

Libertarian National Committee - Membership Report

"Donor" Totals - Feb-11

4 Year & 12 Month Comparison

	Dec-06	Dec-07	Dec-08	Dec-09	Feb-10	Mar-10	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11
Active w-MEM	11014	14181	15358	14076	14469	14307	14523	14394	14486	14524	14403	14408	14250	13858	14077	13872	13807
Active w/out MEM	778	924	991	587	747	779	709	767	872	834	876	912	934	940	991	974	813
Total	11792	15105	16349	14663	15216	15086	15232	15161	15358	15358	15279	15320	15184	14798	15068	14846	14620
Percent Change	-32.28%	28.10%	8.24%	-10.31%	1.04%	-0.85%	0.97%	-0.47%	1.30%	0.00%	-0.51%	0.27%	-0.89%	-2.54%	1.82%	-1.47%	-1.52%
Lapsed/Drop MEM	928	718	1285	695	778	1280	1077	1124	924	994	1160	1096	1200	1115	845	855	823
Lapes w/out MEM	56	13	133	40	31	53	82	32	32	79	41	31	38	21	33	72	285
Lapsed/Drop Total	984	731	1418	735	809	1333	1159	1156	956	1073	1201	1127	1238	1136	878	927	1108
Percent Change	-45.96%	-25.71%	93.98%	-48.17%	8.30%	64.77%	-13.05%	-0.26%	-17.30%	12.24%	11.93%	-6.16%	9.85%	-8.24%	-22.71%	5.58%	19.53%
New Donors w-MEM	132	319	152	206	258	338	223	247	247	266	219	190	234	149	143	147	127
New w/out MEM	0	83	3	3	66	15	3	6	22	3	15	4	14	3	13	7	8
New Total	132	402	155	209	324	353	226	253	269	269	234	194	248	152	156	154	135
Percent Change	-25.84%	204.55%	-61.44%	34.84%	42.73%	8.95%	-35.98%	11.95%	6.32%	0.00%	-13.01%	-17.09%	27.84%	-38.71%	2.63%	-1.28%	-12.34%
Renewed w-MEM	614	1271	412	602	577	780	1070	748	769	766	820	911	808	574	921	503	631
Renewed w/out MEM	10	83	32	49	65	70	9	84	115	38	68	63	46	24	71	48	116
Total Renewals	624	1354	444	651	642	850	1079	832	884	804	888	974	854	598	992	551	747
Percent Change	-38.76%	116.99%	-67.21%	46.62%	-29.91%	32.40%	26.94%	-22.89%	6.25%	-9.05%	10.45%	9.68%	-12.32%	-29.98%	65.89%	-44.46%	35.57%
Total "MEM"	104732	107748	113024	117226	117676	117950	118284	118462	118669	118824	119001	119230	119419	119644	119731	119909	119853
Percent Change	n/a	2.88%	4.90%	3.72%	0.20%	0.23%	0.28%	0.15%	0.17%	0.13%	0.15%	0.19%	0.16%	0.19%	0.07%	0.15%	-0.05%
Total "LIFETIME"	1861	1930	1993	2035	2043	2049	2066	2070	2077	2077	2084	2085	2088	2087	2096	2097	2099
Total "BSM"	n/a	n/a	n/a	14096	14394	14331	14615	14526	14562	14667	14579	14543	14488	14072	14309	14305	13890

Last Year vs. This Year

	Feb-10	Feb-11	Change	12 Mo Ave
Active w-MEM	14469	13807	-4.58%	14242
Active w/out MEM	747	813	8.84%	867
Total Active	15216	14620	-3.92%	15109
Lapsed/Dropped	809	1108	36.96%	1108
New Donors	324	135	-58.33%	220
Renewals	642	747	16.36%	838

Active Donors w-MEM = 13807

Lapsed & Zero Dues MEM = 106046

Total "MEM" w-Signed Certificate = 119853

Member Signed Certificate = "MEM"

Total "BSM" = 13890

Bylaws defined Sustaining Member = "BSM"

