

Libertarian National Committee - Membership Report

"Donor" Totals - Jun-12

4 Year & 12 Month Comparison

	Dec-08	Dec-09	Dec-10	Dec-11	Jun-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
Active w-MEM	15358	14076	14077	13468	13295	13315	13204	13133	13269	13691	13468	13492	13538	13406	13179	12923	12870
Active w/out MEM	991	587	991	859	759	784	777	746	773	846	859	851	852	880	921	911	884
Total	16349	14663	15068	14327	14054	14099	13981	13879	14042	14537	14327	14343	14390	14286	14100	13834	13754
Percent Change	8.24%	-10.31%	2.76%	-4.92%	-1.99%	0.32%	-0.84%	-0.73%	1.17%	3.53%	-1.44%	0.11%	0.33%	-0.72%	-1.30%	-1.89%	-0.58%
Lapsed/Drop MEM	1285	695	845	1379	984	766	915	998	996	675	1379	720	616	840	814	937	804
Lapes w/out MEM	133	40	33	74	105	25	50	86	38	14	74	52	31	40	51	59	70
Lapsed/Drop Total	1418	735	878	1453	1089	791	965	1084	1034	689	1453	772	647	880	865	996	874
Percent Change	93.98%	-48.17%	19.46%	65.49%	-0.18%	-27.36%	22.00%	12.33%	-4.61%	-33.37%	110.89%	-46.87%	-16.19%	36.01%	-1.70%	15.14%	-12.25%
New Donors w-MEM	152	206	143	256	192	151	175	217	167	174	256	235	209	157	182	170	187
New w/out MEM	3	3	13	26	16	15	14	10	19	42	26	22	26	33	23	48	23
New Total	155	209	156	282	208	166	189	227	186	216	282	257	235	190	205	218	210
Percent Change	-61.44%	34.84%	-25.36%	80.77%	-24.64%	-20.19%	13.86%	20.11%	-18.06%	16.13%	30.56%	-8.87%	-8.56%	-19.15%	7.89%	6.34%	-3.67%
Renewed w-MEM	412	602	921	900	538	635	629	710	965	923	900	509	453	551	405	511	564
Renewed w/out MEM	32	49	71	61	57	35	29	45	46	45	61	22	6	35	69	1	20
Total Renewals	444	651	992	961	595	670	658	755	1011	968	961	531	459	586	474	512	584
Percent Change	-67.21%	46.62%	52.38%	-3.13%	-30.16%	12.61%	-1.79%	14.74%	33.91%	-4.25%	-0.72%	-44.75%	-13.56%	27.67%	-19.11%	8.02%	14.06%
Total "MEM"	113024	117226	119731	121850	120663	120830	121056	121307	121429	121567	121850	122178	122339	122475	122726	122942	123152
Percent Change	4.90%	3.72%	2.14%	1.77%	0.14%	0.14%	0.19%	0.21%	0.10%	0.11%	0.23%	0.27%	0.13%	0.11%	0.20%	0.18%	0.17%
Total "LIFETIME"	1993	2035	2096	2142	2118	2123	2131	2133	2133	2136	2142	2146	2149	2149	2153	2155	2163
Total "BSM"	n/a	14096	14309	13589	13290	13162	13046	13004	13034	13480	13589	13642	13558	13664	13397	12919	12817

Last Year vs. This Year

	Jun-11	Jun-12	Change	12 Mo Ave
Active w-MEM	13295	12870	-3.20%	13291
Active w/out MEM	759	884	16.47%	840
Total Active	14054	13754	-2.13%	14131
Lapsed/Dropped	1089	874	-19.74%	921
New Donors	208	210	0.96%	215
Renewals	595	584	-1.85%	681

Active Donors w-MEM = 12870

Lapsed & Zero Dues MEM = 110282

Total "MEM" w-Signed Certificate = 123152

Member Signed Certificate = "MEM"

