

# Libertarian National Committee - Membership Report

## "Donor" Totals - Jul-11

### 4 Year & 12 Month Comparison

	Dec-06	Dec-07	Dec-08	Dec-09	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11	Jul-11
Active w-MEM	11014	14181	15358	14076	14524	14403	14408	14250	13858	14077	13872	13807	13675	13509	13549	13295	13315
Active w/out MEM	778	924	991	587	834	876	912	934	940	991	974	813	802	794	791	759	784
<b>Total</b>	<b>11792</b>	<b>15105</b>	<b>16349</b>	<b>14663</b>	<b>15358</b>	<b>15279</b>	<b>15320</b>	<b>15184</b>	<b>14798</b>	<b>15068</b>	<b>14846</b>	<b>14620</b>	<b>14477</b>	<b>14303</b>	<b>14340</b>	<b>14054</b>	<b>14099</b>
<b>Percent Change</b>	<b>-32.28%</b>	<b>28.10%</b>	<b>8.24%</b>	<b>-10.31%</b>	<b>0.00%</b>	<b>-0.51%</b>	<b>0.27%</b>	<b>-0.89%</b>	<b>-2.54%</b>	<b>1.82%</b>	<b>-1.47%</b>	<b>-1.52%</b>	<b>-0.98%</b>	<b>-1.20%</b>	<b>0.26%</b>	<b>-1.99%</b>	<b>0.32%</b>
Lapsed/Drop MEM	928	718	1285	695	994	1160	1096	1200	1115	845	855	823	1030	1084	1041	984	766
Lapes w/out MEM	56	13	133	40	79	41	31	38	21	33	72	285	49	61	50	105	25
<b>Lapsed/Drop Total</b>	<b>984</b>	<b>731</b>	<b>1418</b>	<b>735</b>	<b>1073</b>	<b>1201</b>	<b>1127</b>	<b>1238</b>	<b>1136</b>	<b>878</b>	<b>927</b>	<b>1108</b>	<b>1079</b>	<b>1145</b>	<b>1091</b>	<b>1089</b>	<b>791</b>
<b>Percent Change</b>	<b>-45.96%</b>	<b>-25.71%</b>	<b>93.98%</b>	<b>-48.17%</b>	<b>12.24%</b>	<b>11.93%</b>	<b>-6.16%</b>	<b>9.85%</b>	<b>-8.24%</b>	<b>-22.71%</b>	<b>5.58%</b>	<b>19.53%</b>	<b>-2.62%</b>	<b>6.12%</b>	<b>-4.72%</b>	<b>-0.18%</b>	<b>-27.36%</b>
New Donors w-MEM	132	319	152	206	266	219	190	234	149	143	147	127	158	200	265	192	151
New w/out MEM	0	83	3	3	3	15	4	14	3	13	7	8	7	11	11	16	15
<b>New Total</b>	<b>132</b>	<b>402</b>	<b>155</b>	<b>209</b>	<b>269</b>	<b>234</b>	<b>194</b>	<b>248</b>	<b>152</b>	<b>156</b>	<b>154</b>	<b>135</b>	<b>165</b>	<b>211</b>	<b>276</b>	<b>208</b>	<b>166</b>
<b>Percent Change</b>	<b>-25.84%</b>	<b>204.55%</b>	<b>-61.44%</b>	<b>34.84%</b>	<b>0.00%</b>	<b>-13.01%</b>	<b>-17.09%</b>	<b>27.84%</b>	<b>-38.71%</b>	<b>2.63%</b>	<b>-1.28%</b>	<b>-12.34%</b>	<b>22.22%</b>	<b>27.88%</b>	<b>30.81%</b>	<b>-24.64%</b>	<b>-20.19%</b>
Renewed w-MEM	614	1271	412	602	766	820	911	808	574	921	503	631	740	718	816	538	635
Renewed w/out MEM	10	83	32	49	38	68	63	46	24	71	48	116	31	42	36	57	35
<b>Total Renewals</b>	<b>624</b>	<b>1354</b>	<b>444</b>	<b>651</b>	<b>804</b>	<b>888</b>	<b>974</b>	<b>854</b>	<b>598</b>	<b>992</b>	<b>551</b>	<b>747</b>	<b>771</b>	<b>760</b>	<b>852</b>	<b>595</b>	<b>670</b>
<b>Percent Change</b>	<b>-38.76%</b>	<b>116.99%</b>	<b>-67.21%</b>	<b>46.62%</b>	<b>-9.05%</b>	<b>10.45%</b>	<b>9.68%</b>	<b>-12.32%</b>	<b>-29.98%</b>	<b>65.89%</b>	<b>-44.46%</b>	<b>35.57%</b>	<b>3.21%</b>	<b>-1.43%</b>	<b>12.11%</b>	<b>-30.16%</b>	<b>12.61%</b>
<b>Total "MEM"</b>	<b>104732</b>	<b>107748</b>	<b>113024</b>	<b>117226</b>	<b>118824</b>	<b>119001</b>	<b>119230</b>	<b>119419</b>	<b>119644</b>	<b>119731</b>	<b>119909</b>	<b>119853</b>	<b>120036</b>	<b>120198</b>	<b>120491</b>	<b>120663</b>	<b>120830</b>
<b>Percent Change</b>	<b>n/a</b>	<b>2.88%</b>	<b>4.90%</b>	<b>3.72%</b>	<b>0.13%</b>	<b>0.15%</b>	<b>0.19%</b>	<b>0.16%</b>	<b>0.19%</b>	<b>0.07%</b>	<b>0.15%</b>	<b>-0.05%</b>	<b>0.15%</b>	<b>0.13%</b>	<b>0.24%</b>	<b>0.14%</b>	<b>0.14%</b>
<b>Total "LIFETIME"</b>	<b>1861</b>	<b>1930</b>	<b>1993</b>	<b>2035</b>	<b>2077</b>	<b>2084</b>	<b>2085</b>	<b>2088</b>	<b>2087</b>	<b>2096</b>	<b>2097</b>	<b>2099</b>	<b>2107</b>	<b>2111</b>	<b>2113</b>	<b>2118</b>	<b>2123</b>
<b>Total "BSM"</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>14096</b>	<b>14667</b>	<b>14579</b>	<b>14543</b>	<b>14488</b>	<b>14072</b>	<b>14309</b>	<b>14305</b>	<b>13890</b>	<b>13705</b>	<b>13384</b>	<b>13525</b>	<b>13290</b>	<b>13162</b>

