

# Libertarian National Committee - Membership Report

## "Donor" Totals - Aug-12

### 4 Year & 12 Month Comparison

	Dec-08	Dec-09	Dec-10	Dec-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	Aug-12
Active w-MEM	15358	14076	14077	13468	13204	13133	13269	13691	13468	13492	13538	13406	13179	12923	12870	12960	13361
Active w/out MEM	991	587	991	859	777	746	773	846	859	851	852	880	921	911	884	896	968
<b>Total</b>	<b>16349</b>	<b>14663</b>	<b>15068</b>	<b>14327</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>14329</b>
<b>Percent Change</b>	<b>8.24%</b>	<b>-10.31%</b>	<b>2.76%</b>	<b>-4.92%</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>	<b>3.41%</b>
Lapsed/Drop MEM	1285	695	845	1379	915	998	996	675	1379	720	616	840	814	937	804	680	791
Lapes w/out MEM	133	40	33	74	50	86	38	14	74	52	31	40	51	59	70	39	55
<b>Lapsed/Drop Total</b>	<b>1418</b>	<b>735</b>	<b>878</b>	<b>1453</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>846</b>
<b>Percent Change</b>	<b>93.98%</b>	<b>-48.17%</b>	<b>19.46%</b>	<b>65.49%</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>	<b>17.66%</b>
New Donors w-MEM	152	206	143	256	175	217	167	174	256	235	209	157	182	170	187	338	448
New w/out MEM	3	3	13	26	14	10	19	42	26	22	26	33	23	48	23	15	58
<b>New Total</b>	<b>155</b>	<b>209</b>	<b>156</b>	<b>282</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>506</b>
<b>Percent Change</b>	<b>-61.44%</b>	<b>34.84%</b>	<b>-25.36%</b>	<b>80.77%</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>	<b>43.34%</b>
Renewed w-MEM	412	602	921	900	629	710	965	923	900	509	453	551	405	511	564	432	744
Renewed w/out MEM	32	49	71	61	29	45	46	45	61	22	6	35	69	1	20	36	69
<b>Total Renewals</b>	<b>444</b>	<b>651</b>	<b>992</b>	<b>961</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>813</b>
<b>Percent Change</b>	<b>-67.21%</b>	<b>46.62%</b>	<b>52.38%</b>	<b>-3.13%</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>73.72%</b>
<b>Total "MEM"</b>	<b>113024</b>	<b>117226</b>	<b>119731</b>	<b>121850</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>124107</b>
<b>Percent Change</b>	<b>4.90%</b>	<b>3.72%</b>	<b>2.14%</b>	<b>1.77%</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>0.42%</b>
<b>Total "LIFETIME"</b>	<b>1993</b>	<b>2035</b>	<b>2096</b>	<b>2142</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>2183</b>
<b>Total "BSM"</b>	<b>n/a</b>	<b>14096</b>	<b>14309</b>	<b>13589</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>	<b>13197</b>

### Last Year vs. This Year

	Aug-11	Aug-12	Change	12 Mo Ave
Active w-MEM	13204	13361	1.19%	13274
Active w/out MEM	777	968	24.58%	866
<b>Total Active</b>	<b>13981</b>	<b>14329</b>	<b>2.49%</b>	<b>14140</b>
Lapsed/Dropped	965	846	-12.33%	905
New Donors	189	506	167.72%	257
Renewals	658	813	23.56%	677

**Active Donors w-MEM = 13361**

**Lapsed & Zero Dues MEM = 110746**

**Total "MEM" w-Signed Certificate = 124107**

**Member Signed Certificate = "MEM"**

**Total "BSM" = 13197**

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

### NEW-RENEW BREAKDOWN BY TYPE

New Members			
Source	Number	\$ Total	Ave Gift
House Mailing to Inq	24	\$ 2,199.36	\$ 91.64
Dir Mail Prospecting	9	\$ 1,178.00	\$ 130.89
Tele-New	0	\$ -	\$ -
Web New Members	405	\$ 16,590.00	\$ 40.96
* Manual Adjustments	68	n/a	n/a
<b>Total</b>	<b>506</b>	<b>\$ 19,967.36</b>	<b>\$ 45.59</b>
Renewals			
Source	Number	\$ Total	Ave Gift
Renewals via House Mailing	0	\$ -	\$ -
Dir Mail Renewals	417	\$ 22,241.49	\$ 53.34
Tele-Renewal	20	\$ 1,750.00	\$ 87.50
Web Renewals	263	\$ 12,802.58	\$ 48.68
* Manual Adjustments	113	n/a	n/a
<b>Total</b>	<b>813</b>	<b>\$ 36,794.07</b>	<b>\$ 52.56</b>

