

Libertarian National Committee - Membership Report

"Donor" Totals - Oct-12

4 Year & 12 Month Comparison

	Dec-08	Dec-09	Dec-10	Dec-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12
Active w-MEM	15358	14076	14077	13468	13269	13691	13468	13492	13538	13406	13179	12923	12870	12960	13361	13788	14070
Active w/out MEM	991	587	991	859	773	846	859	851	852	880	921	911	884	896	968	1135	1213
Total	16349	14663	15068	14327	14042	14537	14327	14343	14390	14286	14100	13834	13754	13856	14329	14923	15283
Percent Change	8.24%	-10.31%	2.76%	-4.92%	1.17%	3.53%	-1.44%	0.11%	0.33%	-0.72%	-1.30%	-1.89%	-0.58%	0.74%	3.41%	4.15%	2.41%
Lapsed/Drop MEM	1285	695	845	1379	996	675	1379	720	616	840	814	937	804	680	791	835	1129
Lapes w/out MEM	133	40	33	74	38	14	74	52	31	40	51	59	70	39	55	36	66
Lapsed/Drop Total	1418	735	878	1453	1034	689	1453	772	647	880	865	996	874	719	846	871	1195
Percent Change	93.98%	-48.17%	19.46%	65.49%	-4.61%	-33.37%	110.89%	-46.87%	-16.19%	36.01%	-1.70%	15.14%	-12.25%	-17.73%	17.66%	2.96%	37.20%
New Donors w-MEM	152	206	143	256	167	174	256	235	209	157	182	170	187	338	448	589	679
New w/out MEM	3	3	13	26	19	42	26	22	26	33	23	48	23	15	58	137	131
New Total	155	209	156	282	186	216	282	257	235	190	205	218	210	353	506	726	810
Percent Change	-61.44%	34.84%	-25.36%	80.77%	-18.06%	16.13%	30.56%	-8.87%	-8.56%	-19.15%	7.89%	6.34%	-3.67%	68.10%	43.34%	43.48%	11.57%
Renewed w-MEM	412	602	921	900	965	923	900	509	453	551	405	511	564	432	744	673	732
Renewed w/out MEM	32	49	71	61	46	45	61	22	6	35	69	1	20	36	69	66	13
Total Renewals	444	651	992	961	1011	968	961	531	459	586	474	512	584	468	813	739	745
Percent Change	-67.21%	46.62%	52.38%	-3.13%	33.91%	-4.25%	-0.72%	-44.75%	-13.56%	27.67%	-19.11%	8.02%	14.06%	-19.86%	73.72%	-9.10%	0.81%
Total "MEM"	113024	117226	119731	121850	121429	121567	121850	122178	122339	122475	122726	122942	123152	123591	124107	124917	125618
Percent Change	4.90%	3.72%	2.14%	1.77%	0.10%	0.11%	0.23%	0.27%	0.13%	0.11%	0.20%	0.18%	0.17%	0.36%	0.42%	0.65%	0.56%
Total "LIFETIME"	1993	2035	2096	2142	2133	2136	2142	2146	2149	2149	2153	2155	2163	2170	2183	2197	2201
Total "BSM"	n/a	14096	14309	13589	13034	13480	13589	13642	13558	13664	13397	12919	12817	12816	13197	13475	13758

Last Year vs. This Year

	Oct-11	Oct-12	Change	12 Mo Ave
Active w-MEM	13269	14070	6.04%	13396
Active w/out MEM	773	1213	56.92%	935
Total Active	14042	15283	8.84%	14330
Lapsed/Dropped	1034	1195	15.57%	901
New Donors	186	810	335.48%	351
Renewals	1011	745	-26.31%	653

Active Donors w-MEM = 14070

Lapsed & Zero Dues MEM = 111548

Total "MEM" w-Signed Certificate = 125618

Member Signed Certificate = "MEM"

Total "BSM" = 13758

Bylaws defined Sustaining Member = "BSM"

