

Libertarian National Committee - Membership Report

"Donor" Totals - Oct-11

4 Year & 12 Month Comparison

	Dec-06	Dec-07	Dec-08	Dec-09	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11
Active w-MEM	11014	14181	15358	14076	14250	13858	14077	13872	13807	13675	13509	13549	13295	13315	13204	13133	13269
Active w/out MEM	778	924	991	587	934	940	991	974	813	802	794	791	759	784	777	746	773
Total	11792	15105	16349	14663	15184	14798	15068	14846	14620	14477	14303	14340	14054	14099	13981	13879	14042
Percent Change	-32.28%	28.10%	8.24%	-10.31%	-0.89%	-2.54%	1.82%	-1.47%	-1.52%	-0.98%	-1.20%	0.26%	-1.99%	0.32%	-0.84%	-0.73%	1.17%
Lapsed/Drop MEM	928	718	1285	695	1200	1115	845	855	823	1030	1084	1041	984	766	915	998	996
Lapes w/out MEM	56	13	133	40	38	21	33	72	285	49	61	50	105	25	50	86	38
Lapsed/Drop Total	984	731	1418	735	1238	1136	878	927	1108	1079	1145	1091	1089	791	965	1084	1034
Percent Change	-45.96%	-25.71%	93.98%	-48.17%	9.85%	-8.24%	-22.71%	5.58%	19.53%	-2.62%	6.12%	-4.72%	-0.18%	-27.36%	22.00%	12.33%	-4.61%
New Donors w-MEM	132	319	152	206	234	149	143	147	127	158	200	265	192	151	175	217	167
New w/out MEM	0	83	3	3	14	3	13	7	8	7	11	11	16	15	14	10	19
New Total	132	402	155	209	248	152	156	154	135	165	211	276	208	166	189	227	186
Percent Change	-25.84%	204.55%	-61.44%	34.84%	27.84%	-38.71%	2.63%	-1.28%	-12.34%	22.22%	27.88%	30.81%	-24.64%	-20.19%	13.86%	20.11%	-18.06%
Renewed w-MEM	614	1271	412	602	808	574	921	503	631	740	718	816	538	635	629	710	965
Renewed w/out MEM	10	83	32	49	46	24	71	48	116	31	42	36	57	35	29	45	46
Total Renewals	624	1354	444	651	854	598	992	551	747	771	760	852	595	670	658	755	1011
Percent Change	-38.76%	116.99%	-67.21%	46.62%	-12.32%	-29.98%	65.89%	-44.46%	35.57%	3.21%	-1.43%	12.11%	-30.16%	12.61%	-1.79%	14.74%	33.91%
Total "MEM"	104732	107748	113024	117226	119419	119644	119731	119909	119853	120036	120198	120491	120663	120830	121056	121307	121429
Percent Change	n/a	2.88%	4.90%	3.72%	0.16%	0.19%	0.07%	0.15%	-0.05%	0.15%	0.13%	0.24%	0.14%	0.14%	0.19%	0.21%	0.10%
Total "LIFETIME"	1861	1930	1993	2035	2088	2087	2096	2097	2099	2107	2111	2113	2118	2123	2131	2133	2133
Total "BSM"	n/a	n/a	n/a	14096	14488	14072	14309	14305	13890	13705	13384	13525	13290	13162	13046	13004	13034

Last Year vs. This Year

	Oct-10	Oct-11	Change	12 Mo Ave
Active w-MEM	14250	13269	-6.88%	13547
Active w/out MEM	934	773	-17.24%	829
Total Active	15184	14042	-7.52%	14376
Lapsed/Dropped	1238	1034	-16.48%	1027
New Donors	248	186	-25.00%	185
Renewals	854	1011	18.38%	747

Active Donors w-MEM = 13269

Lapsed & Zero Dues MEM = 108160

Total "MEM" w-Signed Certificate = 121429

Member Signed Certificate = "MEM"

Total "BSM" = 13034

Bylaws defined Sustaining Member = "BSM"