NEW-RENEW BREAKDOWN BY TYPE

New Members 02/11			
Source	Number	\$ Total	Ave Gift
House Mailing to Inq	0	\$ -	\$ -
Dir Mail Prospecting	4	\$ 2,050.00	\$ 512.50
Tele-New	1	\$ 25.00	\$ -
Web New Members	106	\$ 3,135.00	\$ 29.58
* Manual Adjustments	24	n/a	n/a
Total	135	\$ 5,210.00	\$ 38.59
Renewals			
Source	Number	\$ Total	Ave Gift
Renewals via House Mailing	59	\$ 2,910.00	\$ 49.32
Dir Mail Renewals	410	\$ 19,425.00	\$ 47.38
Tele-Renewal	17	\$ 1,200.00	\$ 70.59
Web Renewals	254	\$ 11,495.00	\$ 45.26
* Manual Adjustments	7	n/a	n/a
Total	747	\$ 35,030.00	\$ 47.34

* Includes Renewals via Pledge Extension & New Pledges

Feb-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	58	2	60	57
AL	1515	207	8	215	201
AR	765	92	2	94	91
AZ	2836	317	24	341	320
CA	18298	1885	110	1995	1894
CO	3286	428	21	449	428
CT	1348	178	14	192	179
DC	330	36	2	38	37
DE	351	53	3	56	53
FL	6996	784	55	839	801
GA	5504	467	20	487	463
HI	485	60	3	63	58
IA	884	113	9	122	118
ID	669	67	2	69	68
IL	4045	557	34	591	567
IN	2678	336	18	354	352
KS	1081	159	3	162	157
KY	972	91	7	98	98
LA	905	134	7	141	132
MA	2664	256	16	272	256
MD	2118	271	22	293	273
ME	741	78	3	81	76
MI	4790	509	19	528	504
MN	1845	214	8	222	215
MO	2053	256	15	271	255
MS	548	73	6	79	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	444	39	3	42	36
NC	2911	344	17	361	346
ND	150	28	2	30	29
NE	553	76	4	80	76
NH	1260	147	6	153	148
NJ	2750	318	23	341	317
NM	1004	111	9	120	110
NV	1595	206	10	216	210
NY	4376	628	49	677	629
OH	4476	636	36	672	647
OK	891	102	8	110	101
OR	2012	171	18	189	179
PA	5278	517	36	553	525
RI	261	35	1	36	37
SC	1435	168	7	175	170
SD	205	32	0	32	31
TN	2105	254	10	264	260
TX	7561	872	58	930	876
UT	1002	84	4	88	83
VA	3880	545	24	569	540
VT	365	34	5	39	34
WA	3942	404	23	427	399
WI	1694	211	13	224	212
WV	539	58	3	61	59
WY	283	38	1	39	39
OTHER	548	70	10	80	69

	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
TOTALS	119853	13807	813	14620	13890

