

Libertarian National Committee - Membership Report

"Donor" Totals - Jan-12

4 Year & 12 Month Comparison

	Dec-07	Dec-08	Dec-09	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12
Active w-MEM	14181	15358	14076	14077	13872	13807	13675	13509	13549	13295	13315	13204	13133	13269	13691	13468	13492
Active w/out MEM	924	991	587	991	974	813	802	794	791	759	784	777	746	773	846	859	851
Total	15105	16349	14663	15068	14846	14620	14477	14303	14340	14054	14099	13981	13879	14042	14537	14327	14343
Percent Change	28.10%	8.24%	-10.31%	1.82%	-1.47%	-1.52%	-0.98%	-1.20%	0.26%	-1.99%	0.32%	-0.84%	-0.73%	1.17%	3.53%	-1.44%	0.11%
Lapsed/Drop MEM	718	1285	695	845	855	823	1030	1084	1041	984	766	915	998	996	675	1379	720
Lapes w/out MEM	13	133	40	33	72	285	49	61	50	105	25	50	86	38	14	74	52
Lapsed/Drop Total	731	1418	735	878	927	1108	1079	1145	1091	1089	791	965	1084	1034	689	1453	772
Percent Change	-25.71%	93.98%	-48.17%	-22.71%	5.58%	19.53%	-2.62%	6.12%	-4.72%	-0.18%	-27.36%	22.00%	12.33%	-4.61%	-33.37%	110.89%	-46.87%
New Donors w-MEM	319	152	206	143	147	127	158	200	265	192	151	175	217	167	174	256	235
New w/out MEM	83	3	3	13	7	8	7	11	11	16	15	14	10	19	42	26	22
New Total	402	155	209	156	154	135	165	211	276	208	166	189	227	186	216	282	257
Percent Change	204.55%	-61.44%	34.84%	2.63%	-1.28%	-12.34%	22.22%	27.88%	30.81%	-24.64%	-20.19%	13.86%	20.11%	-18.06%	16.13%	30.56%	-8.87%
Renewed w-MEM	1271	412	602	921	503	631	740	718	816	538	635	629	710	965	923	900	509
Renewed w/out MEM	83	32	49	71	48	116	31	42	36	57	35	29	45	46	45	61	22
Total Renewals	1354	444	651	992	551	747	771	760	852	595	670	658	755	1011	968	961	531
Percent Change	116.99%	-67.21%	46.62%	65.89%	-44.46%	35.57%	3.21%	-1.43%	12.11%	-30.16%	12.61%	-1.79%	14.74%	33.91%	-4.25%	-0.72%	-44.75%
Total "MEM"	107748	113024	117226	119731	119909	119853	120036	120198	120491	120663	120830	121056	121307	121429	121567	121850	122178
Percent Change	2.88%	4.90%	3.72%	0.07%	0.15%	-0.05%	0.15%	0.13%	0.24%	0.14%	0.14%	0.19%	0.21%	0.10%	0.11%	0.23%	0.27%
Total "LIFETIME"	1930	1993	2035	2096	2097	2099	2107	2111	2113	2118	2123	2131	2133	2133	2136	2142	2146
Total "BSM"	n/a	n/a	14096	14309	14305	13890	13705	13384	13525	13290	13162	13046	13004	13034	13480	13589	13642

Last Year vs. This Year

	Jan-11	Jan-12	Change	12 Mo Ave
Active w-MEM	13872	13492	-2.74%	13451
Active w/out MEM	974	851	-12.63%	800
Total Active	14846	14343	-3.39%	14250
Lapsed/Dropped	927	772	-16.72%	1025
New Donors	154	257	66.88%	210
Renewals	551	531	-3.63%	773

Active Donors w-MEM = 13492

Lapsed & Zero Dues MEM = 108686

Total "MEM" w-Signed Certificate = 122178

Member Signed Certificate = "MEM"

Total "BSM" = 13642

Bylaws defined Sustaining Member = "BSM"