Total "BSM" = 12817

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	19	\$ 1,940.00	\$ 102.11
Tele-New	0	\$ -	\$ -
Web New Members	177	\$ 6,974.99	\$ 39.41
* Manual Adjustments	14	n/a	n/a
Total	210	\$ 8,914.99	\$ 45.48
Renewals			
Source	Number	\$ Total	Ave Gift
Renewals via House Mailing	0	\$ -	\$ -
Dir Mail Renewals	193	\$ 8,645.00	\$ 44.79
Tele-Renewal	17	\$ 1,796.00	\$ 105.65
Web Renewals	255	\$ 12,031.00	\$ 47.18
* Manual Adjustments	119	n/a	n/a
Total	584	\$ 22,472.00	\$ 48.33

* Includes Renewals via Pledge Extn & New Pledges

Jun-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	631	65	3	68	65
AL	1543	162	7	169	161
AR	799	89	3	92	87
AZ	2924	311	33	344	309
CA	18610	1866	136	2002	1855
CO	3377	414	25	439	418
CT	1388	172	18	190	174
DC	340	39	2	41	40
DE	359	37	5	42	38
FL	7238	723	50	773	708
GA	5590	384	21	405	381
HI	492	62	3	65	61
IA	915	107	6	113	107
ID	689	63	2	65	62
IL	4140	460	31	491	461
IN	2774	331	20	351	328
KS	1117	152	6	158	153
KY	1020	98	6	104	99
LA	940	112	4	116	112
MA	2697	230	17	247	230
MD	2185	264	24	288	264
ME	763	66	5	71	65
MI	4859	425	27	452	428
MN	1885	182	8	190	183
MO	2118	227	17	244	225
MS	582	66	7	73	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	456	48	7	55	48
NC	3015	329	14	343	326
ND	161	24	2	26	24
NE	597	71	7	78	72
NH	1264	136	9	145	134
NJ	2828	294	28	322	295
NM	1044	139	11	150	137
NV	1647	198	11	209	196
NY	4539	567	51	618	558
OH	4586	548	27	575	542
OK	923	92	5	97	93
OR	2058	185	21	206	182
PA	5403	476	26	502	475
RI	274	24	1	25	23
SC	1478	143	5	148	148
SD	222	41	3	44	42
TN	2162	220	10	230	222
TX	7894	885	61	946	881
UT	1042	86	13	99	86
VA	4018	524	36	560	520
VT	375	25	3	28	24
WA	4022	364	19	383	369
WI	1753	194	15	209	194
WV	550	54	0	54	56
WY	291	33	4	37	34
OTHER	575	63	9	72	61

	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
TOTALS	123152	12870	884	13754	12817