\* Includes New & Renewals via B/A Letter, Pledge Extn & New Pledges

**Aug-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	632	68	3	71	68
AL	1555	171	8	179	170
AR	809	95	4	99	94
AZ	2944	321	32	353	309
CA	18674	1883	150	2033	1877
CO	3420	441	24	465	431
CT	1393	175	18	193	175
DC	342	38	4	42	38
DE	364	42	6	48	42
FL	7298	728	50	778	714
GA	5617	398	24	422	397
HI	494	64	2	66	64
IA	928	123	5	128	123
ID	694	70	4	74	72
IL	4178	482	38	520	475
IN	2803	344	22	366	344
KS	1130	150	9	159	147
KY	1034	109	6	115	106
LA	948	110	7	117	106
MA	2704	228	21	249	220
MD	2200	278	25	303	274
ME	770	76	5	81	72
MI	4882	429	30	459	427
MN	1897	191	8	199	183
MO	2141	244	21	265	238
MS	588	66	6	72	64

<u>STATE</u>	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
MT	459	48	8	56	44
NC	3044	344	13	357	347
ND	165	27	2	29	25
NE	595	72	5	77	72
NH	1270	144	9	153	145
NJ	2842	300	31	331	300
NM	1056	150	14	164	141
NV	1661	191	11	202	190
NY	4583	591	49	640	577
OH	4636	582	30	612	561
OK	932	101	5	106	98
OR	2068	189	22	211	186
PA	5455	504	53	557	502
RI	277	30	1	31	29
SC	1496	161	5	166	161
SD	225	46	3	49	45
TN	2186	231	9	240	230
TX	7985	928	62	990	921
UT	1048	95	12	107	95
VA	4071	540	31	571	536
VT	377	27	3	30	26
WA	4041	374	26	400	374
WI	1770	205	19	224	204
WV	548	52	0	52	54
WY	294	37	3	40	38
OTHER	584	68	10	78	66

	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
<b>TOTALS</b>	<b>124107</b>	<b>13361</b>	<b>968</b>	<b>14329</b>	<b>13197</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**