### Last Year vs. This Year

	Jul-10	Jul-11	Change	12 Mo Ave
Active w-MEM	14524	13315	-8.32%	13835
Active w/out MEM	834	784	-6.00%	864
<b>Total Active</b>	<b>15358</b>	<b>14099</b>	<b>-8.20%</b>	<b>14699</b>
Lapsed/Dropped	1073	791	-26.28%	1068
New Donors	269	166	-38.29%	192
Renewals	804	670	-16.67%	771

**Active Donors w-MEM = 13315**

**Lapsed & Zero Dues MEM = 107515**

**Total "MEM" w-Signed Certificate = 120830**

**Member Signed Certificate = "MEM"**

**Total "BSM" = 13162**

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

### NEW-RENEW BREAKDOWN BY TYPE

New Members 07/11			
Source	Number	\$ Total	Ave Gift
House Mailing to Inq	0	\$ -	\$ -
Dir Mail Prospecting	21	\$ 825.00	\$ 39.29
Tele-New	0	\$ -	\$ -
Web New Members	135	\$ 7,478.00	\$ 55.39
* Manual Adjustments	10	n/a	n/a
<b>Total</b>	<b>166</b>	<b>\$ 8,303.00</b>	<b>\$ 50.02</b>
Renewals			
Source	Number	\$ Total	Ave Gift
Renewals via House Mailing	0	\$ -	\$ -
Dir Mail Renewals	310	\$ 16,450.91	\$ 53.07
Tele-Renewal	24	\$ 830.00	\$ 34.58
Web Renewals	304	\$ 14,505.00	\$ 47.71
* Manual Adjustments	32	n/a	n/a
<b>Total</b>	<b>670</b>	<b>\$ 31,785.91</b>	<b>\$ 49.82</b>