NEW-RENEW BREAKDOWN BY TYPE

New Members 10/11			
Source	Number	\$ Total	Ave Gift
House Mailing to Inq	0	\$ -	\$ -
Dir Mail Prospecting	20	\$ 625.00	\$ 31.25
Tele-New	0	\$ -	\$ -
Web New Members	143	\$ 5,300.00	\$ 37.06
* Manual Adjustments	23	n/a	n/a
Total	186	\$ 5,925.00	\$ 31.85
Renewals			
Source	Number	\$ Total	Ave Gift
Renewals via House Mailing	0	\$ -	\$ -
Dir Mail Renewals	536	\$ 23,089.00	\$ 43.08
Tele-Renewal	66	\$ 3,290.00	\$ 49.85
Web Renewals	304	\$ 14,020.00	\$ 46.12
* Manual Adjustments	105	n/a	n/a
Total	1011	\$ 40,399.00	\$ 44.59

* Includes Renewals via Pledge Extension & New Pledges

Oct-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	60	1	61	58
AL	1528	179	8	187	180
AR	782	78	2	80	76
AZ	2883	298	25	323	297
CA	18420	1858	110	1968	1826
CO	3321	414	21	435	407
CT	1364	176	19	195	170
DC	333	35	3	38	36
DE	353	44	4	48	44
FL	7134	776	53	829	763
GA	5536	422	18	440	410
HI	490	64	3	67	64
IA	904	117	6	123	114
ID	674	62	1	63	63
IL	4087	491	26	517	480
IN	2723	326	20	346	319
KS	1108	161	3	164	159
KY	998	97	6	103	97
LA	927	124	5	129	122
MA	2675	236	16	252	232
MD	2143	250	23	273	249
ME	750	74	3	77	74
MI	4829	480	22	502	469
MN	1870	212	10	222	213
MO	2088	232	14	246	228
MS	563	68	7	75	67

<u>STATE</u>	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
MT	452	50	5	55	49
NC	2956	325	13	338	323
ND	154	23	1	24	22
NE	589	83	4	87	84
NH	1256	136	6	142	137
NJ	2795	324	22	346	318
NM	1005	108	6	114	105
NV	1622	203	8	211	196
NY	4453	582	51	633	573
OH	4530	606	28	634	600
OK	906	93	3	96	91
OR	2037	176	15	191	173
PA	5341	513	29	542	501
RI	271	34	1	35	34
SC	1452	164	3	167	164
SD	209	30	1	31	29
TN	2128	234	6	240	231
TX	7722	880	54	934	857
UT	1017	80	5	85	78
VA	3957	517	30	547	503
VT	370	32	4	36	32
WA	3975	368	21	389	356
WI	1730	218	15	233	210
WV	547	66	2	68	64
WY	284	31	2	33	29
OTHER	562	59	9	68	58

	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
TOTALS	121429	13269	773	14042	13034