NEW-RENEW BREAKDOWN BY TYPE

New Members			
Source	Number	\$ Total	Ave Gift
House Mailing to Inq	245	\$ 18,316.20	\$ 74.76
Dir Mail Prospecting	21	\$ 860.00	\$ 40.95
Tele-New	0	\$ -	\$ -
Web New Members	511	\$ 18,325.00	\$ 35.86
* Manual Adjustments	33	n/a	n/a
Total	810	\$ 37,501.20	\$ 48.26
Renewals			
Source	Number	\$ Total	Ave Gift
Renew via House Mailing	96	\$ 7,132.60	\$ 74.30
Dir Mail Renewals	389	\$ 18,588.49	\$ 47.79
Tele-Renewal	10	\$ 410.00	\$ 41.00
Web Renewals	217	\$ 11,830.00	\$ 54.52
* Manual Adjustments	98	n/a	n/a
Total	810	\$ 37,961.09	\$ 53.32

* Includes Pledge Exentions & New Pledges

Oct-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	637	70	4	74	66
AL	1578	188	9	197	182
AR	820	103	4	107	100
AZ	2979	333	43	376	319
CA	18801	1888	174	2062	1861
CO	3463	457	34	491	449
CT	1404	169	15	184	171
DC	350	43	6	49	42
DE	369	40	6	46	38
FL	7380	772	70	842	738
GA	5659	430	30	460	419
HI	500	71	2	73	68
IA	950	140	9	149	135
ID	698	69	5	74	68
IL	4244	534	47	581	528
IN	2839	355	25	380	349
KS	1145	152	11	163	148
KY	1048	116	8	124	114
LA	964	127	13	140	119
MA	2738	248	29	277	240
MD	2225	290	28	318	283
ME	781	83	7	90	79
MI	4930	450	33	483	443
MN	1924	214	15	229	211
MO	2176	260	27	287	253
MS	599	69	8	77	69

<u>STATE</u>	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
MT	461	49	7	56	44
NC	3085	362	24	386	360
ND	175	31	1	32	32
NE	605	76	6	82	72
NH	1282	148	17	165	144
NJ	2876	309	38	347	298
NM	1071	157	19	176	150
NV	1680	199	16	215	193
NY	4655	616	59	675	605
OH	4717	615	42	657	604
OK	942	103	7	110	102
OR	2086	191	25	216	189
PA	5527	547	61	608	551
RI	284	33	2	35	31
SC	1509	169	9	178	166
SD	229	47	3	50	45
TN	2220	256	11	267	246
TX	8109	991	81	1072	976
UT	1061	102	15	117	100
VA	4137	574	39	613	556
VT	382	32	4	36	31
WA	4082	401	33	434	396
WI	1796	222	19	241	211
WV	557	55	0	55	53
WY	297	40	3	43	40
OTHER	592	74	10	84	71

	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
TOTALS	125618	14070	1213	15283	13758