\* Includes Renewals via Pledge Extension & New Pledges

**Jul-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	625	57	1	58	56
AL	1523	189	7	196	188
AR	774	82	3	85	79
AZ	2863	308	28	336	306
CA	18353	1799	111	1910	1799
CO	3301	408	20	428	396
CT	1359	172	15	187	172
DC	331	36	3	39	37
DE	352	45	3	48	44
FL	7080	777	53	830	768
GA	5525	442	18	460	431
HI	491	62	2	64	61
IA	903	124	6	130	119
ID	673	66	2	68	66
IL	4091	520	27	547	518
IN	2695	304	20	324	300
KS	1097	159	4	163	160
KY	987	100	7	107	100
LA	920	130	8	138	131
MA	2678	245	16	261	235
MD	2143	269	22	291	267
ME	745	70	2	72	70
MI	4812	486	25	511	472
MN	1870	215	10	225	215
MO	2073	236	18	254	233
MS	551	66	7	73	65

<u>STATE</u>	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
MT	450	42	5	47	41
NC	2936	331	14	345	329
ND	154	23	1	24	25
NE	581	79	5	84	75
NH	1253	135	7	142	136
NJ	2784	331	23	354	326
NM	1005	110	4	114	105
NV	1615	199	9	208	192
NY	4427	595	51	646	594
OH	4517	607	34	641	600
OK	909	87	5	92	89
OR	2019	173	14	187	173
PA	5313	510	29	539	509
RI	268	37	1	38	37
SC	1456	174	3	177	172
SD	209	30	1	31	28
TN	2121	242	7	249	240
TX	7641	877	52	929	860
UT	1009	78	4	82	79
VA	3919	500	25	525	489
VT	368	32	4	36	31
WA	3962	379	22	401	376
WI	1718	218	13	231	211
WV	543	60	3	63	59
WY	283	32	1	33	32
OTHER	555	67	9	76	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>120830</b>	<b>13315</b>	<b>784</b>	<b>14099</b>	<b>13162</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*