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

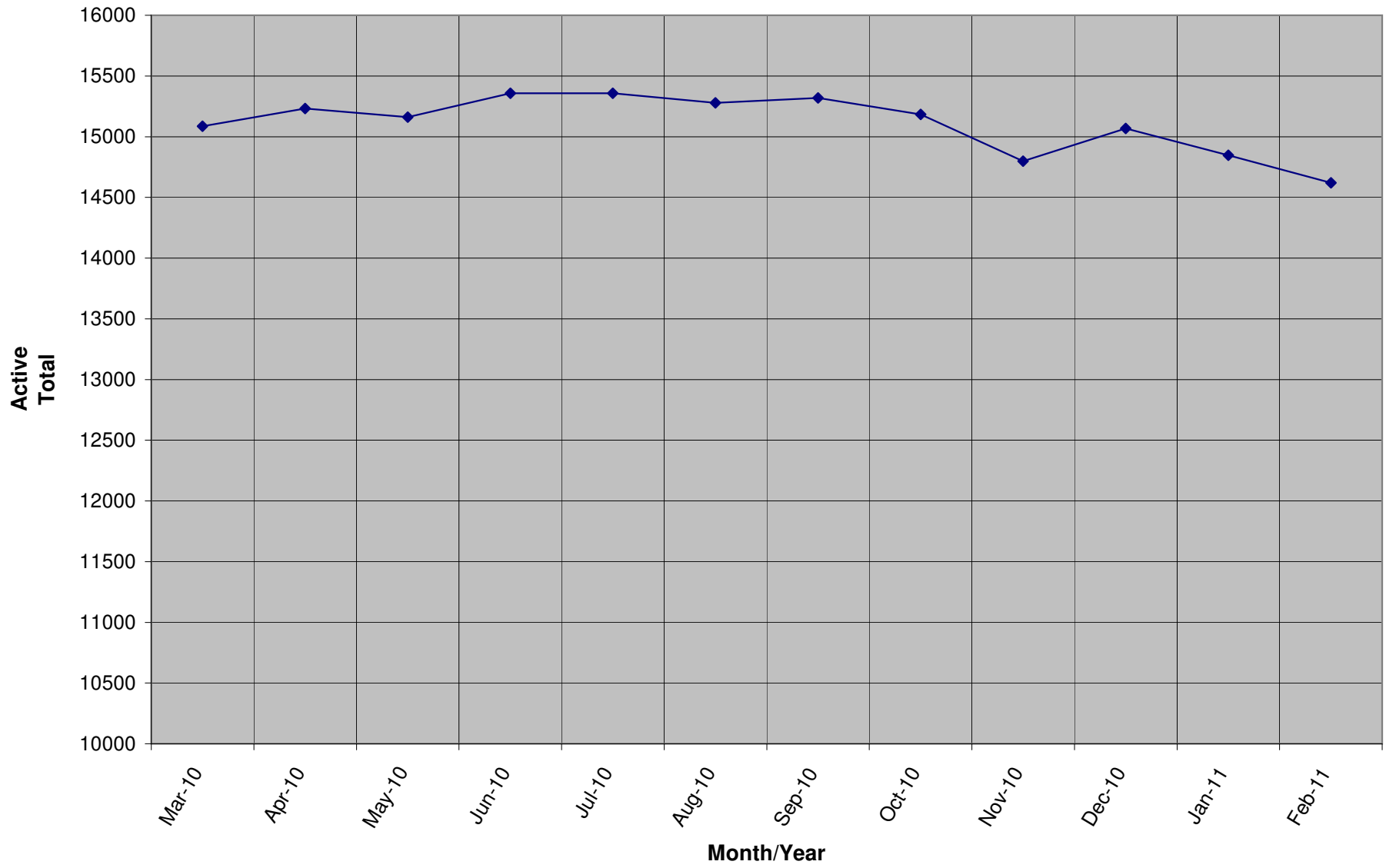
BSM = By Law Definition of "Sustaining Member" and number used for delegate count

(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.)