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

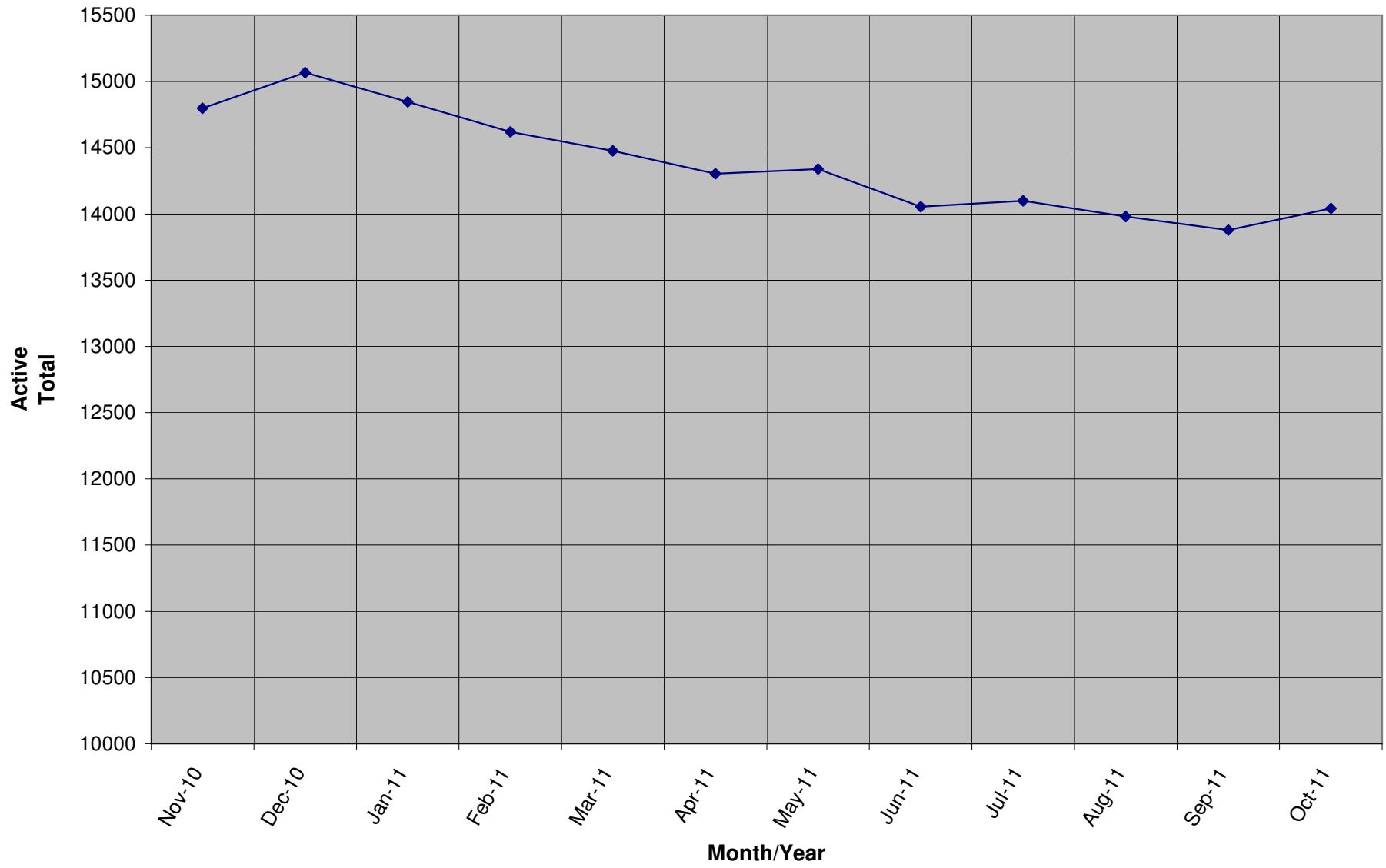
BSM = By Law Definition of "Sustaining Member" and number used for delegate count

(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.)