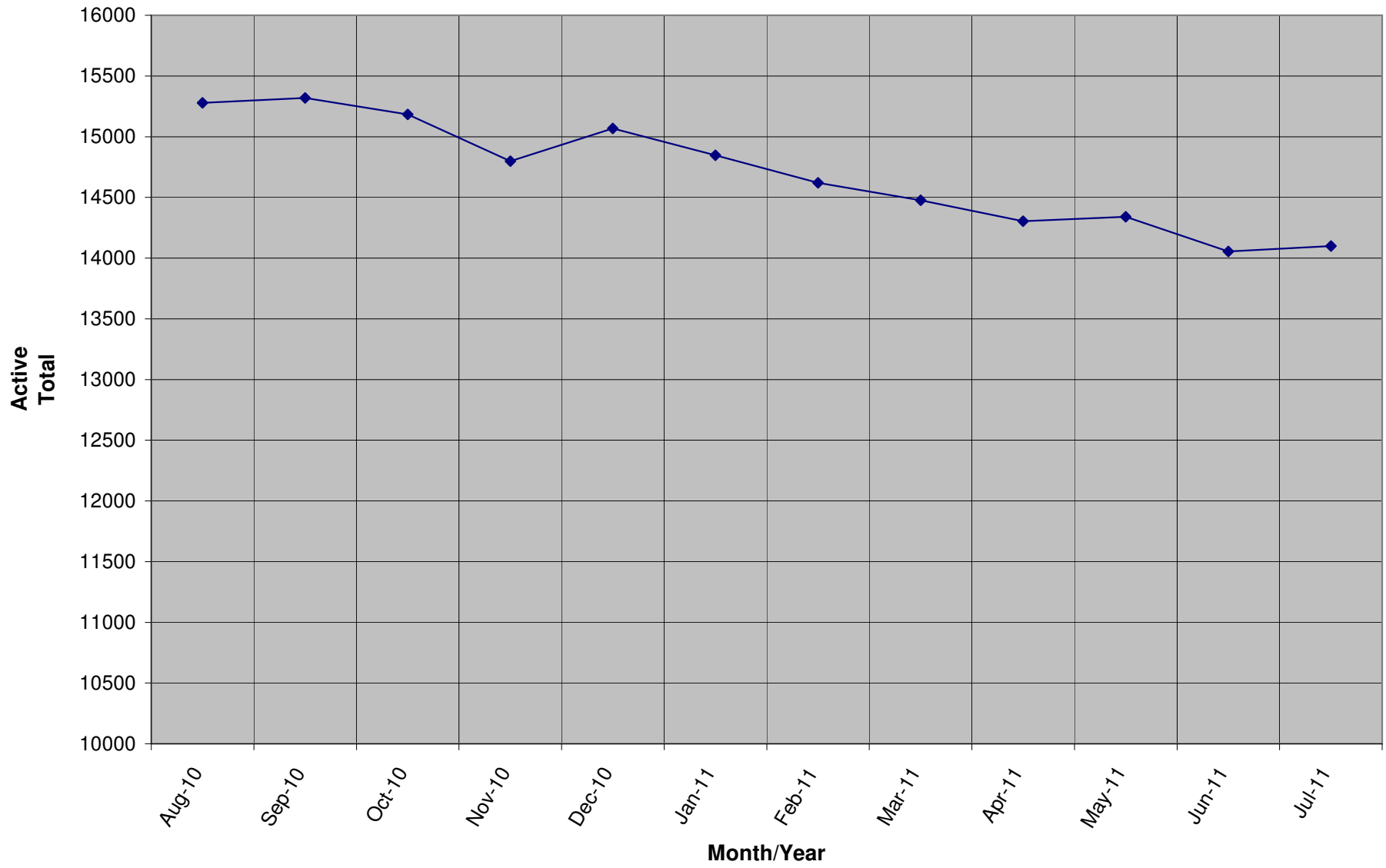
*BSM = By Law Definition of "Sustaining Member" and number used for delegate count*