NEW-RENEW BREAKDOWN BY TYPE

New Members 01/12				
Source	Number	\$ Total	Ave Gift	
House Mailing to Inq	0	\$ -	\$ -	
Dir Mail Prospecting	48	\$ 2,262.00	\$ 47.13	
Tele-New	0	\$ -	\$ -	
Web New Members	201	\$ 7,450.00	\$ 37.06	
* Manual Adjustments	8	n/a	n/a	
Total	257	\$ 9,712.00	\$ 39.00	
Renewals				
Source	Number	\$ Total	Ave Gift	
Renewals via House Mailing	0	\$ -	\$ -	
Dir Mail Renewals	303	\$ 15,388.00	\$ 50.79	
Tele-Renewal	34	\$ 2,095.00	\$ 61.62	
Web Renewals	174	\$ 11,610.00	\$ 66.72	
* Manual Adjustments	20	n/a	n/a	
Total	531	\$ 29,093.00	\$ 56.93	

* Includes Renewals via Pledge Extn & New Pledges

Jan-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	630	63	2	65	64
AL	1531	177	9	186	177
AR	786	84	2	86	86
AZ	2900	306	28	334	310
CA	18528	1953	120	2073	1979
CO	3347	420	26	446	428
CT	1377	172	23	195	176
DC	337	36	4	40	37
DE	356	40	4	44	42
FL	7179	770	52	822	785
GA	5553	405	20	425	413
HI	491	69	3	72	67
IA	908	118	5	123	117
ID	680	63	2	65	62
IL	4105	494	30	524	494
IN	2738	330	24	354	329
KS	1109	164	3	167	166
KY	1008	108	5	113	109
LA	932	120	5	125	122
MA	2686	238	19	257	242
MD	2161	273	26	299	277
ME	759	74	3	77	77
MI	4842	478	23	501	484
MN	1871	210	9	219	214
MO	2093	233	20	253	238
MS	569	66	7	73	68

<u>STATE</u>	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
MT	453	50	8	58	50
NC	2980	333	15	348	337
ND	159	24	1	25	24
NE	592	78	5	83	83
NH	1260	139	8	147	142
NJ	2807	317	24	341	320
NM	1029	123	8	131	117
NV	1628	191	11	202	191
NY	4492	589	54	643	594
OH	4549	610	31	641	607
OK	909	94	4	98	96
OR	2052	190	18	208	190
PA	5372	517	30	547	521
RI	274	35	2	37	37
SC	1461	165	4	169	170
SD	217	39	1	40	39
TN	2135	215	9	224	221
TX	7807	918	53	971	921
UT	1034	94	8	102	93
VA	3978	534	30	564	531
VT	372	30	4	34	30
WA	3998	371	20	391	387
WI	1742	220	16	236	221
WV	553	67	0	67	68
WY	287	29	3	32	30
OTHER	562	56	10	66	59

	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
TOTALS	122178	13492	851	14343	13642