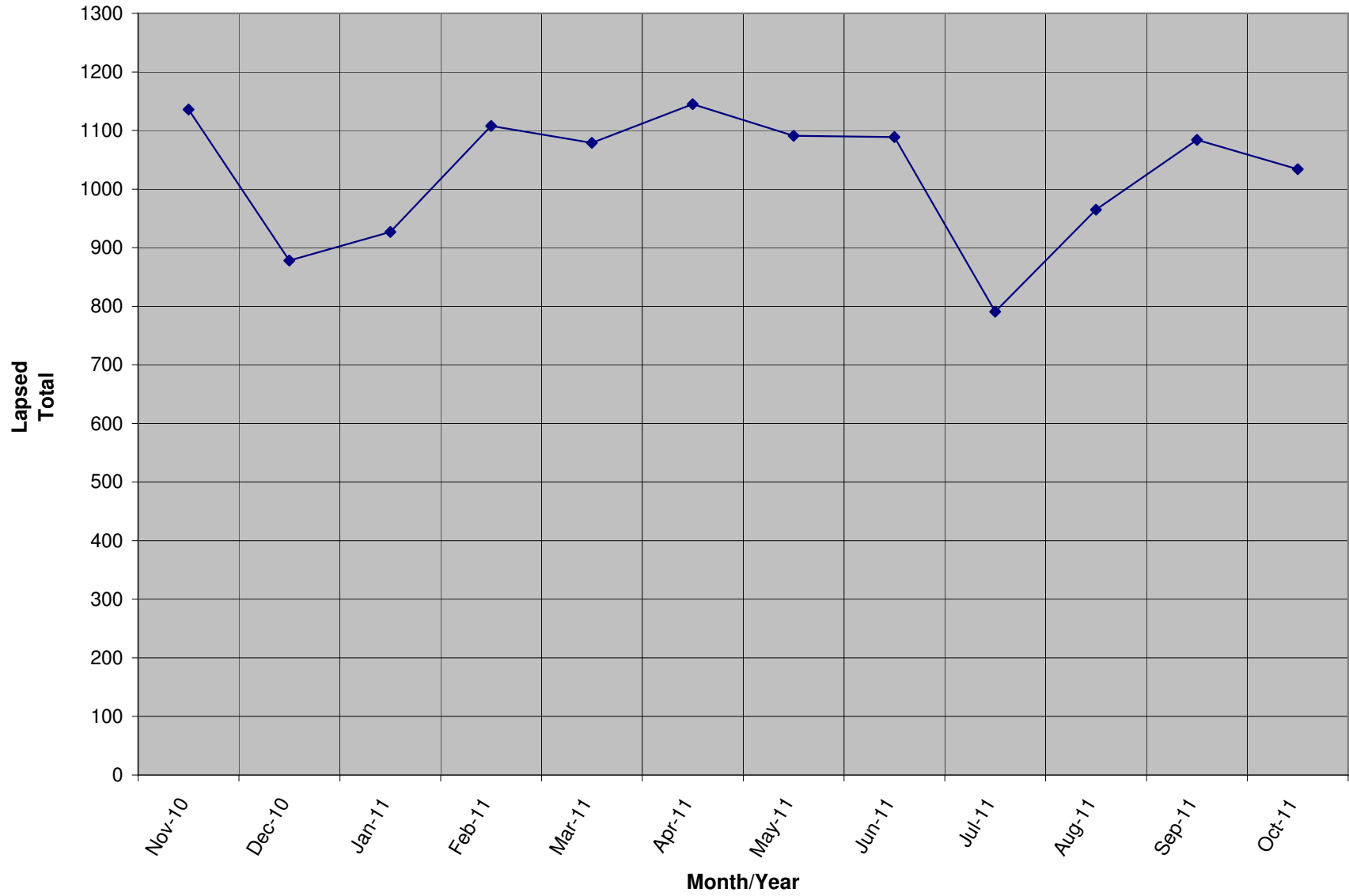
SUSTAINING MEMBERSHIP STATE RANKINGS - "BSM"

<u>State</u>	<u>Total BSM</u>	<u>Rank</u>	<u>State</u>	<u>Total BSM</u>	<u>Rank</u>
CA	1826	1	SC	164	27
TX	857	2	KS	159	28
FL	763	3	NH	137	29
OH	600	4	LA	122	30
NY	573	5	IA	114	31
VA	503	6	NM	105	32
PA	501	7	KY	97	33
IL	480	8	OK	91	34
MI	469	9	NE	84	35
GA	410	10	UT	78	36
CO	407	11	AR	76	37
WA	356	12	ME	74	38
NC	323	13	MS	67	39
IN	319	14	HI	64	40
NJ	318	15	WV	64	41
AZ	297	16	ID	63	42
MD	249	17	AK	58	43
MA	232	18	MT	49	44
TN	231	19	DE	44	45
MO	228	20	DC	36	46
MN	213	21	RI	34	47
WI	210	22	VT	32	48
NV	196	23	SD	29	49
AL	180	24	WY	29	50
OR	173	25	ND	22	51
CT	170	26	XX	58	52