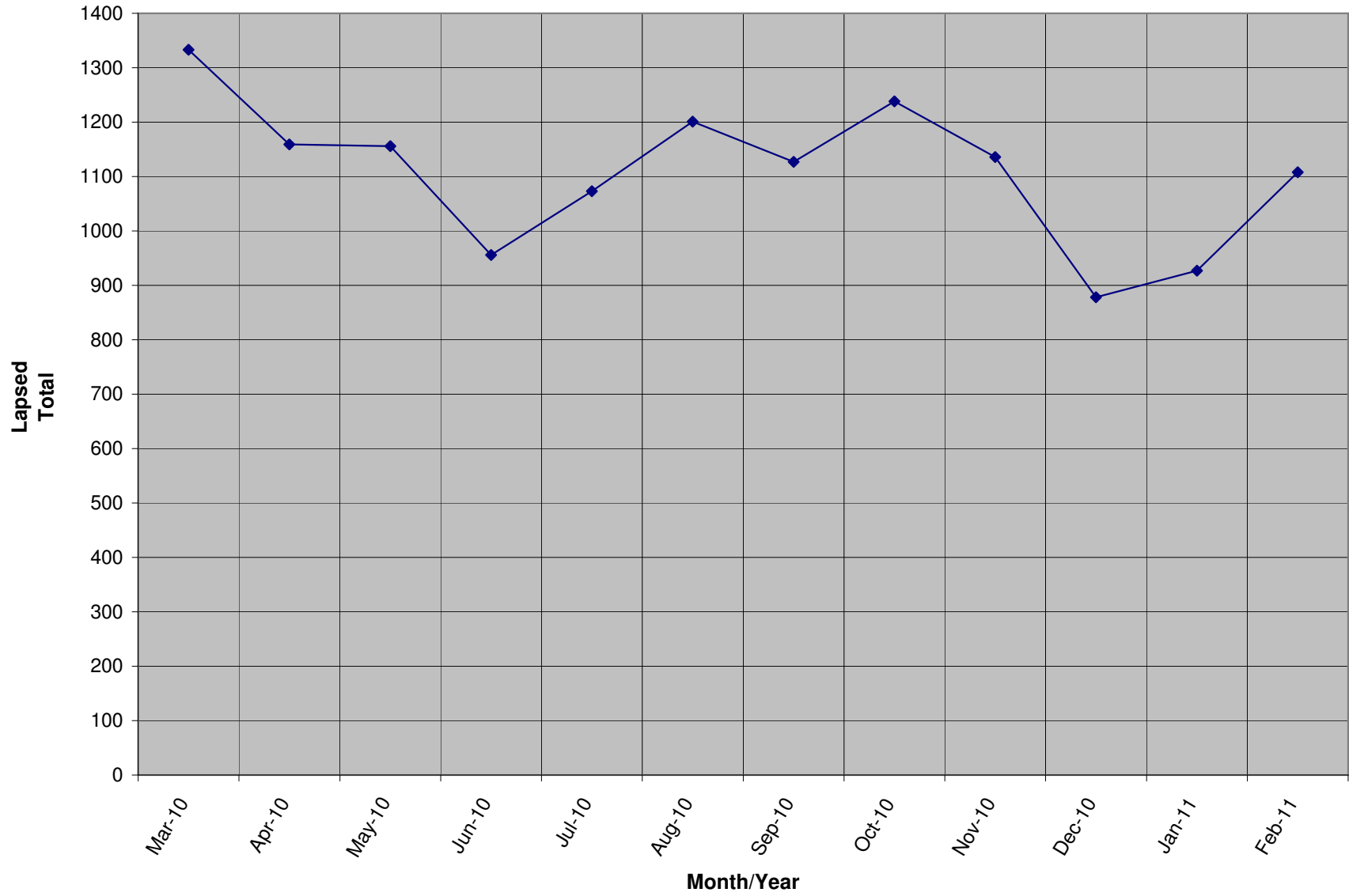
SUSTAINING MEMBERSHIP STATE RANKINGS - "BSM"

<u>State</u>	<u>Total BSM</u>	<u>Rank</u>	<u>State</u>	<u>Total BSM</u>	<u>Rank</u>
CA	1894	1	SC	170	27
TX	876	2	KS	157	28
FL	801	3	NH	148	29
OH	647	4	LA	132	30
NY	629	5	IA	118	31
IL	567	6	NM	110	32
VA	540	7	OK	101	33
PA	525	8	KY	98	34
MI	504	9	AR	91	35
GA	463	10	UT	83	36
CO	428	11	ME	76	37
WA	399	12	NE	76	38
IN	352	13	MS	75	39
NC	346	14	ID	68	40
AZ	320	15	WV	59	41
NJ	317	16	HI	58	42
MD	273	17	AK	57	43
TN	260	18	DE	53	44
MA	256	19	WY	39	45
MO	255	20	DC	37	46
MN	215	21	RI	37	47
WI	212	22	MT	36	48
NV	210	23	VT	34	49
AL	201	24	SD	31	50
CT	179	25	ND	29	51
OR	179	26	XX	69	52