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

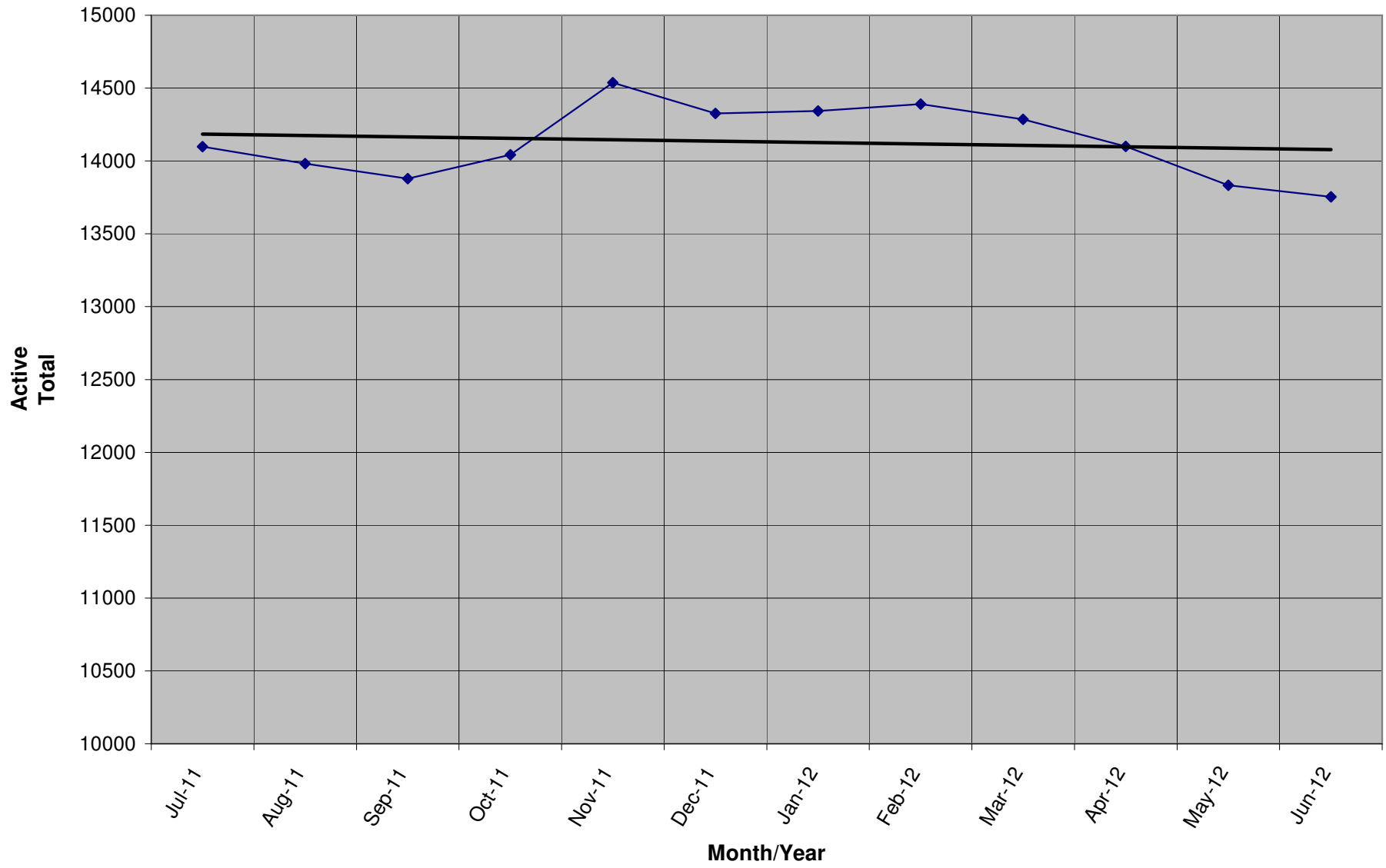
BSM = By Law Definition of "Sustaining Member" and number used for delegate count

(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.)