*(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.)*

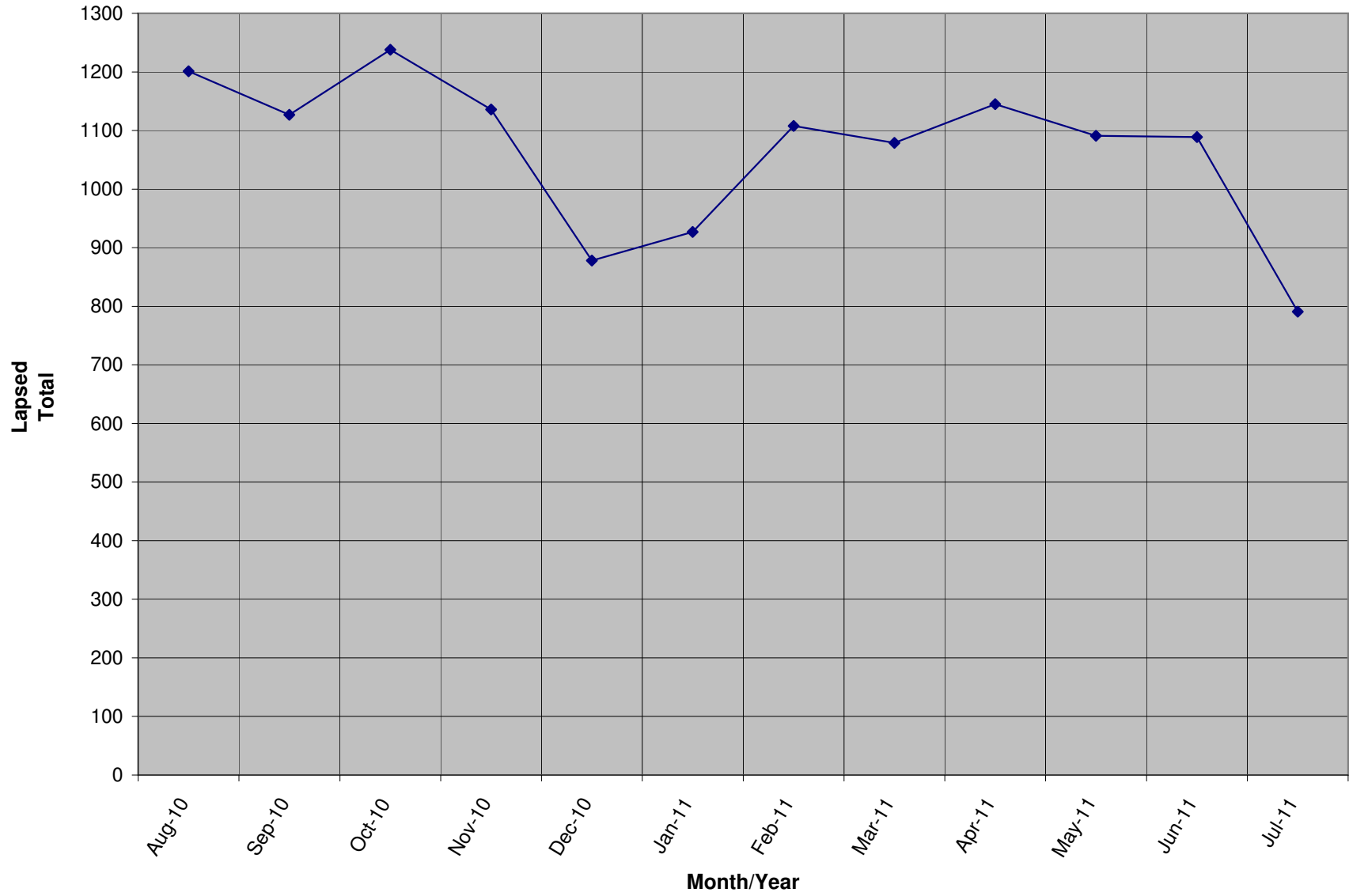
**SUSTAINING MEMBERSHIP STATE RANKINGS - "BSM"**

<u>State</u>	<u>Total BSM</u>	<u>Rank</u>	<u>State</u>	<u>Total BSM</u>	<u>Rank</u>
CA	1799	1	SC	172	27
TX	860	2	KS	160	28
FL	768	3	NH	136	29
OH	600	4	LA	131	30
NY	594	5	IA	119	31
IL	518	6	NM	105	32
PA	509	7	KY	100	33
VA	489	8	OK	89	34
MI	472	9	AR	79	35
GA	431	10	UT	79	36
CO	396	11	NE	75	37
WA	376	12	ME	70	38
NC	329	13	ID	66	39
NJ	326	14	XX	66	40
AZ	306	15	MS	65	41
IN	300	16	HI	61	42
MD	267	17	WV	59	43
TN	240	18	AK	56	44
MA	235	19	DE	44	45
MO	233	20	MT	41	46
MN	215	21	DC	37	47
WI	211	22	RI	37	48
NV	192	23	WY	32	49
AL	188	24	VT	31	50
OR	173	25	SD	28	51
CT	172	26	ND	25	52