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

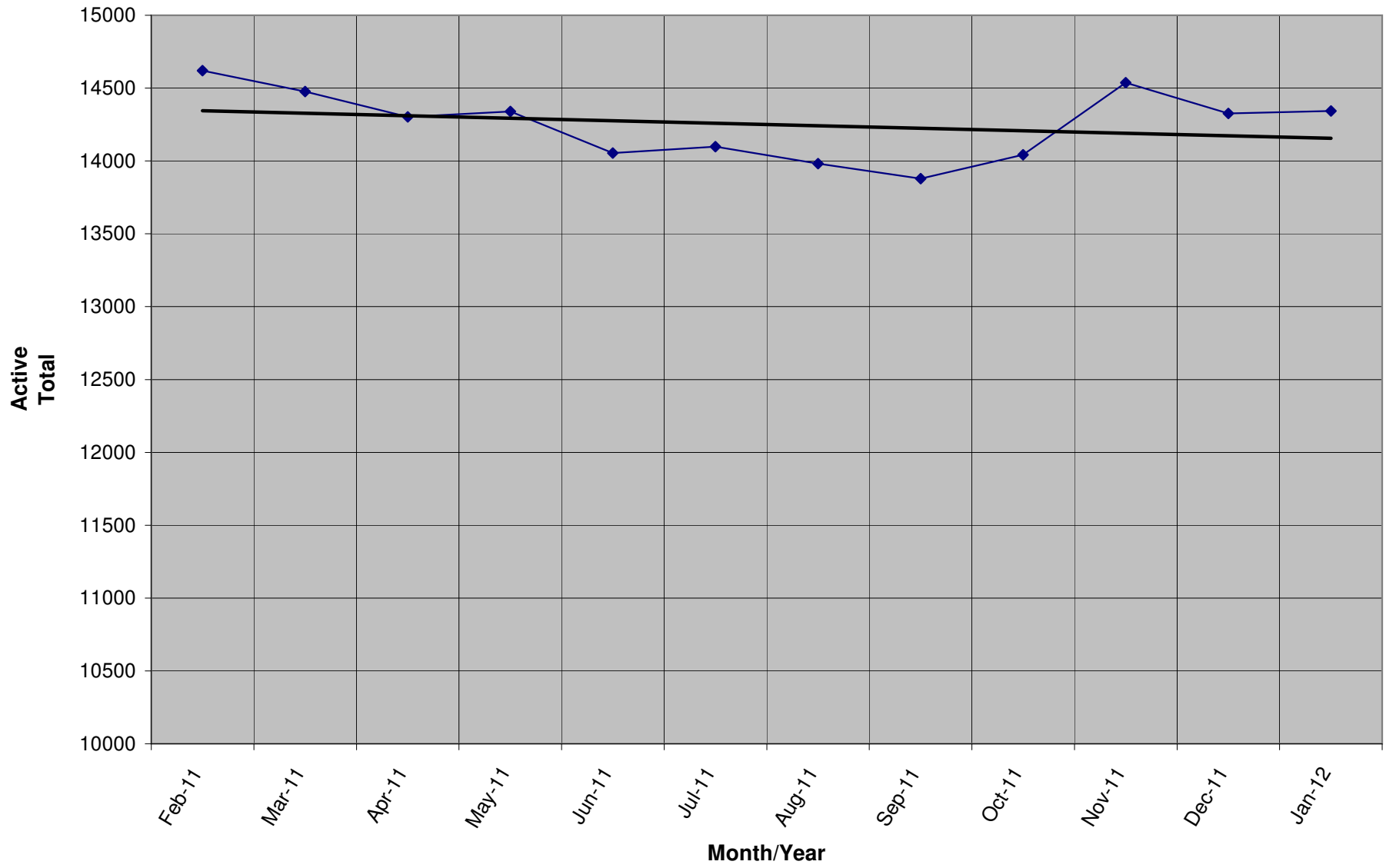
BSM = By Law Definition of "Sustaining Member" and number used for delegate count

(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.)