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

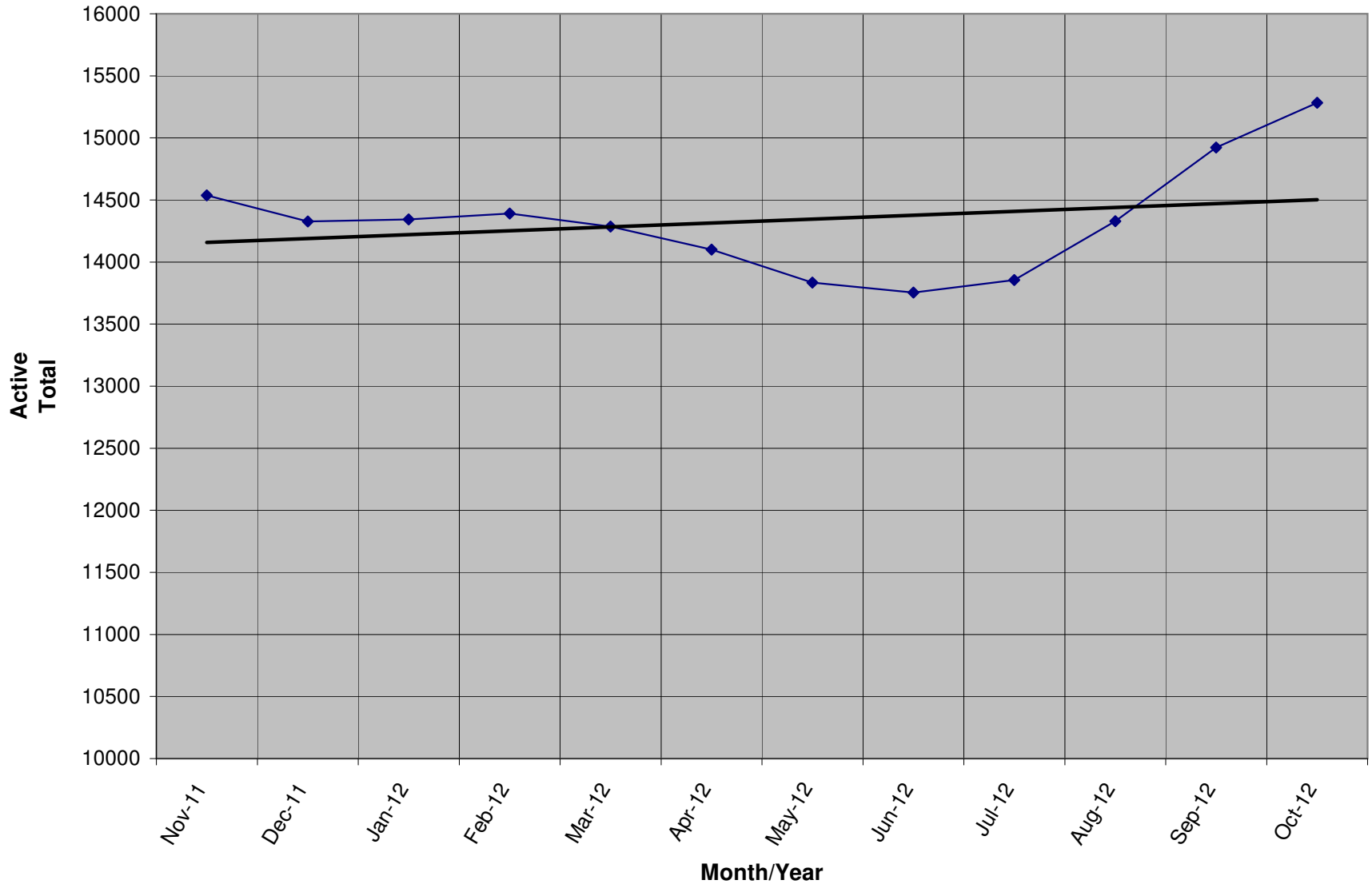
BSM = By Law Definition of "Sustaining Member" and number used for delegate count

(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.)

