

# Libertarian National Committee - Membership Report

## "Donor" Totals - Feb-14

### 4 Year & 12 Month Comparison

	Dec-10	Dec-11	Dec-12	Dec-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14
Active w-MEM	14077	13468	13749	13670	13957	14081	14077	14149	14158	13986	13580	13429	13485	13682	13670	13615	13693
Active w/out MEM	991	859	1194	967	1181	1155	1112	1077	1070	1054	978	884	831	826	967	1084	1095
<b>Total Active Donors</b>	<b>15068</b>	<b>14327</b>	<b>14943</b>	<b>14637</b>	<b>15138</b>	<b>15236</b>	<b>15189</b>	<b>15226</b>	<b>15228</b>	<b>15040</b>	<b>14558</b>	<b>14313</b>	<b>14316</b>	<b>14508</b>	<b>14637</b>	<b>14699</b>	<b>14788</b>
Percent Change	2.76%	-4.92%	4.30%	0.89%	0.40%	0.65%	-0.31%	0.24%	0.01%	-1.23%	-3.20%	-1.68%	0.02%	1.34%	0.89%	0.42%	0.61%
Lapsed/Drop MEM	845	1379	1381	1245	626	677	698	614	624	948	1241	1106	1445	1132	1245	870	637
Lapes w/out MEM	33	74	76	82	44	56	84	66	36	43	89	157	201	54	82	58	24
<b>Lapsed/Drop Total</b>	<b>878</b>	<b>1453</b>	<b>1457</b>	<b>1327</b>	<b>670</b>	<b>733</b>	<b>782</b>	<b>680</b>	<b>660</b>	<b>991</b>	<b>1330</b>	<b>1263</b>	<b>1646</b>	<b>1186</b>	<b>1327</b>	<b>928</b>	<b>661</b>
Percent Change	19.46%	65.49%	0.28%	11.89%	-31.49%	9.40%	6.68%	-13.04%	-2.94%	50.15%	34.21%	-5.04%	30.32%	-27.95%	11.89%	-30.07%	-28.77%
New Donors w-MEM	143	256	240	267	257	292	199	219	206	219	196	254	362	293	267	234	199
New w/out MEM	13	26	38	168	7	7	6	9	10	8	1	39	24	17	168	128	18
<b>New Total</b>	<b>156</b>	<b>282</b>	<b>278</b>	<b>435</b>	<b>264</b>	<b>299</b>	<b>205</b>	<b>228</b>	<b>216</b>	<b>227</b>	<b>197</b>	<b>293</b>	<b>386</b>	<b>310</b>	<b>435</b>	<b>362</b>	<b>217</b>
Percent Change	-25.36%	80.77%	-1.42%	40.32%	-38.46%	13.26%	-31.44%	11.22%	-5.26%	5.09%	-13.22%	48.73%	31.74%	-19.69%	40.32%	-16.78%	-40.06%
Renewed w-MEM	921	900	708	966	443	509	495	467	427	557	639	701	1139	1036	966	581	516
Renewed w/out MEM	71	61	57	55	23	23	35	22	19	19	12	24	124	32	55	47	17
<b>Total Renewals</b>	<b>992</b>	<b>961</b>	<b>765</b>	<b>1021</b>	<b>466</b>	<b>532</b>	<b>530</b>	<b>489</b>	<b>446</b>	<b>576</b>	<b>651</b>	<b>725</b>	<b>1263</b>	<b>1068</b>	<b>1021</b>	<b>628</b>	<b>533</b>
Percent Change	52.38%	-3.13%	-20.40%	-4.40%	-31.87%	14.16%	-0.38%	-7.74%	-8.79%	29.15%	13.02%	11.37%	74.21%	-15.44%	-4.40%	-38.49%	-15.13%
Total "MEM"	119731	121850	126900	130507	127552	127876	128132	128415	128673	128929	129200	129455	129833	130187	130507	130841	131091
Percent Change	2.14%	1.77%	4.14%	0.25%	0.15%	0.25%	0.20%	0.22%	0.20%	0.20%	0.21%	0.20%	0.00%	0.27%	0.25%	0.26%	0.19%
Total "LIFETIME"	2096	2142	2208	2295	2216	2229	2245	2264	2266	2269	2271	2274	2276	2290	2295	2304	2308
Total "BSM"	14309	13589	13824	13860	14028	14120	14119	14149	14088	13944	13586	13251	13363	13402	13869	13836	13764