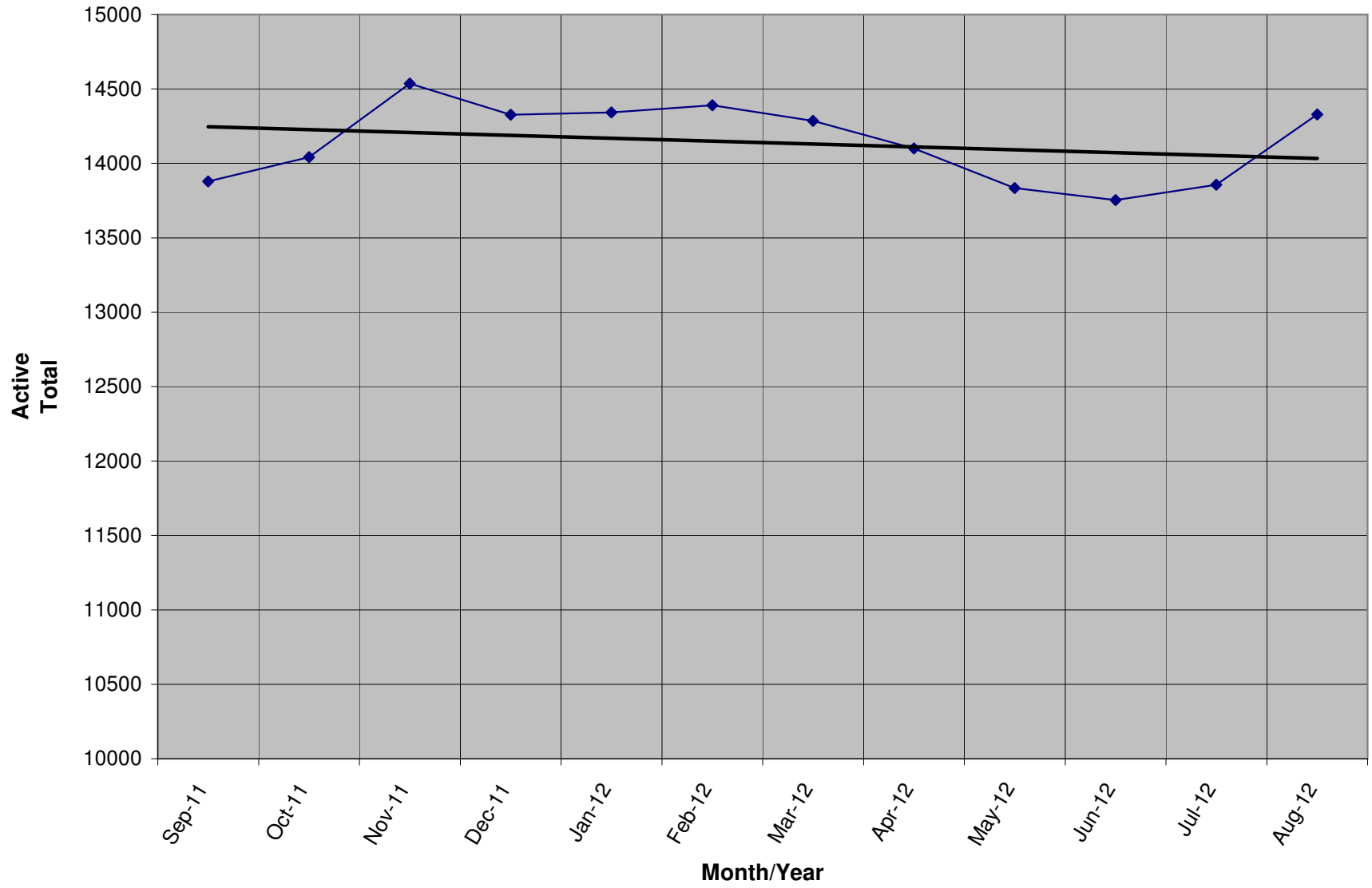
**BSM = By Law Definition of "Sustaining Member" and number used for delegate count**