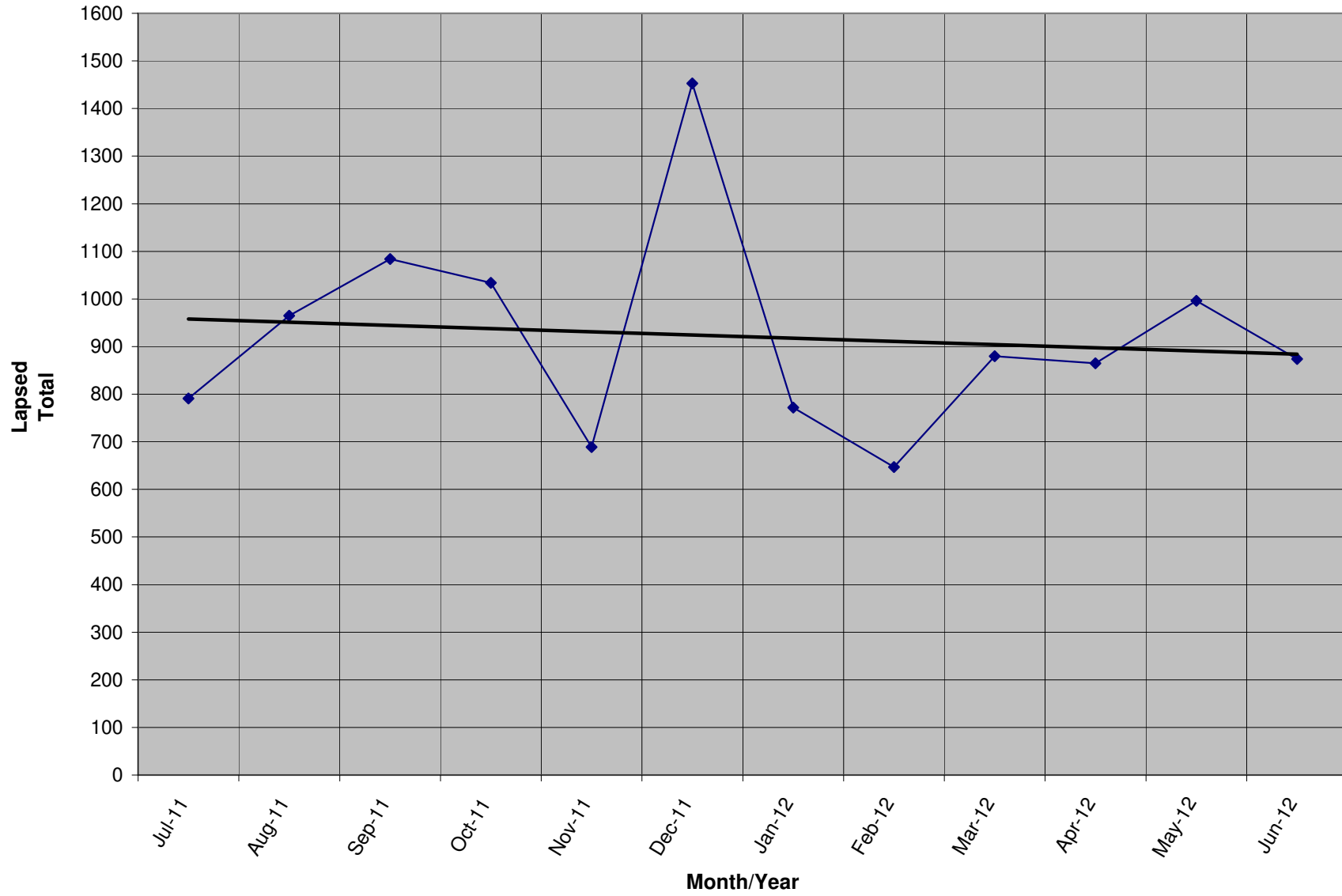
SUSTAINING MEMBERSHIP STATE RANKINGS - "BSM"

<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	708	3	NM	137	29
NY	558	4	NH	134	30
OH	542	5	LA	112	31
VA	520	6	IA	107	32
PA	475	7	KY	99	33
IL	461	8	OK	93	34
MI	428	9	AR	87	35
CO	418	10	UT	86	36
GA	381	11	NE	72	37
WA	369	12	AK	65	38
IN	328	13	ME	65	39
NC	326	14	ID	62	40
AZ	309	15	HI	61	41
NJ	295	16	MS	61	42
MD	264	17	XX	61	43
MA	230	18	WV	56	44
MO	225	19	MT	48	45
TN	222	20	SD	42	46
NV	196	21	DC	40	47
WI	194	22	DE	38	48
MN	183	23	WY	34	49
OR	182	24	ND	24	50
CT	174	25	VT	24	51
AL	161	26	RI	23	52