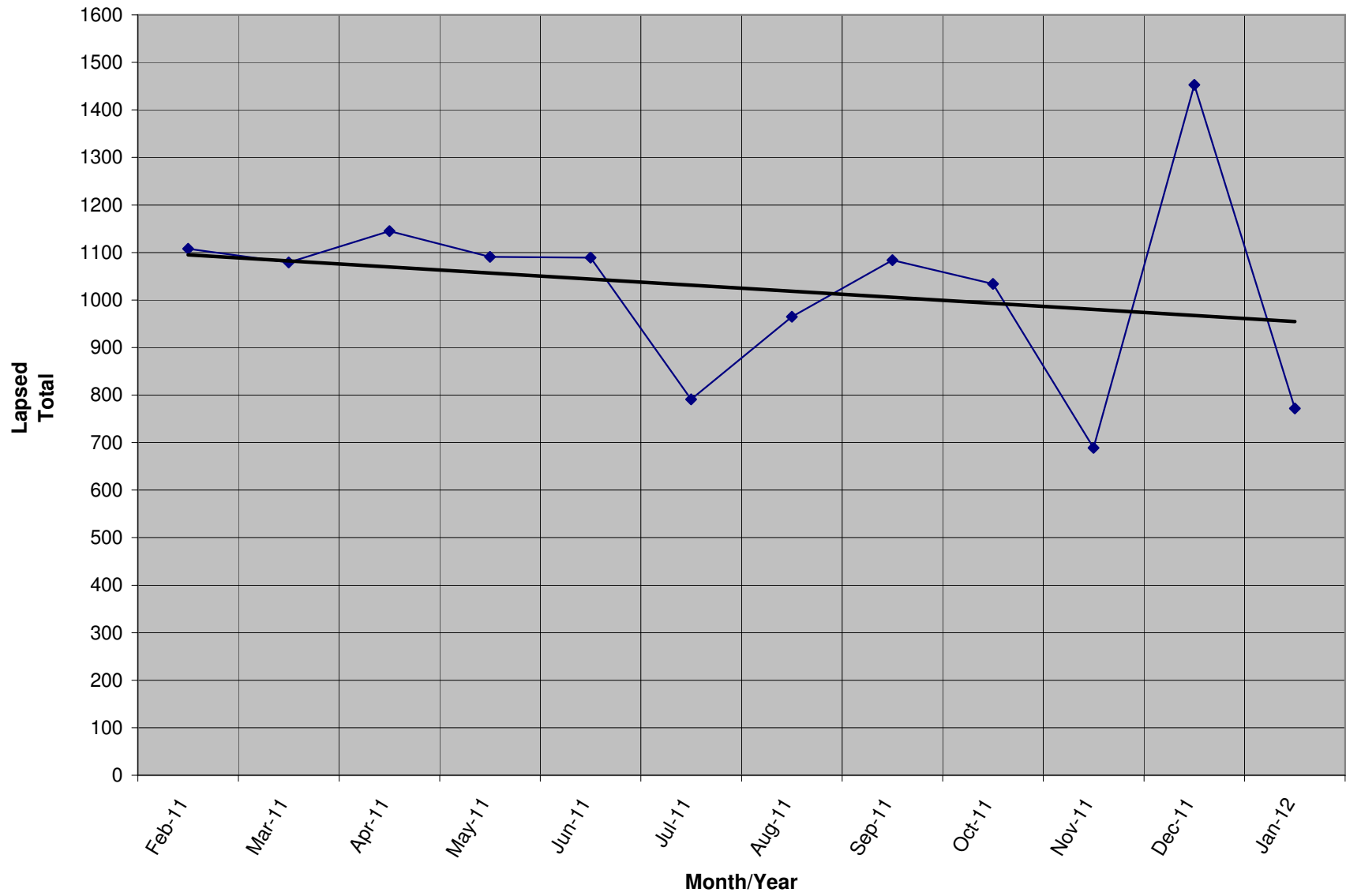
SUSTAINING MEMBERSHIP STATE RANKINGS - "BSM"

<u>State</u>	<u>Total BSM</u>	<u>Rank</u>	<u>State</u>	<u>Total BSM</u>	<u>Rank</u>
CA	1979	1	SC	170	27
TX	921	2	KS	166	28
FL	785	3	NH	142	29
OH	607	4	LA	122	30
NY	594	5	IA	117	31
VA	531	6	NM	117	32
PA	521	7	KY	109	33
IL	494	8	OK	96	34
MI	484	9	UT	93	35
CO	428	10	AR	86	36
GA	413	11	NE	83	37
WA	387	12	ME	77	38
NC	337	13	MS	68	39
IN	329	14	WV	68	40
NJ	320	15	HI	67	41
AZ	310	16	AK	64	42
MD	277	17	ID	62	43
MA	242	18	MT	50	44
MO	238	19	DE	42	45
TN	221	20	SD	39	46
WI	221	21	DC	37	47
MN	214	22	RI	37	48
NV	191	23	VT	30	49
OR	190	24	WY	30	50
AL	177	25	ND	24	51
CT	176	26	XX	59	52

