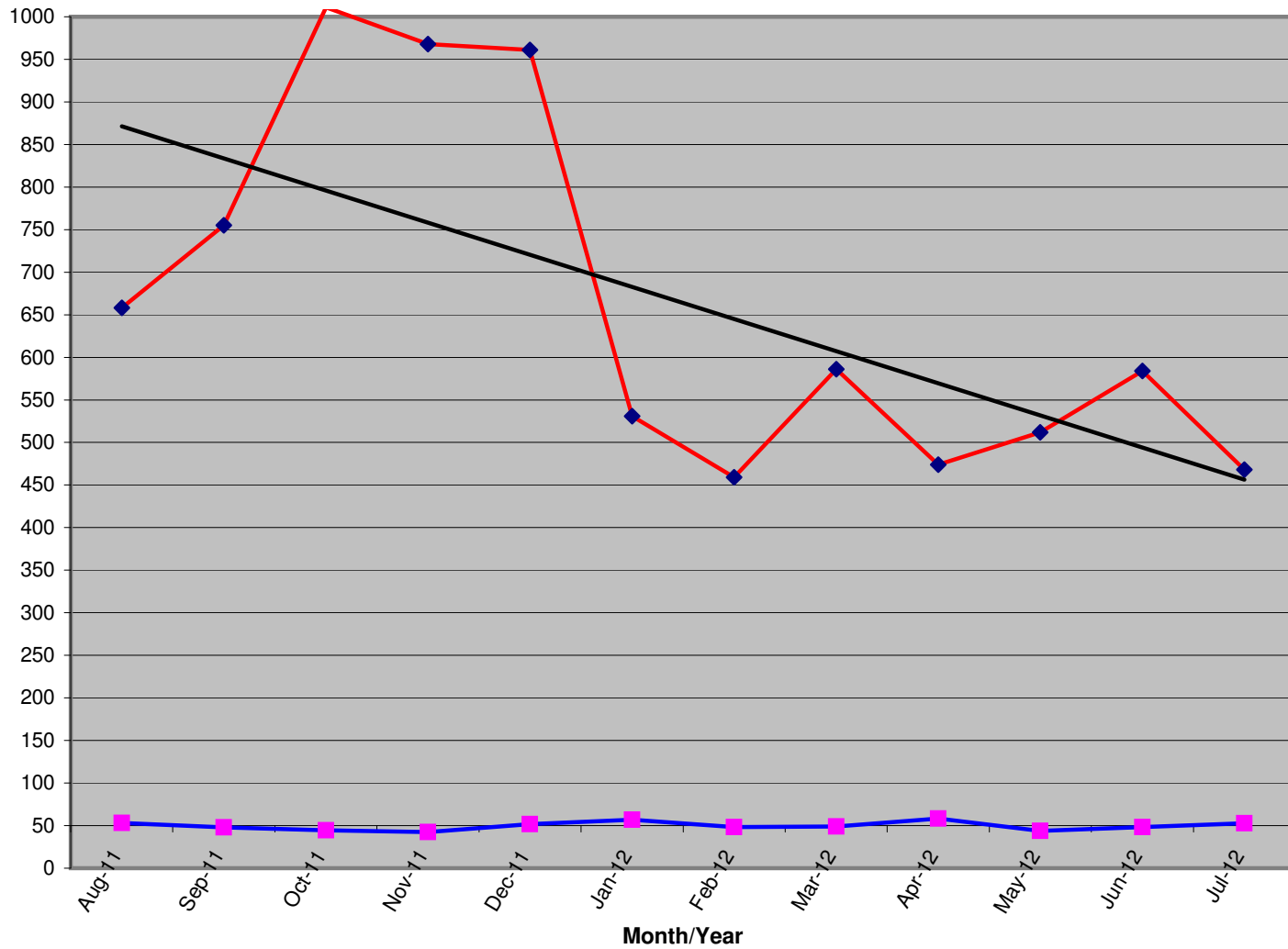


**New Donors / Ave Gift - Past 12 Months**



	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Jul-12
<b>New Donors</b>	189	227	186	216	282	257	235	190	205	218	210	353
<b>Ave Gift</b>	\$ 34.76	\$ 43.48	\$ 31.85	\$ 39.12	\$ 38.38	\$ 39.00	\$ 37.83	\$ 54.07	\$ 36.99	\$ 41.71	\$ 45.48	\$ 46.73

**Renew Donors - Past 12 Months**



	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Jul-12
<b>Renew Total</b>	658	755	1011	968	961	531	459	586	474	512	584	468
<b>Ave Gift</b>	\$ 53.10	\$ 48.08	\$ 44.59	\$ 42.31	\$ 51.57	\$ 56.93	\$ 48.43	\$ 48.97	\$ 58.32	\$ 43.64	\$ 48.33	\$ 52.63