**(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.)**

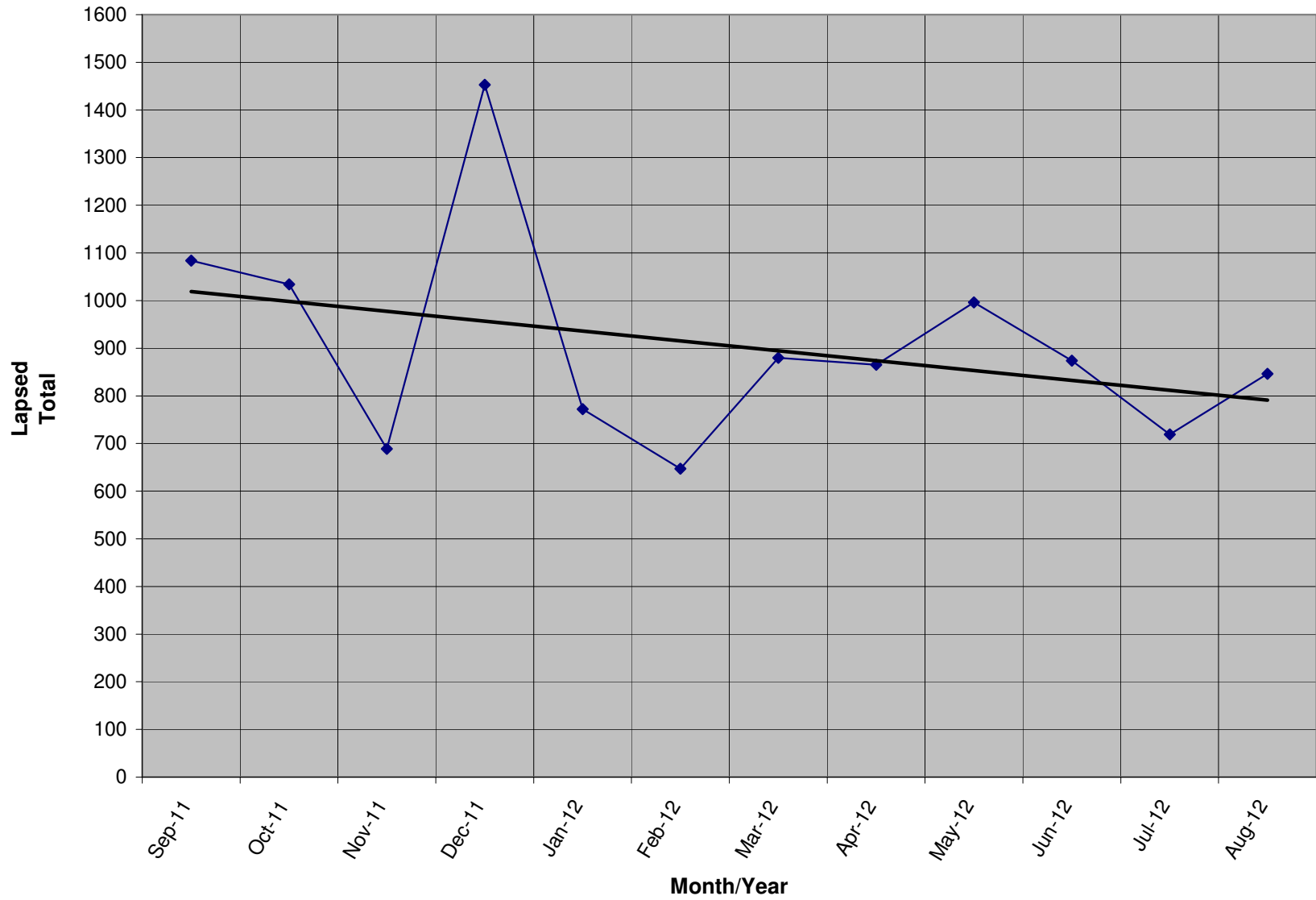
**SUSTAINING MEMBERSHIP STATE RANKINGS - "BSM"**

<u>State</u>	<u>Total BSM</u>	<u>Rank</u>	<u>State</u>	<u>Total BSM</u>	<u>Rank</u>
CA	1877	1	SC	161	27
TX	921	2	KS	147	28
FL	714	3	NH	145	29
NY	577	4	NM	141	30
OH	561	5	IA	123	31
VA	536	6	KY	106	32
PA	502	7	LA	106	33
IL	475	8	OK	98	34
CO	431	9	UT	95	35
MI	427	10	AR	94	36
GA	397	11	ID	72	37
WA	374	12	ME	72	38
NC	347	13	NE	72	39
IN	344	14	AK	68	40
AZ	309	15	HI	64	41
NJ	300	16	MS	64	42
MD	274	17	WV	54	43
MO	238	18	SD	45	44
TN	230	19	MT	44	45
MA	220	20	DE	42	46
WI	204	21	DC	38	47
NV	190	22	WY	38	48
OR	186	23	RI	29	49
MN	183	24	VT	26	50
CT	175	25	ND	25	51
AL	170	26	XX	66	52