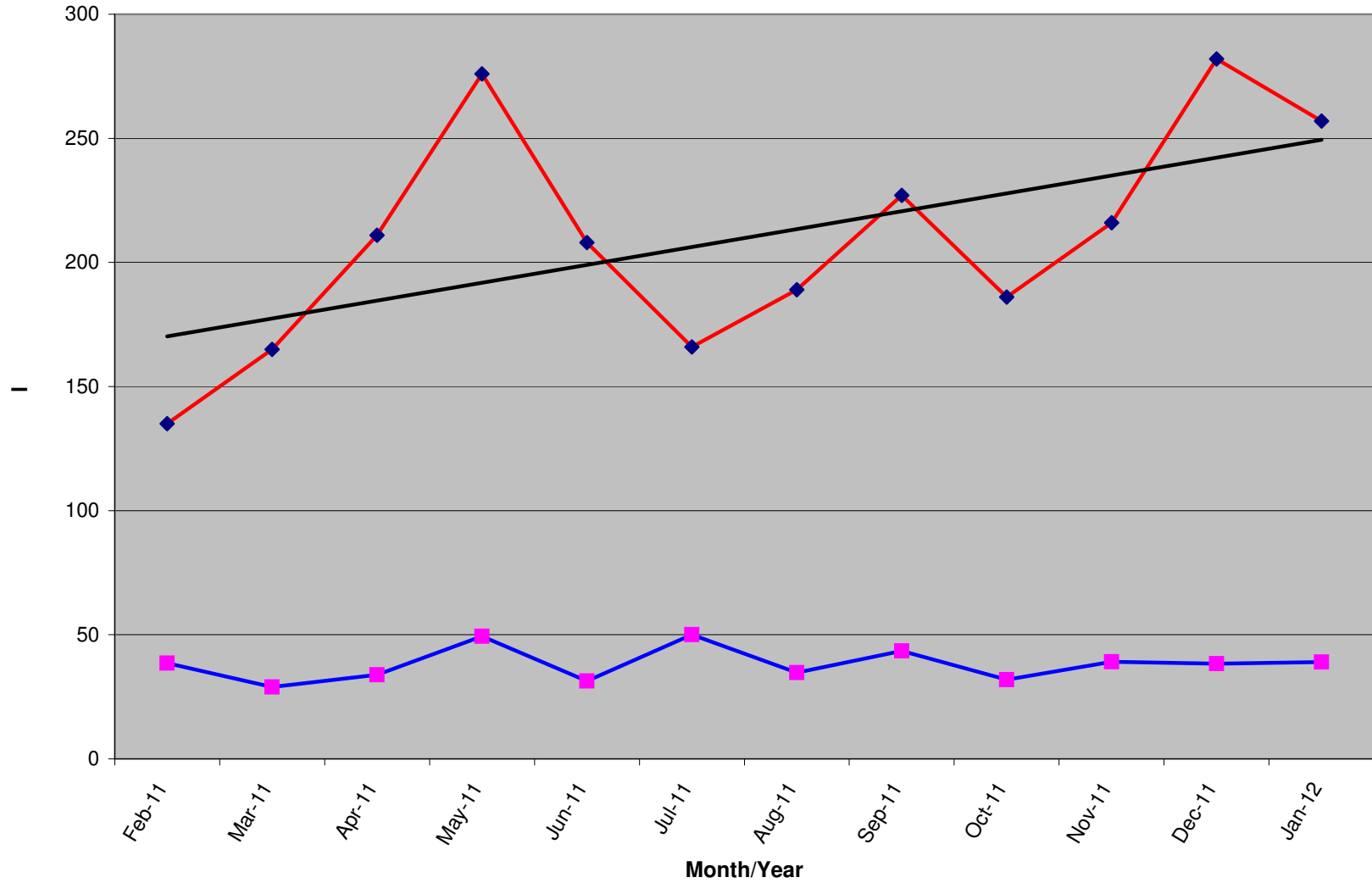
Active Donors - Past 12 Months



Lapsed - Dropped - Donors - Past 12 Months

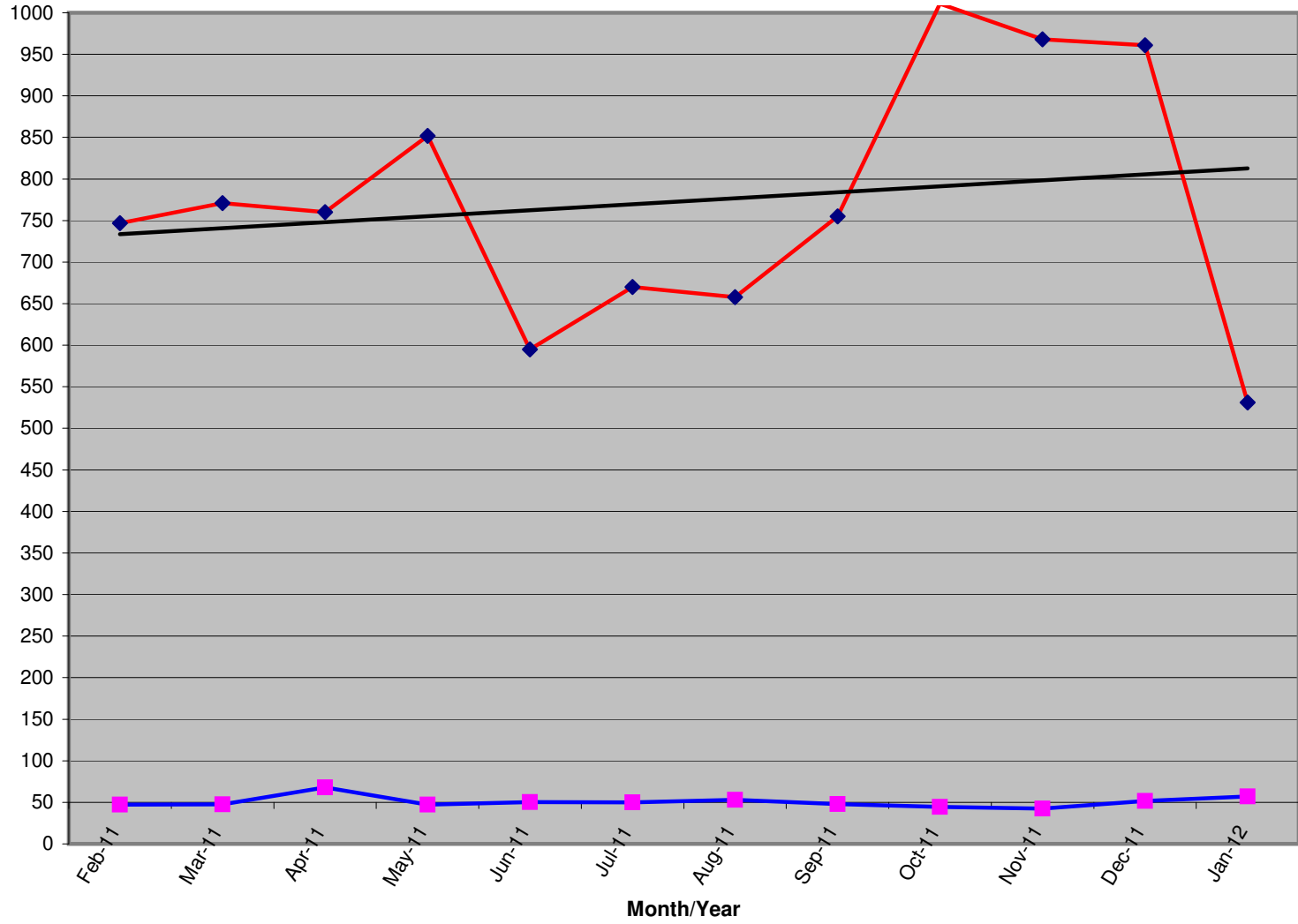


New Donors / Ave Gift - Past 12 Months



	Feb-11	Mar-11	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12
New Donors	135	165	211	276	208	166	189	227	186	216	282	257
Ave Gift	\$ 38.59	\$ 28.97	\$ 33.89	\$ 49.33	\$ 31.37	\$ 50.02	\$ 34.76	\$ 43.48	\$ 31.85	\$ 39.12	\$ 38.38	\$ 39.00

Renew Donors - Past 12 Months



	Feb-11	Mar-11	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12
Renew Total	747	771	760	852	595	670	658	755	1011	968	961	531
Ave Gift	\$ 47.34	\$ 47.47	\$ 67.88	\$ 47.11	\$ 50.39	\$ 49.82	\$ 53.10	\$ 48.08	\$ 44.59	\$ 42.31	\$ 51.57	\$ 56.93