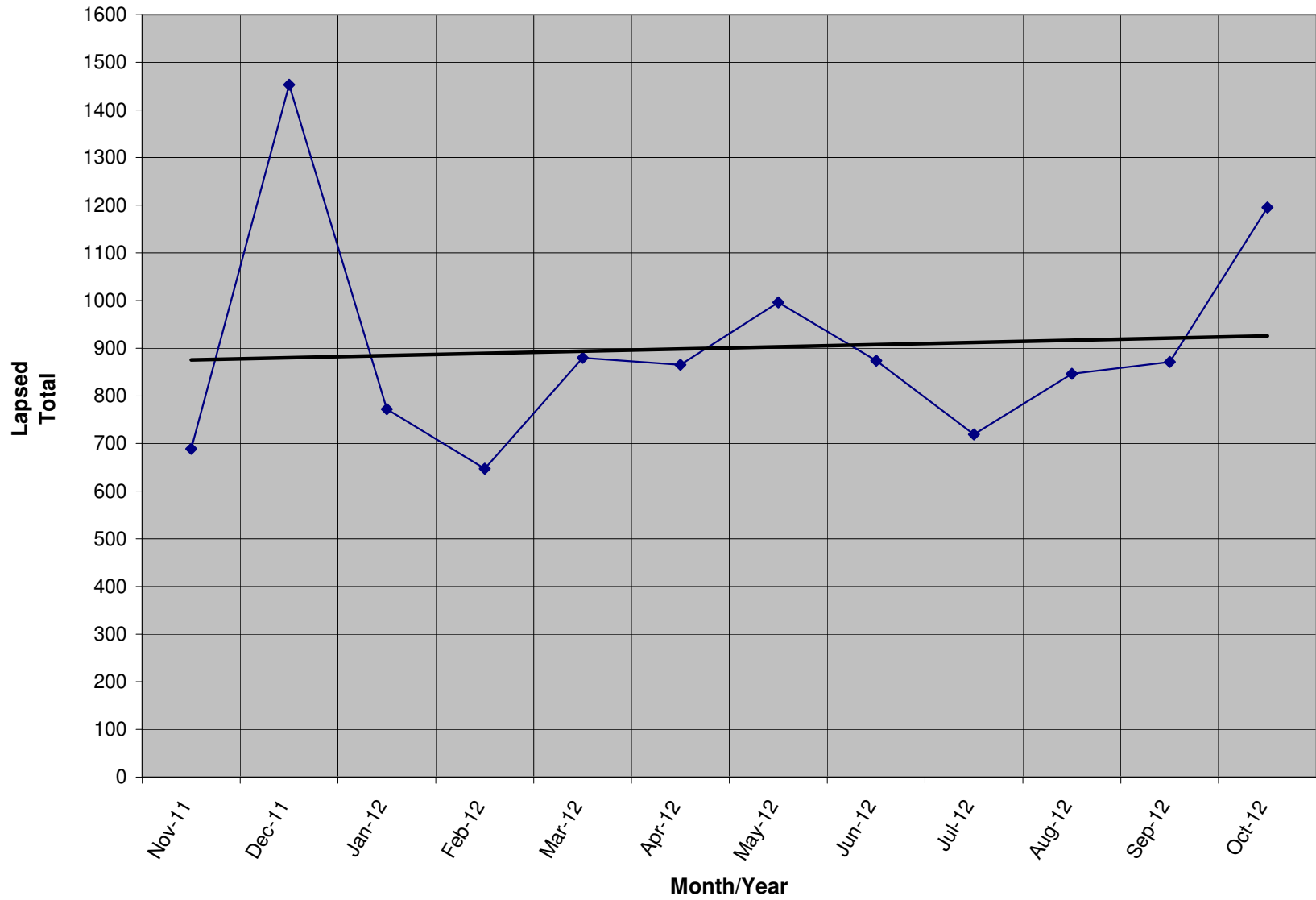
SUSTAINING MEMBERSHIP STATE RANKINGS - "BSM"

<u>State</u>	<u>Total BSM</u>	<u>Rank</u>	<u>State</u>	<u>Total BSM</u>	<u>Rank</u>
CA	1861	1	SC	166	27
TX	976	2	NM	150	28
FL	738	3	KS	148	29
NY	605	4	NH	144	30
OH	604	5	IA	135	31
VA	556	6	LA	119	32
PA	551	7	KY	114	33
IL	528	8	OK	102	34
CO	449	9	AR	100	35
MI	443	10	UT	100	36
GA	419	11	ME	79	37
WA	396	12	NE	72	38
NC	360	13	MS	69	39
IN	349	14	HI	68	40
AZ	319	15	ID	68	41
NJ	298	16	AK	66	42
MD	283	17	WV	53	43
MO	253	18	SD	45	44
TN	246	19	MT	44	45
MA	240	20	DC	42	46
MN	211	21	WY	40	47
WI	211	22	DE	38	48
NV	193	23	ND	32	49
OR	189	24	RI	31	50
AL	182	25	VT	31	51
CT	171	26	XX	71	52