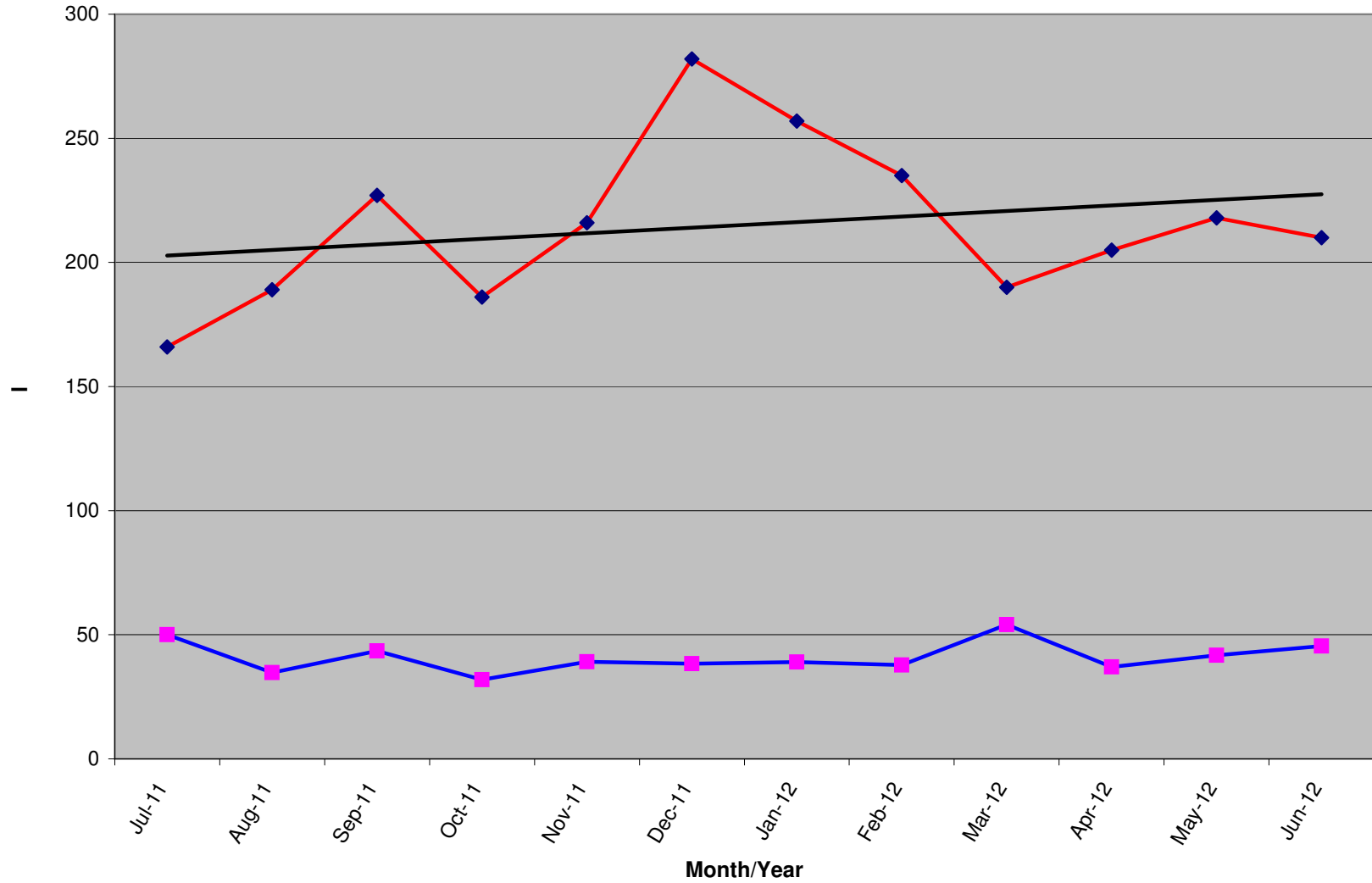
Active Donors - Past 12 Months



Lapsed - Dropped - Donors - Past 12 Months

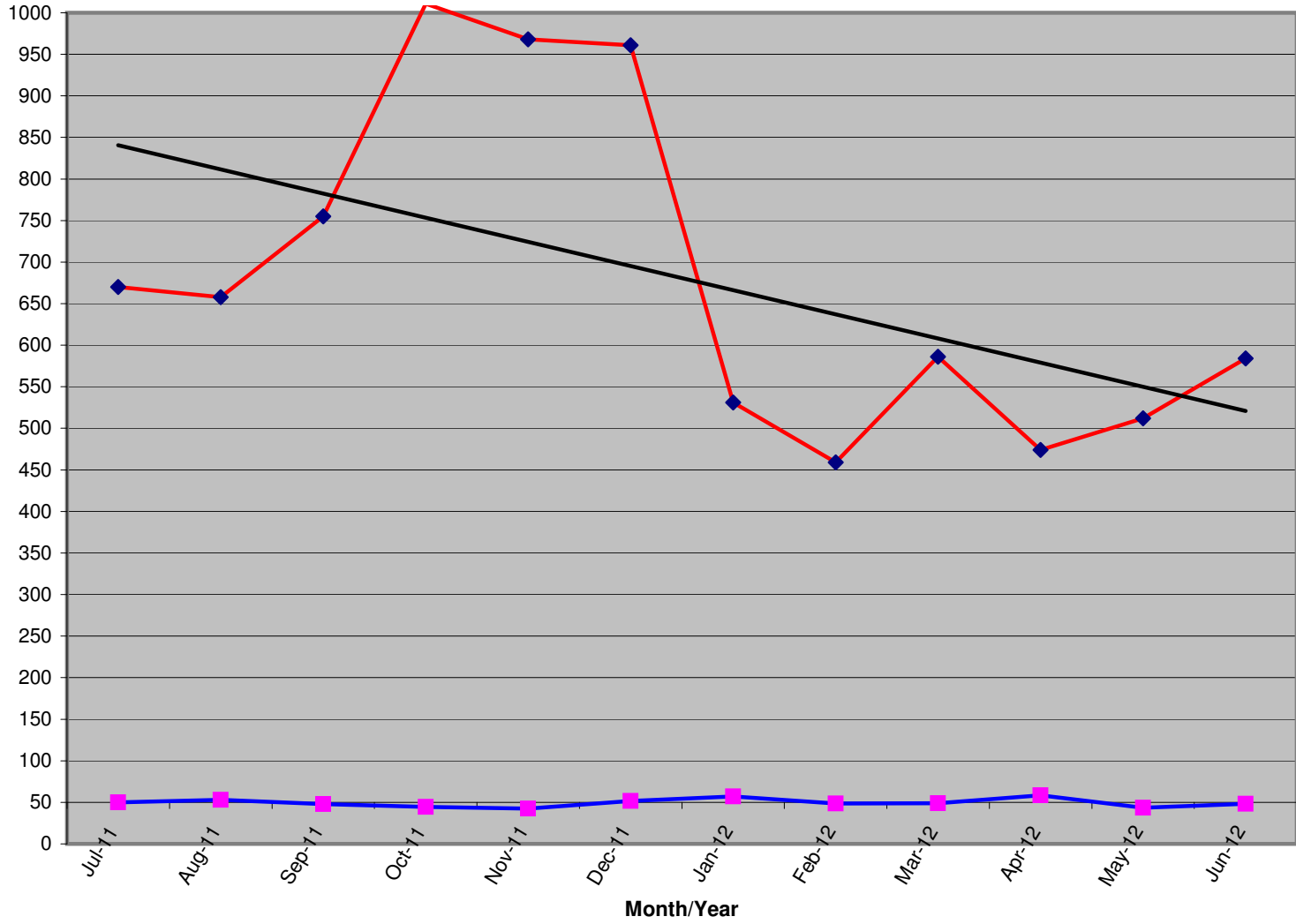


New Donors / Ave Gift - Past 12 Months



	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12
New Donors	166	189	227	186	216	282	257	235	190	205	218	210
Ave Gift	\$ 50.02	\$ 34.76	\$ 43.48	\$ 31.85	\$ 39.12	\$ 38.38	\$ 39.00	\$ 37.83	\$ 54.07	\$ 36.99	\$ 41.71	\$ 45.48

Renew Donors - Past 12 Months



	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12
Renew Total	670	658	755	1011	968	961	531	459	586	474	512	584
Ave Gift	\$ 49.82	\$ 53.10	\$ 48.08	\$ 44.59	\$ 42.31	\$ 51.57	\$ 56.93	\$ 48.43	\$ 48.97	\$ 58.32	\$ 43.64	\$ 48.33