### Last Year vs. This Year

	Feb-13	Feb-14	Change
Active w-MEM	13957	13693	-1.89%
Active w/out MEM	1181	1095	-7.28%
<b>Total Active Donors</b>	<b>15138</b>	<b>14788</b>	<b>-2.31%</b>
Lapsed/Dropped	670	661	-1.34%
New Donors	264	217	-17.80%
Renewals	466	533	14.38%

### NEW-RENEW BREAKDOWN BY TYPE

Source	New Members Number	Total	Ave Gift
House Mailing to Inq	1	\$ 25.00	\$ 25.00
Dir Mail P respecting	28	\$ 1,000.00	\$ 35.71
Tele-New	0	\$ -	\$ -
Web New Members	171	\$ 7,417.53	\$ 43.38
* Manual Adjustments	17	n/a	n/a
<b>Total</b>	<b>217</b>	<b>\$ 8,442.53</b>	<b>\$ 42.21</b>

Source	Renewals Number	Total	Ave Gift
Renew via House Mailing	27	\$ 1,281.02	\$ 47.45
Dir Mail Renewals	206	\$ 9,723.00	\$ 47.43
Tele-Renewal	16	\$ 675.00	\$ 42.19
Web Renewals	212	\$ 9,045.00	\$ 42.67
* Manual Adjustments	73	n/a	n/a
<b>Total</b>	<b>533</b>	<b>\$ 20,724.02</b>	<b>\$ 43.05</b>

\* Includes Pledge Expires, New Members, New Pledges, New Renewal Mem via BA, R.P.F.

**Feb-14 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	652	62	5	67	62
AL	1668	173	10	183	175
AR	858	106	7	113	104
AZ	3085	298	35	333	301
CA	19084	1701	143	1844	1695
CO	3571	390	34	424	390
CT	1459	166	14	180	166
DC	349	31	6	37	32
DE	375	36	4	40	38
FL	7711	725	82	807	728
GA	5808	401	34	435	406
HI	521	67	8	75	70
IA	994	115	10	125	118
ID	737	61	2	63	62
IL	4402	464	43	507	466
IN	3047	413	16	429	411
KS	1196	145	11	156	142
KY	1129	120	7	127	122
LA	1029	126	14	140	123
MA	2787	228	15	243	227
MD	2362	259	26	285	257
ME	793	55	5	60	54
MI	5069	448	30	478	456
MN	1983	189	17	206	194
MO	2283	242	22	264	245
MS	655	83	9	92	84

<u>STATE</u>	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
MT	488	49	2	51	48
NC	3238	320	30	350	322
ND	204	28	1	29	29
NE	631	76	5	81	76
NH	1326	131	12	143	134
NJ	3008	308	25	333	307
NM	1106	111	16	127	115
NV	1861	280	9	289	285
NY	4832	568	58	626	571
OH	5064	1037	17	1054	1041
OK	993	107	7	114	106
OR	2161	164	22	186	168
PA	5731	520	50	570	519
RI	308	36	1	37	38
SC	1629	160	13	173	160
SD	238	33	1	34	35
TN	2323	224	13	237	231
TX	8691	951	96	1047	952
UT	1115	80	16	96	80
VA	4513	662	38	700	663
VT	389	26	5	31	27
WA	4225	368	22	390	371
WI	1879	191	14	205	193
WV	580	57	1	58	58
WY	312	32	2	34	31
XX	639	70	10	80	76

	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
<b>TOTALS</b>	<b>131091</b>	<b>13693</b>	<b>1095</b>	<b>14788</b>	<b>13764</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**