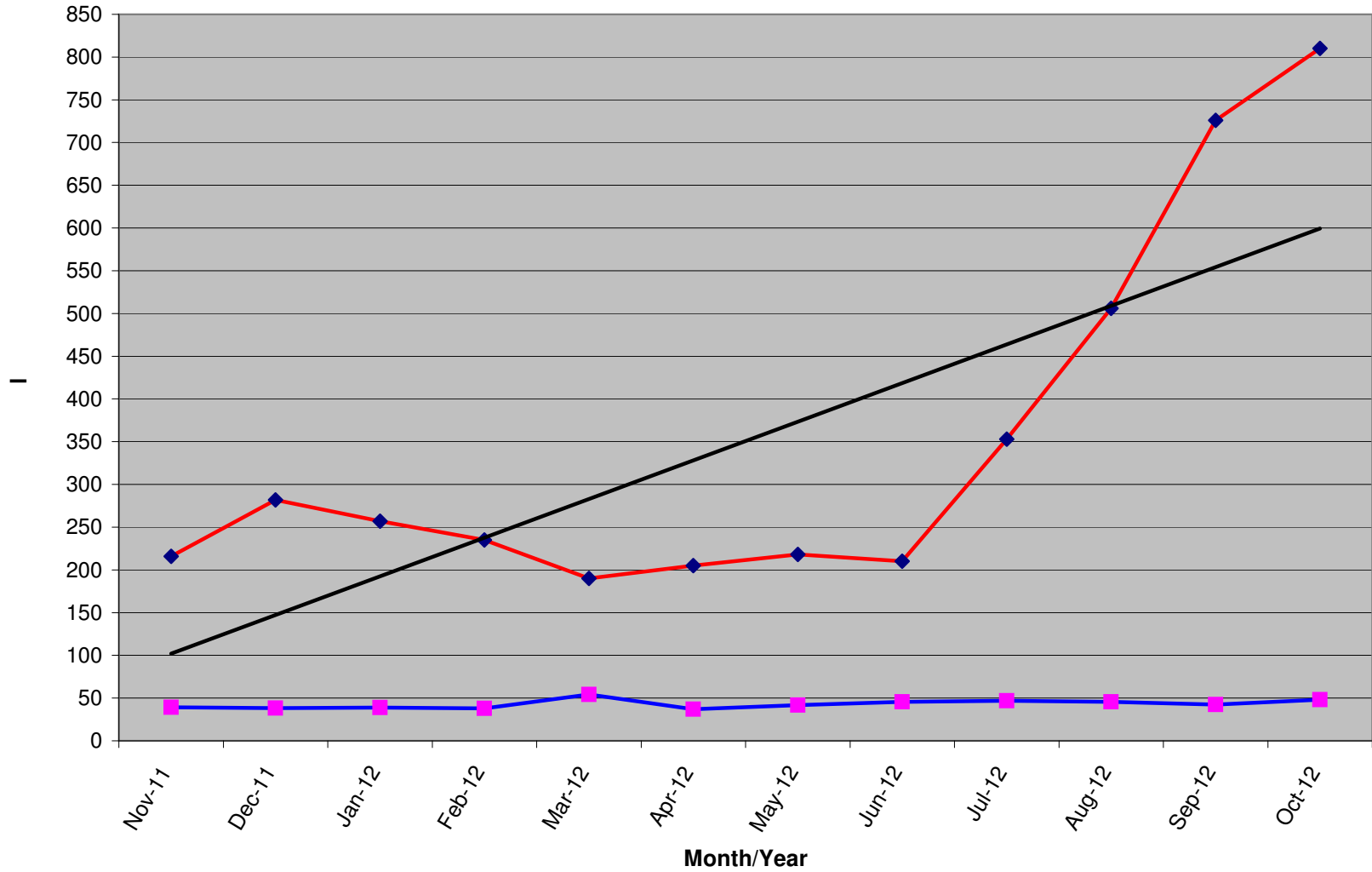
Active Donors - Past 12 Months



Lapsed - Dropped - Donors - Past 12 Months

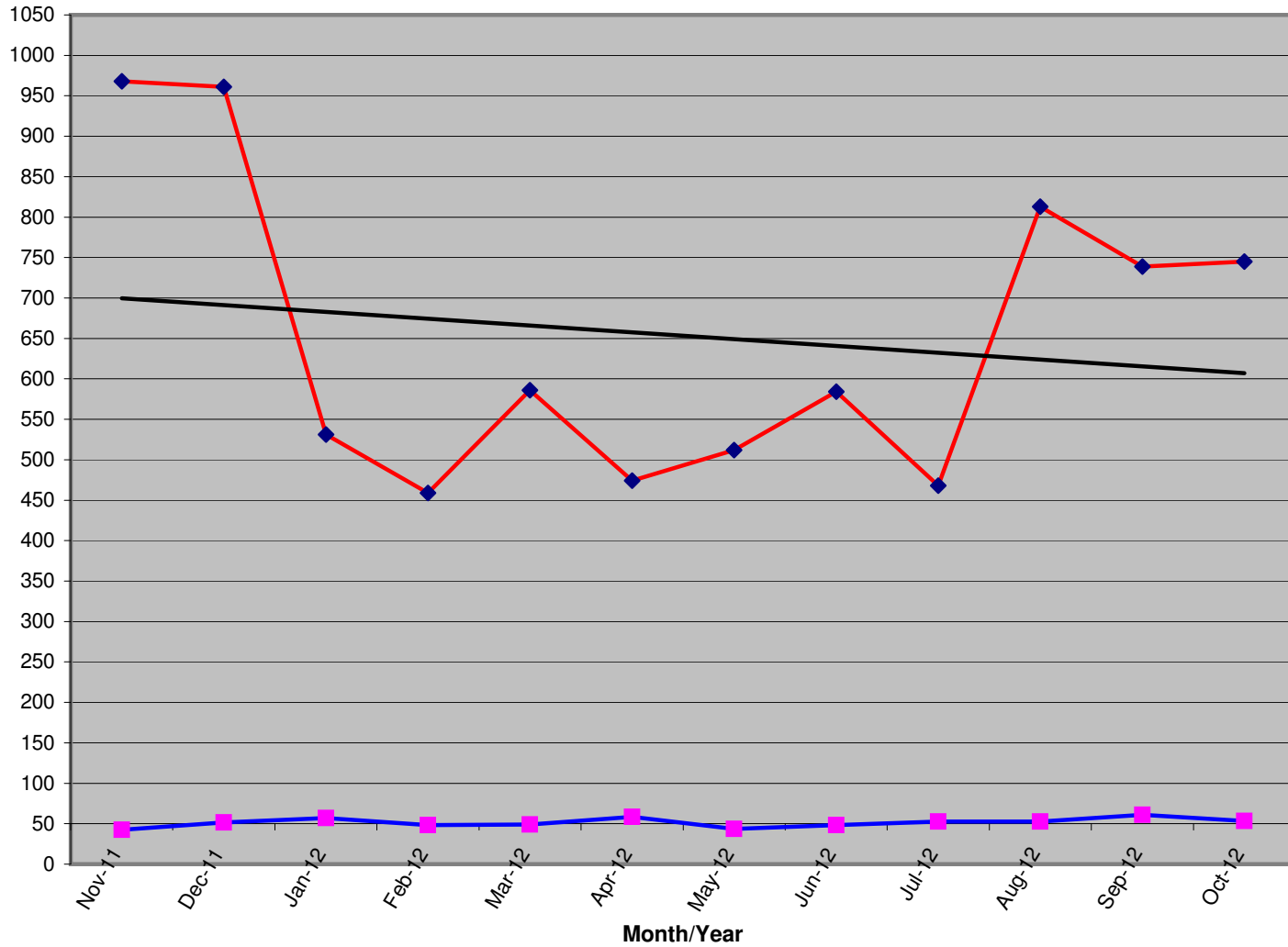


New Donors / Ave Gift - Past 12 Months



	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12
New Donors	216	282	257	235	190	205	218	210	353	506	726	810
Ave Gift	\$ 39.12	\$ 38.38	\$ 39.00	\$ 37.83	\$ 54.07	\$ 36.99	\$ 41.71	\$ 45.48	\$ 46.73	\$ 45.59	\$ 42.54	\$ 48.26

Renew Donors - Past 12 Months



	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12
Renew Total	968	961	531	459	586	474	512	584	468	813	739	745
Ave Gift	\$ 42.31	\$ 51.57	\$ 56.93	\$ 48.43	\$ 48.97	\$ 58.32	\$ 43.64	\$ 48.33	\$ 52.63	\$ 52.56	\$ 60.92	\$ 53.32