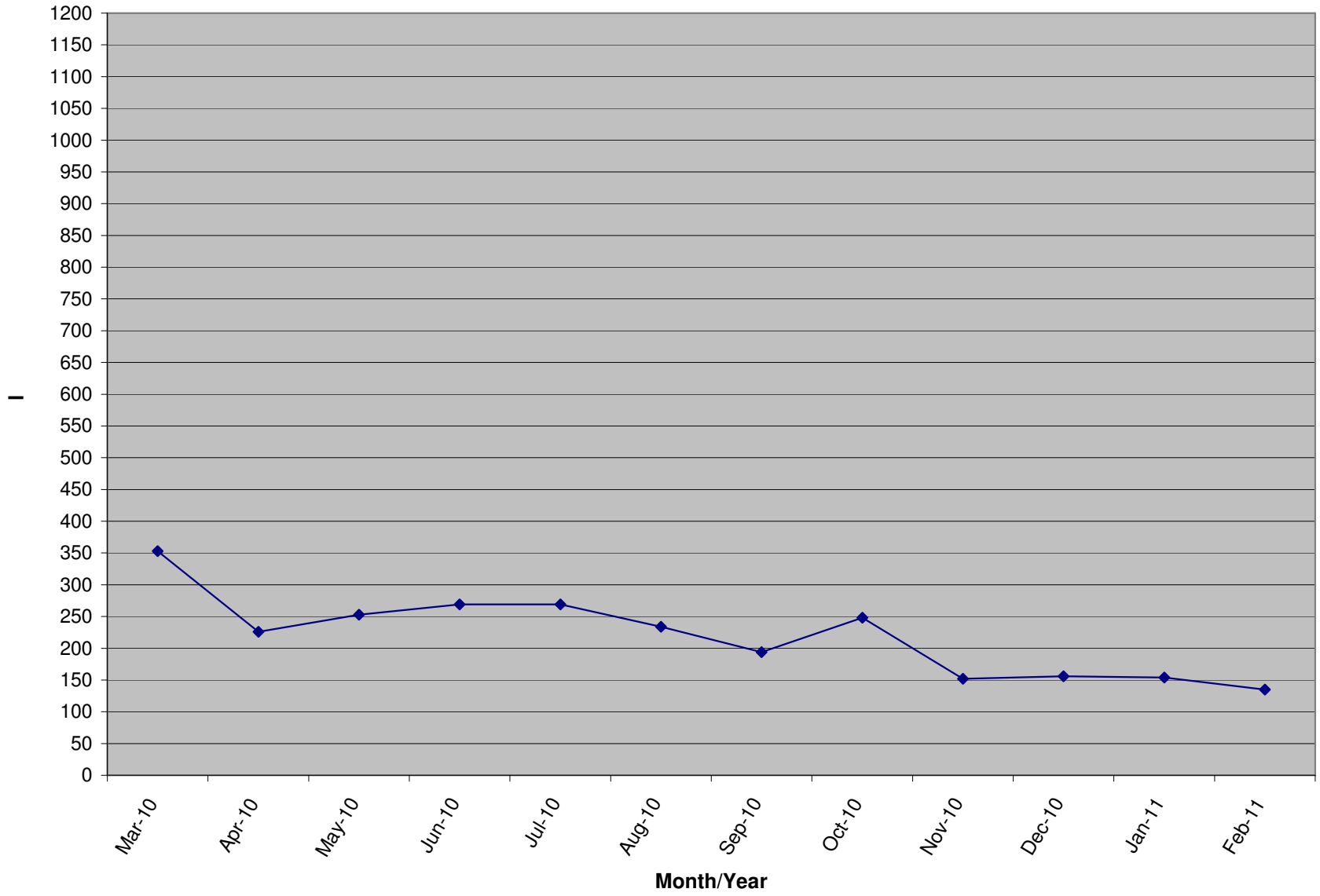
Active Donors - Past 12 Months



Lapsed - Dropped - Donors - Past 12 Months



New Donors - Past 12 Months



Renew Donors - Past 12 Months