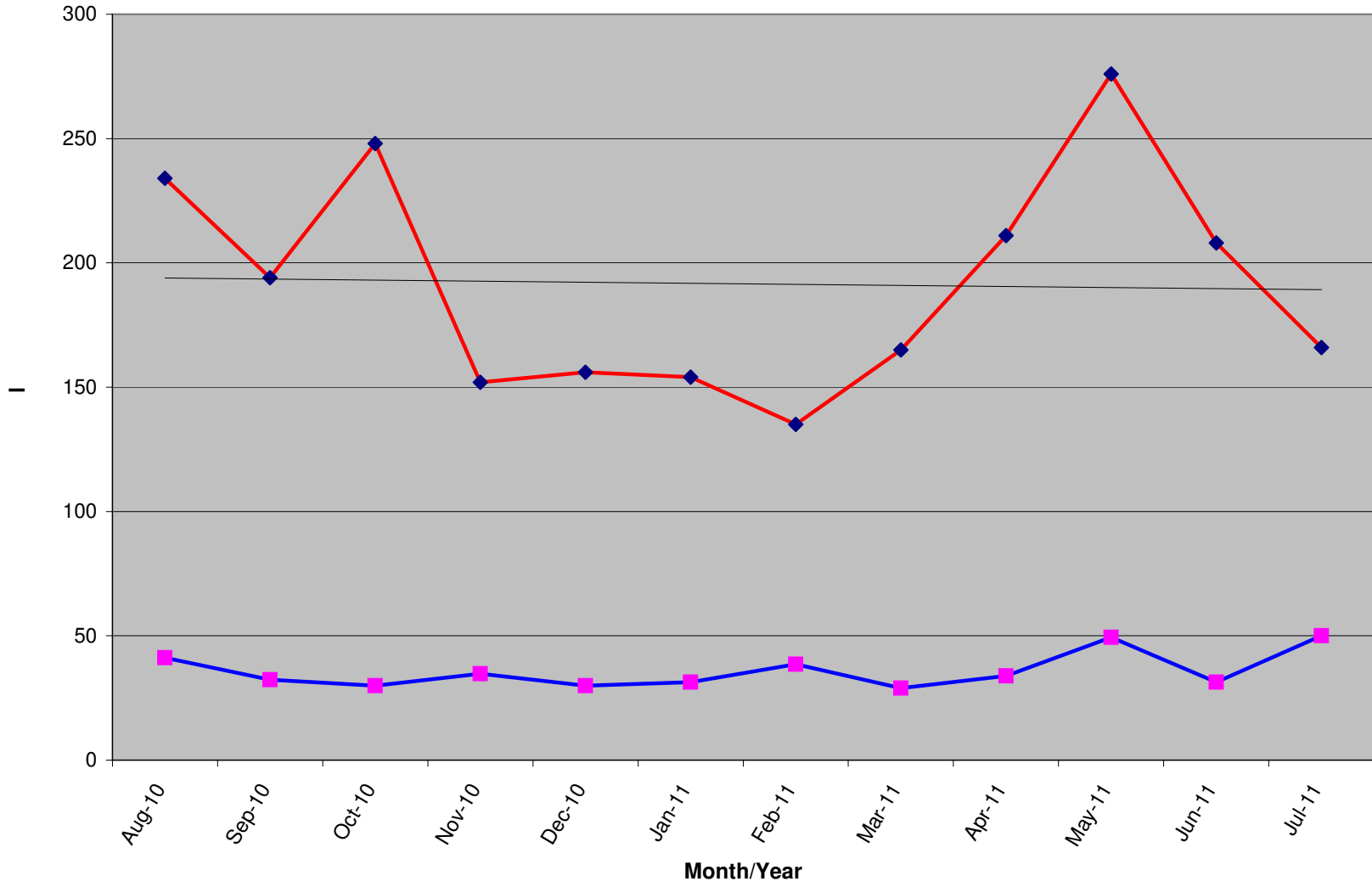
**Active Donors - Past 12 Months**



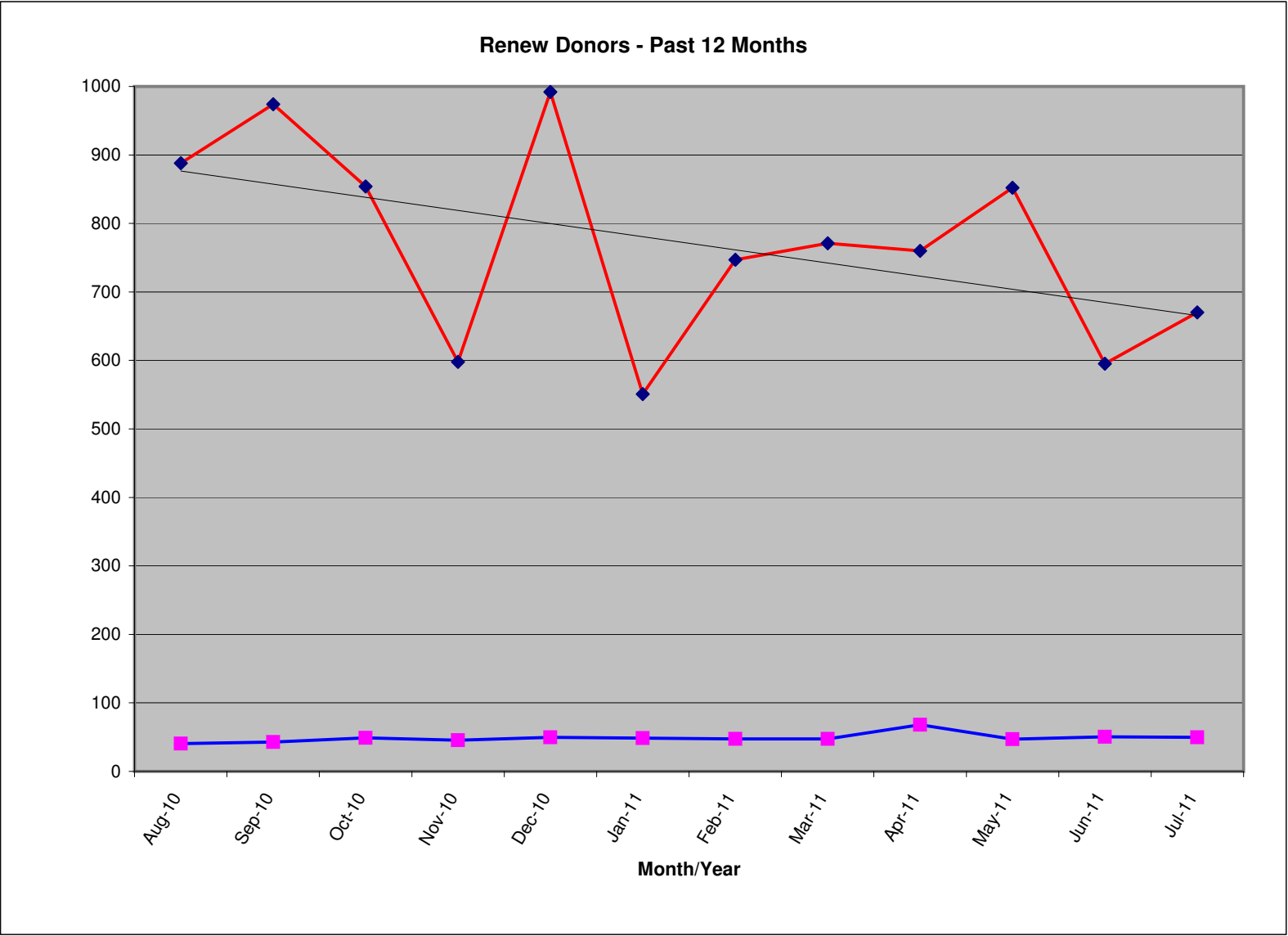
Lapsed - Dropped - Donors - Past 12 Months



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



	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11	Jul-11
<b>New Donors</b>	234	194	248	152	156	154	135	165	211	276	208	166
<b>Ave Gift</b>	\$ 41.14	\$ 32.32	\$ 29.94	\$ 34.71	\$ 29.97	\$ 31.33	\$ 38.59	\$ 28.97	\$ 33.89	\$ 49.33	\$ 31.37	\$ 50.02



	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11	Jul-11
<b>Renew Total</b>	888	974	854	598	992	551	747	771	760	852	595	670
<b>Ave Gift</b>	\$ 40.55	\$ 42.66	\$ 49.11	\$ 45.45	\$ 49.54	\$ 48.71	\$ 47.34	\$ 47.47	\$ 67.88	\$ 47.11	\$ 50.39	\$ 49.82