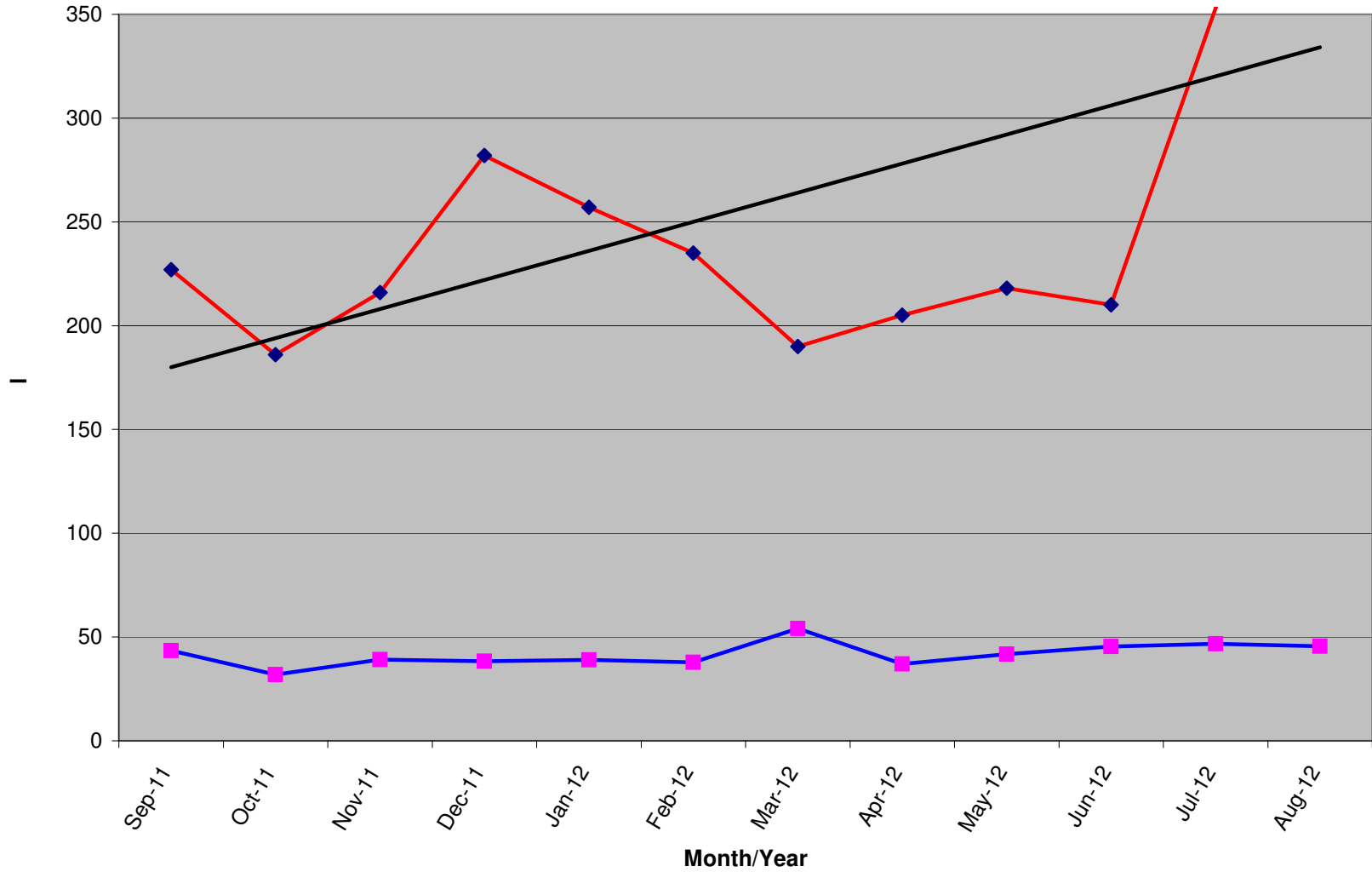
Active Donors - Past 12 Months



Lapsed - Dropped - Donors - Past 12 Months

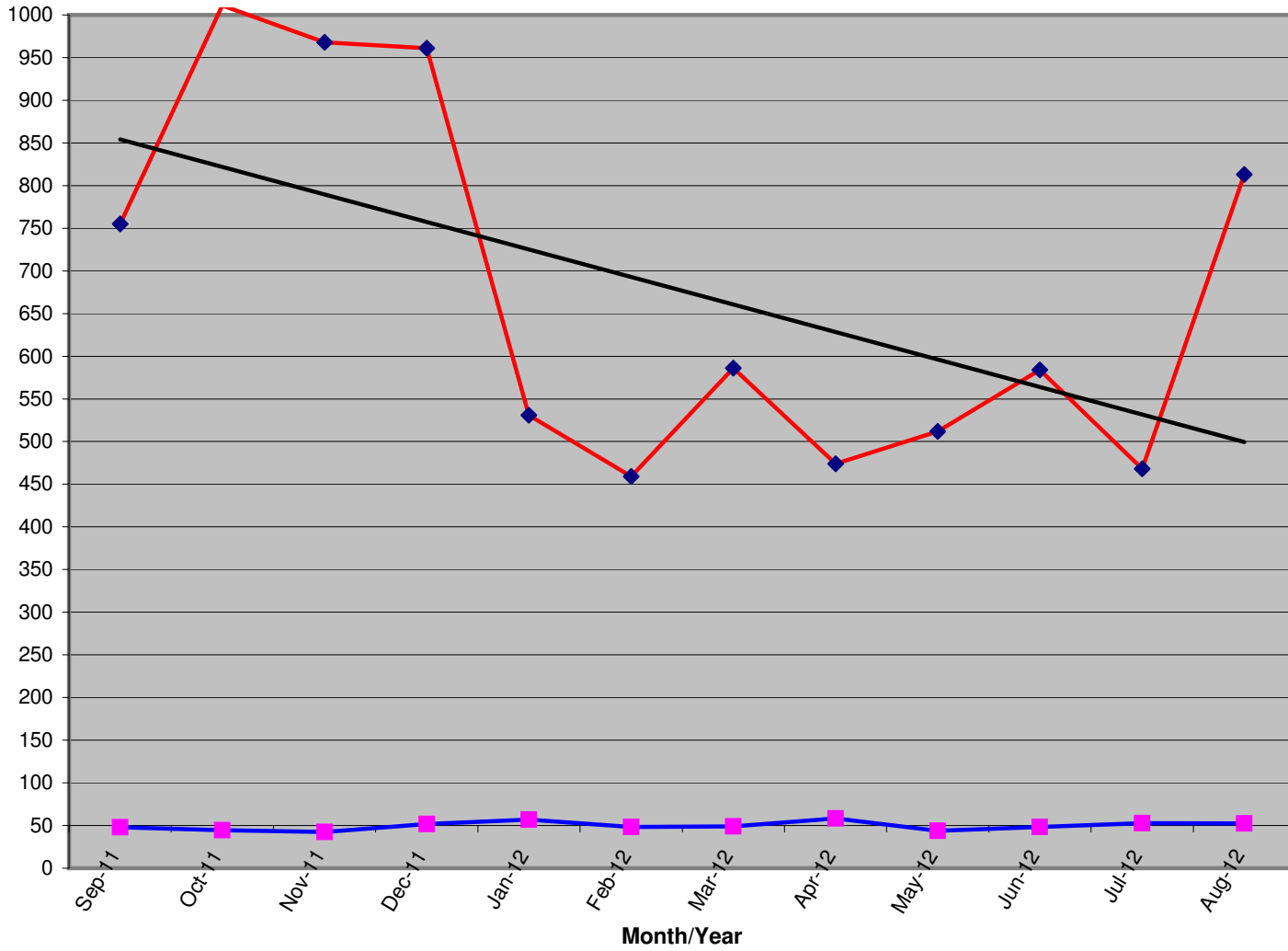


**New Donors / Ave Gift - Past 12 Months**



	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Jul-12	Aug-12
<b>New Donors</b>	227	186	216	282	257	235	190	205	218	210	353	506
<b>Ave Gift</b>	\$ 43.48	\$ 31.85	\$ 39.12	\$ 38.38	\$ 39.00	\$ 37.83	\$ 54.07	\$ 36.99	\$ 41.71	\$ 45.48	\$ 46.73	\$ 45.59

**Renew Donors - Past 12 Months**



	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Jul-12	Aug-12
<b>Renew Total</b>	755	1011	968	961	531	459	586	474	512	584	468	813
<b>Ave Gift</b>	\$ 48.08	\$ 44.59	\$ 42.31	\$ 51.57	\$ 56.93	\$ 48.43	\$ 48.97	\$ 58.32	\$ 43.64	\$ 48.33	\$ 52.63	\$ 52.56