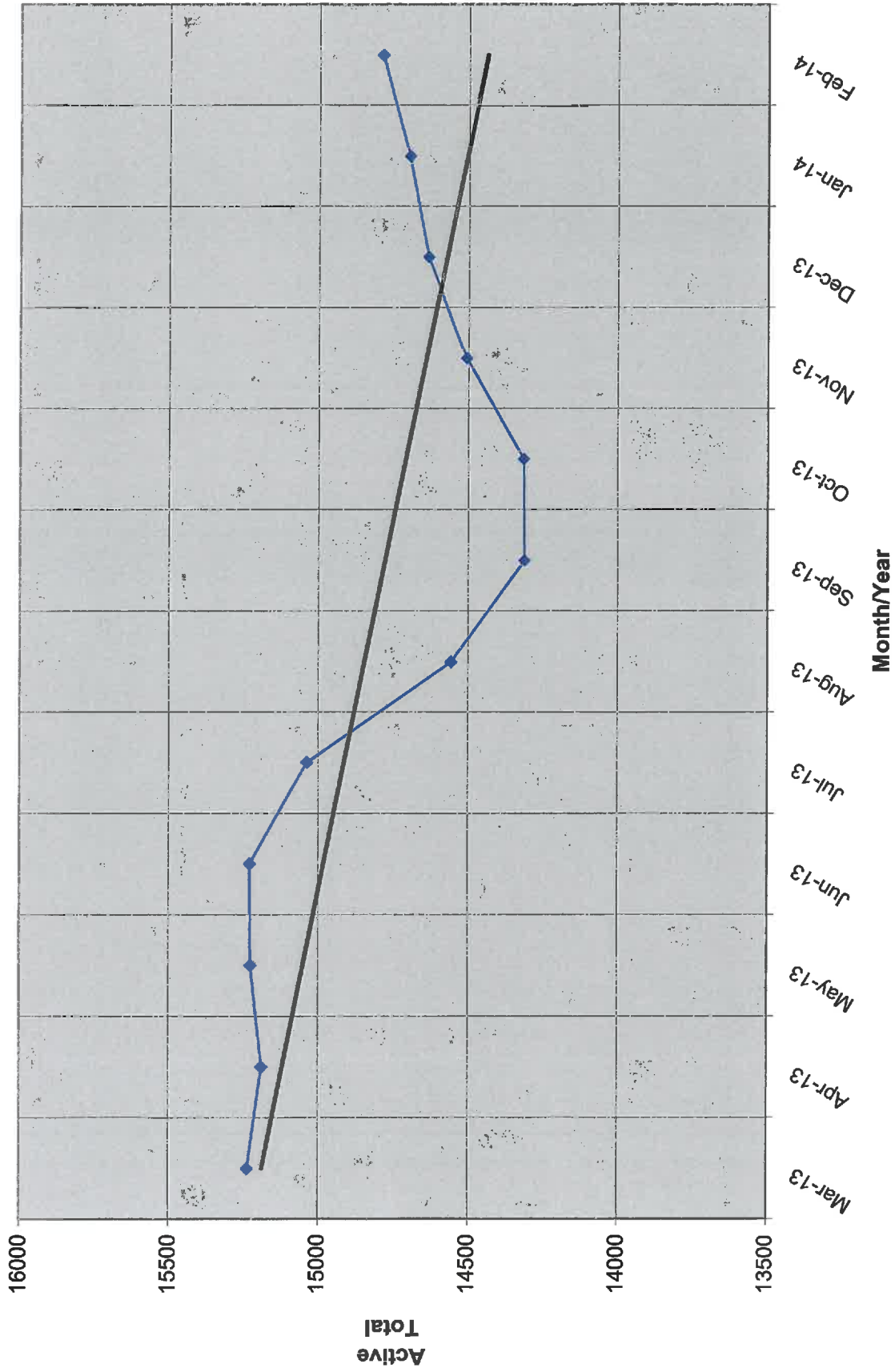
**BSM = By Law Definition of "Sustaining Member" and number used for delegate count**