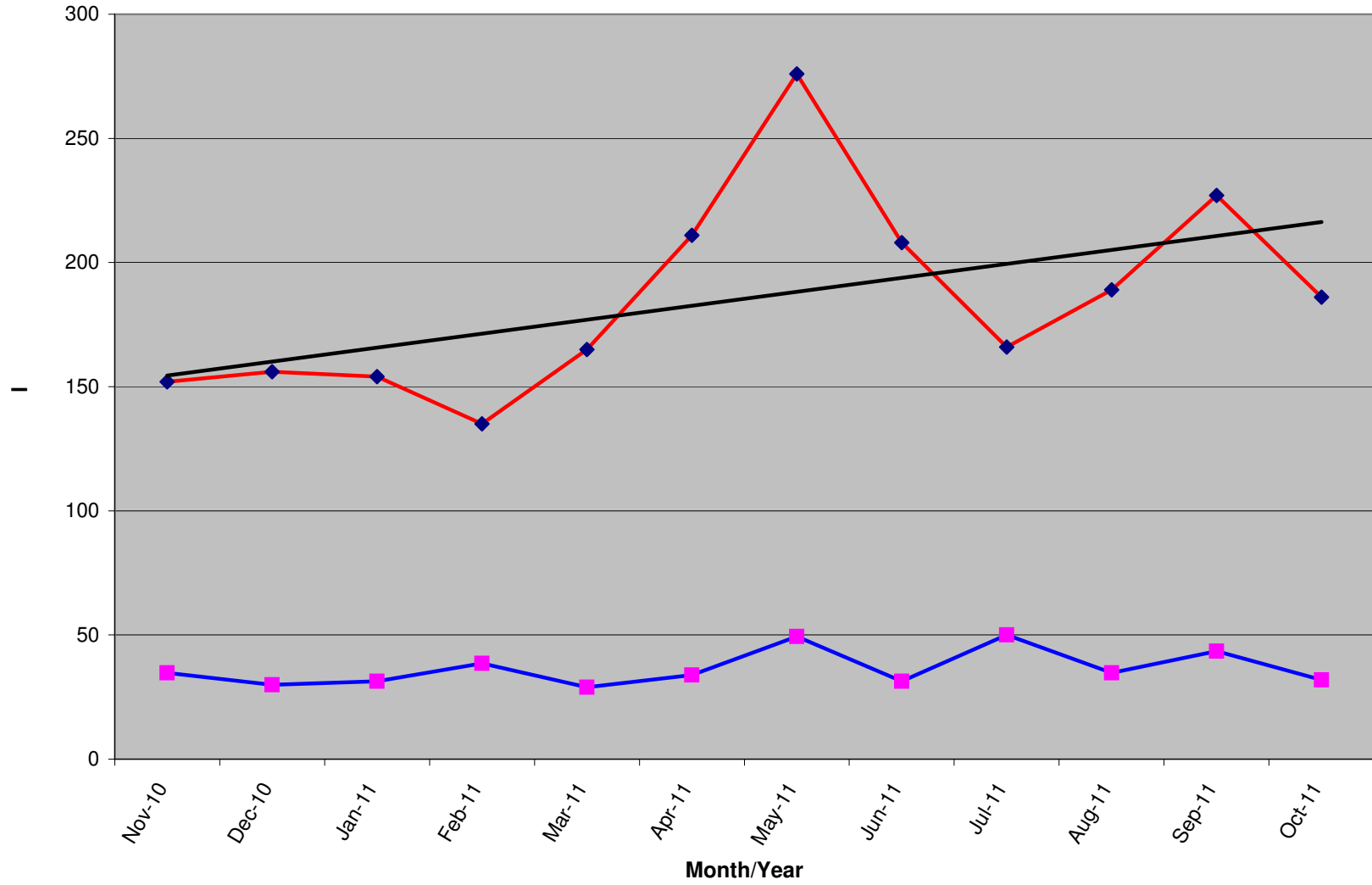
Active Donors - Past 12 Months



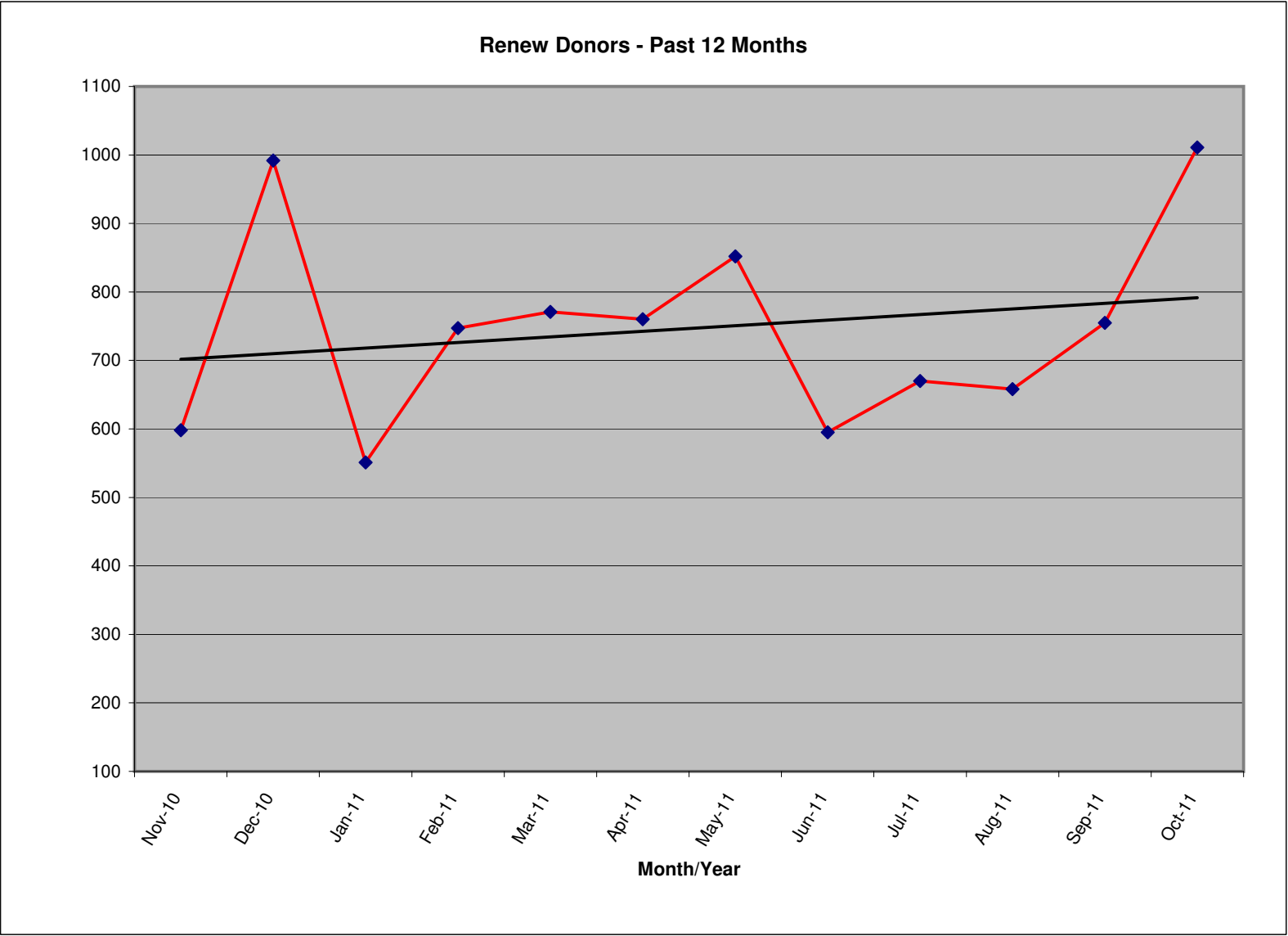
Lapsed - Dropped - Donors - Past 12 Months



New Donors / Ave Gift - Past 12 Months



	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11
New Donors	152	156	154	135	165	211	276	208	166	189	227	186
Ave Gift	\$ 34.71	\$ 29.97	\$ 31.33	\$ 38.59	\$ 28.97	\$ 33.89	\$ 49.33	\$ 31.37	\$ 50.02	\$ 34.76	\$ 43.48	\$ 31.85



	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11
Renew Total	598	992	551	747	771	760	852	595	670	658	755	1011
Ave Gift	\$ 45.45	\$ 49.54	\$ 48.71	\$ 47.34	\$ 47.47	\$ 67.88	\$ 47.11	\$ 50.39	\$ 49.82	\$ 53.10	\$ 48.08	\$ 44.59