**(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.)**

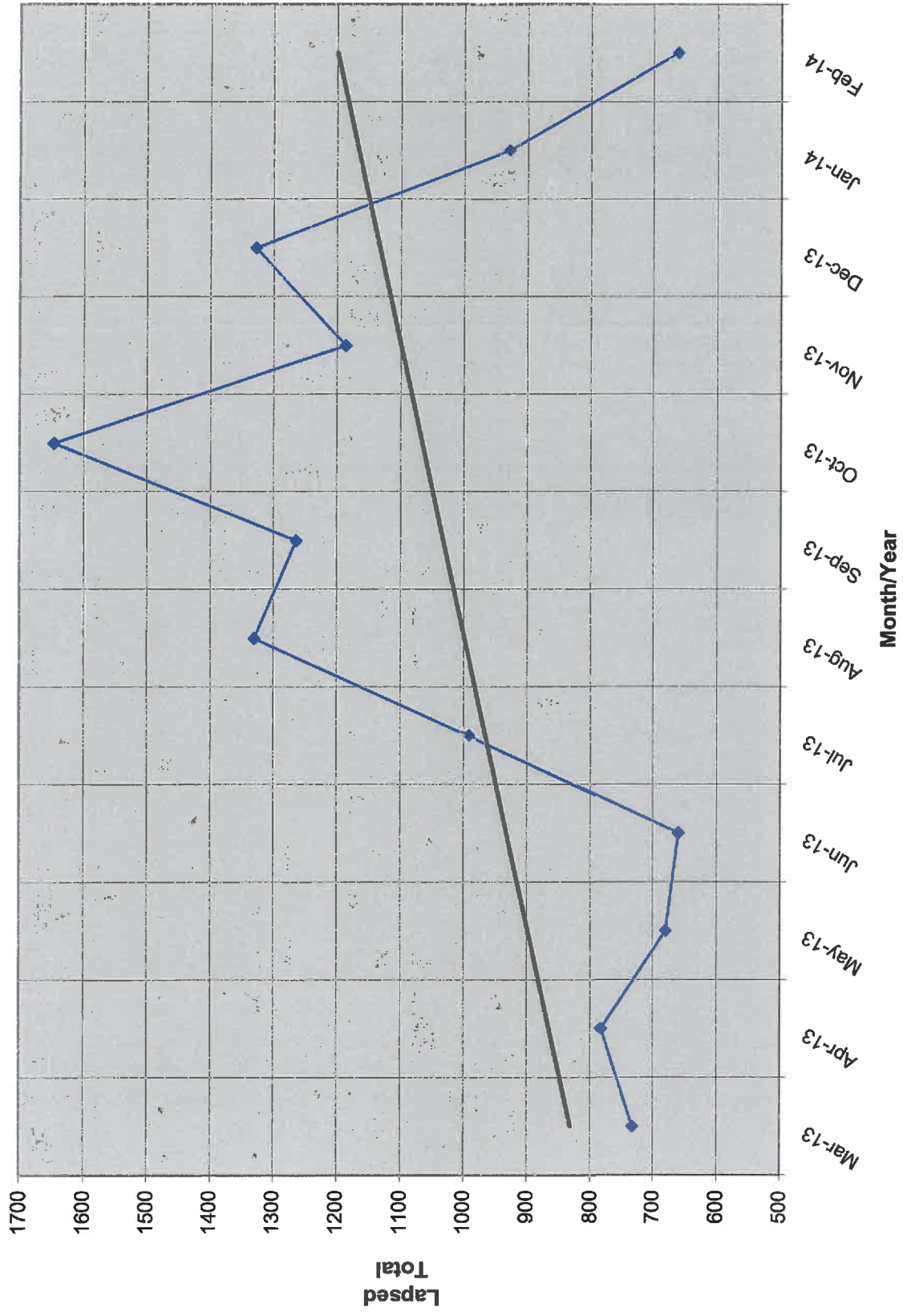
**SUSTAINING MEMBERSHIP STATE RANKINGS - "BSM"**

<u>State</u>	<u>Total BSM</u>	<u>Rank</u>	<u>State</u>	<u>Total BSM</u>	<u>Rank</u>
CA	1695	1	SC	160	27
OH	1041	2	KS	142	28
TX	952	3	NH	134	29
FL	728	4	LA	123	30
VA	663	5	KY	122	31
NY	571	6	IA	118	32
PA	519	7	NM	115	33
IL	466	8	OK	106	34
MI	456	9	AR	104	35
IN	411	10	MS	84	36
GA	406	11	UT	80	37
CO	390	12	NE	76	38
WA	371	13	HI	70	39
NC	322	14	AK	62	40
NJ	307	15	ID	62	41
AZ	301	16	WV	58	42
NV	285	17	ME	54	43
MD	257	18	MT	48	44
MO	245	19	DE	38	45
TN	231	20	RI	38	46
MA	227	21	SD	35	47
MN	194	22	DC	32	48
WI	193	23	WY	31	49
AL	175	24	ND	29	50
OR	168	25	VT	27	51
CT	166	26	XX	76	52

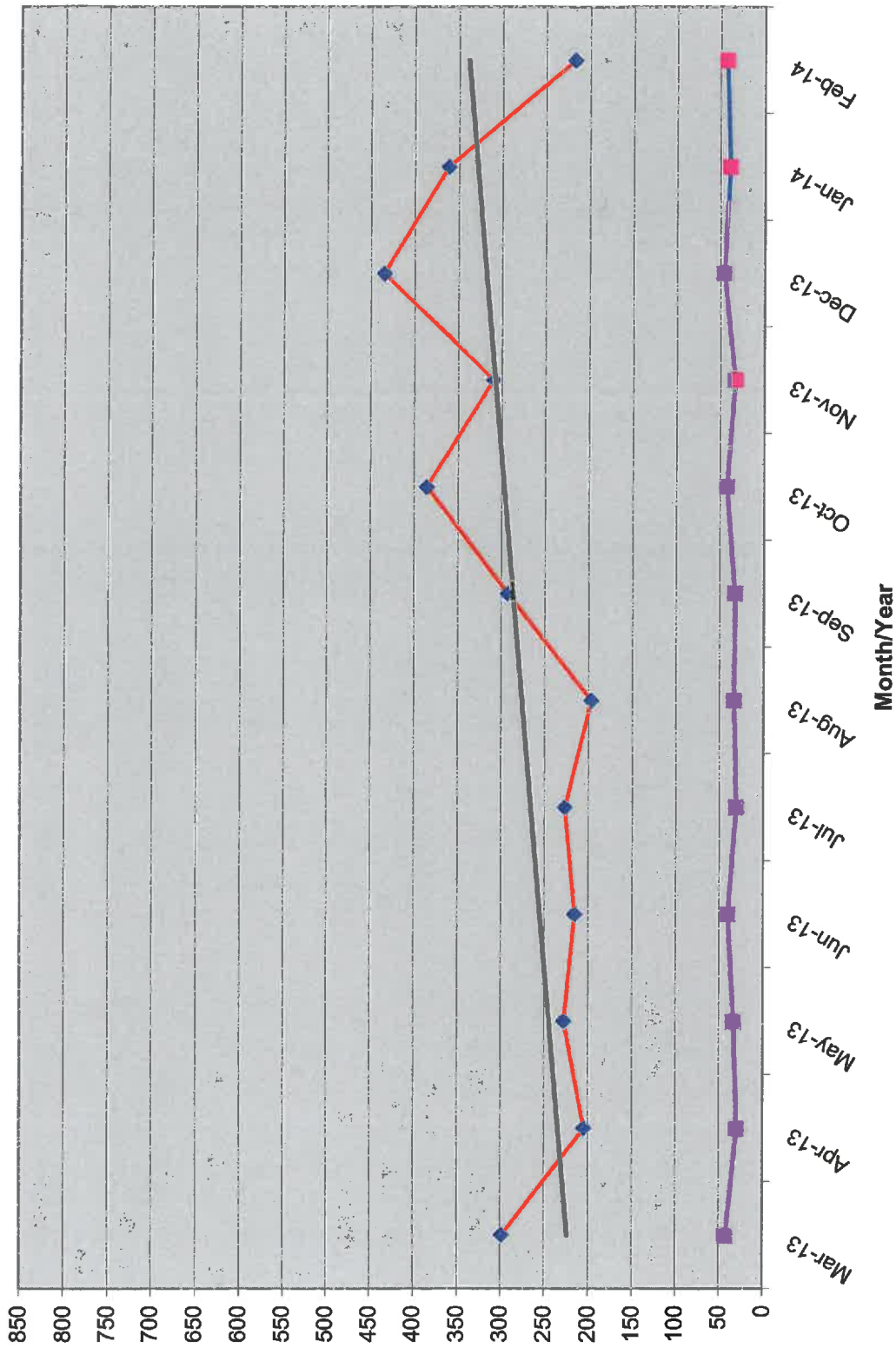
# Active Donors - Past 12 Months



Lapsed - Dropped - Donors - Past 12 Months

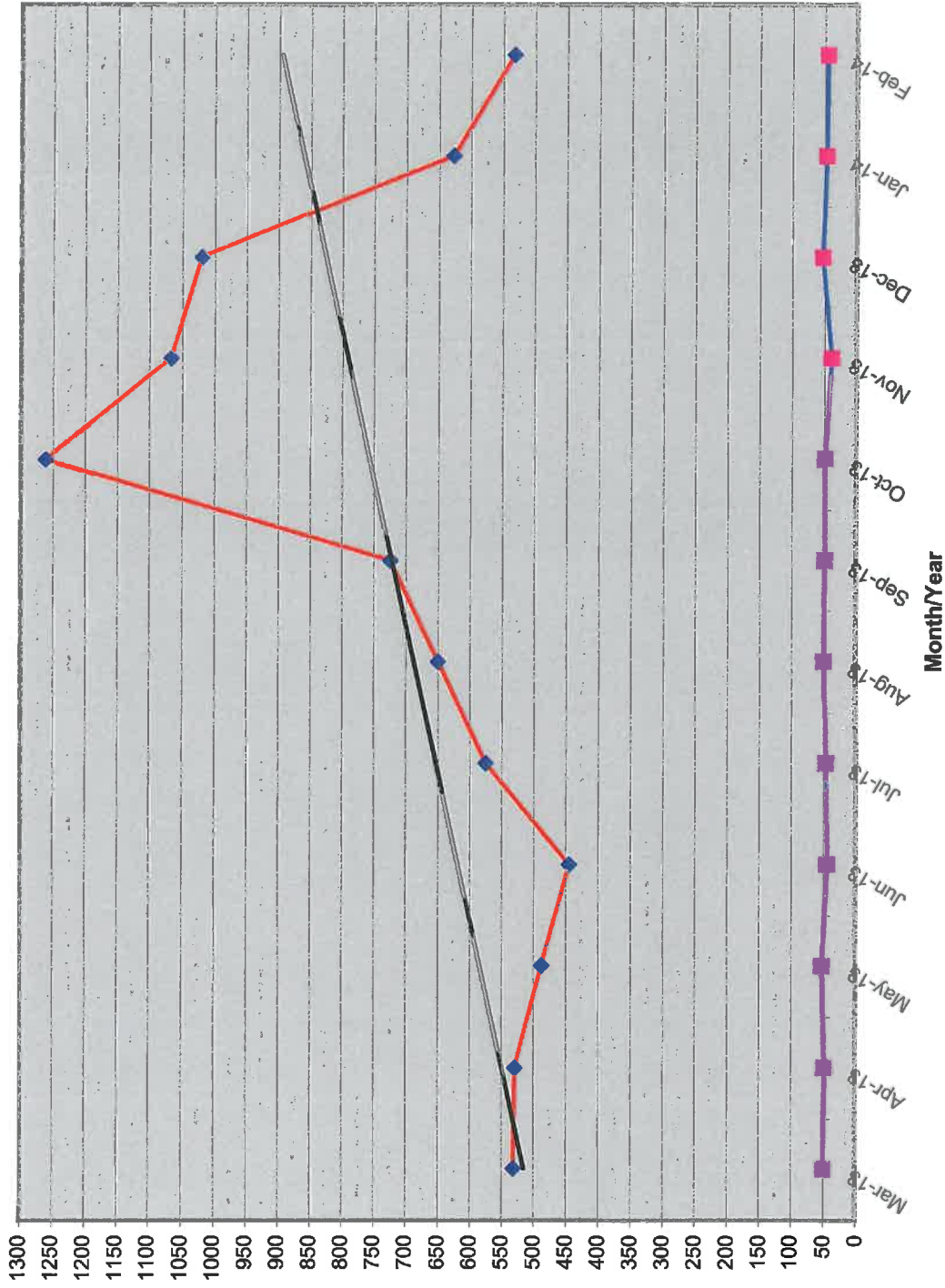


**New Donors / Ave Gift - Past 12 Months**



Month/Year	New Donors	Ave Gift
Mar-13	299	\$ 41.44
Apr-13	205	\$ 28.77
May-13	228	\$ 32.43
Jun-13	216	\$ 39.18
Jul-13	227	\$ 29.68
Aug-13	197	\$ 32.45
Sep-13	293	\$ 31.53
Oct-13	386	\$ 40.98
Nov-13	310	\$ 31.85
Dec-13	435	\$ 44.54
Jan-14	362	\$ 38.47
Feb-14	217	\$ 42.21

### Renew Donors - Past 12 Months



Month/Year	Renew Donors	Ave Gift
Mar-13	532	\$ 49.47
Apr-13	530	\$ 47.90
May-13	489	\$ 51.81
Jun-13	446	\$ 43.81
Jul-13	446	\$ 46.05
Aug-13	576	\$ 49.76
Sep-13	651	\$ 48.76
Oct-13	725	\$ 47.94
Nov-13	1068	\$ 38.42
Dec-13	1021	\$ 52.59
Jan-14	628	\$ 46.73
Feb-14	533	\$ 45.05
<b>Renew Total</b>	<b>530</b>	
<b>Ave Gift</b>		<b>\$ 49.47</b>