

Libertarian National Committee - Membership Report

"Donor" Totals - Nov-12

4 Year & 12 Month Comparison

	Dec-08	Dec-09	Dec-10	Dec-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	Nov-12
Active w-MEM	15358	14076	14077	13468	13691	13468	13492	13538	13406	13179	12923	12870	12960	13361	13788	14070	14182
Active w/out MEM	991	587	991	859	846	859	851	852	880	921	911	884	896	968	1135	1213	1175
Total	16349	14663	15068	14327	14537	14327	14343	14390	14286	14100	13834	13754	13856	14329	14923	15283	15357
Percent Change	8.24%	-10.31%	2.76%	-4.92%	3.53%	-1.44%	0.11%	0.33%	-0.72%	-1.30%	-1.89%	-0.58%	0.74%	3.41%	4.15%	2.41%	0.48%
Lapsed/Drop MEM	1285	695	845	1379	675	1379	720	616	840	814	937	804	680	791	835	1129	1017
Lapes w/out MEM	133	40	33	74	14	74	52	31	40	51	59	70	39	55	36	66	87
Lapsed/Drop Total	1418	735	878	1453	689	1453	772	647	880	865	996	874	719	846	871	1195	1104
Percent Change	93.98%	-48.17%	19.46%	65.49%	-33.37%	110.89%	-46.87%	-16.19%	36.01%	-1.70%	15.14%	-12.25%	-17.73%	17.66%	2.96%	37.20%	-7.62%
New Donors w-MEM	152	206	143	256	174	256	235	209	157	182	170	187	338	448	589	679	661
New w/out MEM	3	3	13	26	42	26	22	26	33	23	48	23	15	58	137	131	36
New Total	155	209	156	282	216	282	257	235	190	205	218	210	353	506	726	810	697
Percent Change	-61.44%	34.84%	-25.36%	80.77%	16.13%	30.56%	-8.87%	-8.56%	-19.15%	7.89%	6.34%	-3.67%	68.10%	43.34%	43.48%	11.57%	-13.95%
Renewed w-MEM	412	602	921	900	923	900	509	453	551	405	511	564	432	744	673	732	468
Renewed w/out MEM	32	49	71	61	45	61	22	6	35	69	1	20	36	69	66	13	13
Total Renewals	444	651	992	961	968	961	531	459	586	474	512	584	468	813	739	745	481
Percent Change	-67.21%	46.62%	52.38%	-3.13%	-4.25%	-0.72%	-44.75%	-13.56%	27.67%	-19.11%	8.02%	14.06%	-19.86%	73.72%	-9.10%	0.81%	-35.44%
Total "MEM"	113024	117226	119731	121850	121567	121850	122178	122339	122475	122726	122942	123152	123591	124107	124917	125618	126309
Percent Change	4.90%	3.72%	2.14%	1.77%	0.11%	0.23%	0.27%	0.13%	0.11%	0.20%	0.18%	0.17%	0.36%	0.42%	0.65%	0.56%	0.55%
Total "LIFETIME"	1993	2035	2096	2142	2136	2142	2146	2149	2149	2153	2155	2163	2170	2183	2197	2201	2207
Total "BSM"	n/a	14096	14309	13589	13480	13589	13642	13558	13664	13397	12919	12817	12816	13197	13475	13758	14043

Last Year vs. This Year

	Nov-11	Nov-12	Change	12 Mo Ave
Active w-MEM	13691	14182	3.59%	13436
Active w/out MEM	846	1175	38.89%	962
Total Active	14537	15357	5.64%	14399
Lapsed/Dropped	689	1104	60.23%	935
New Donors	216	697	222.69%	391
Renewals	968	481	-50.31%	613

Active Donors w-MEM = 14182

Lapsed & Zero Dues MEM = 112127

Total "MEM" w-Signed Certificate = 126309

Member Signed Certificate = "MEM"

Total "BSM" = 14043

Bylaws defined Sustaining Member = "BSM"

NEW-RENEW BREAKDOWN BY TYPE

New Members			
Source	Number	\$ Total	Ave Gift
House Mailing to Inq	25	\$ 955.40	\$ 38.22
Dir Mail Prospecting	14	\$ 605.00	\$ 43.21
Tele-New	0	\$ -	\$ -
Web New Members	577	\$ 19,745.00	\$ 34.22
* Manual Adjustments	81	n/a	n/a
Total	697	\$ 21,305.40	\$ 34.59
Renewals			
Source	Number	\$ Total	Ave Gift
Renew via House Mailing	0	\$ -	\$ -
Dir Mail Renewals	190	\$ 9,570.63	\$ 50.37
Tele-Renewal	11	\$ 2,400.00	\$ 218.18
Web Renewals	263	\$ 14,006.00	\$ 53.25
* Manual Adjustments	17	n/a	n/a
Total	481	\$ 25,976.63	\$ 55.98

* Includes Pledge Exentions & New Pledges

Nov-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	641	71	4	75	66
AL	1588	192	8	200	187
AR	821	98	4	102	99
AZ	2985	330	40	370	322
CA	18730	1831	166	1997	1841
CO	3495	452	32	484	447
CT	1416	175	15	190	175
DC	344	39	7	46	41
DE	363	40	6	46	41
FL	7459	795	66	861	781
GA	5669	442	33	475	428
HI	500	67	3	70	65
IA	953	140	11	151	135
ID	714	75	5	80	71
IL	4255	528	43	571	528
IN	2857	366	26	392	359
KS	1151	148	10	158	143
KY	1064	121	7	128	119
LA	974	130	12	142	127
MA	2733	251	26	277	245
MD	2271	287	28	315	286
ME	781	81	7	88	77
MI	4939	456	30	486	455
MN	1924	208	16	224	205
MO	2186	262	24	286	264
MS	607	75	8	83	75

<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	49	5	54	43
NC	3129	372	23	395	374
ND	179	33	1	34	33
NE	599	71	5	76	70
NH	1293	144	15	159	141
NJ	2886	315	34	349	308
NM	1086	160	19	179	159
NV	1717	207	18	225	201
NY	4658	623	63	686	628
OH	4746	635	43	678	631
OK	957	108	6	114	106
OR	2115	185	24	209	188
PA	5537	558	63	621	555
RI	288	32	1	33	31
SC	1549	176	10	186	172
SD	229	41	3	44	42
TN	2238	269	8	277	267
TX	8217	1013	73	1086	1013
UT	1077	104	12	116	101
VA	4173	605	39	644	590
VT	381	31	5	36	29
WA	4098	398	33	431	399
WI	1812	221	19	240	212
WV	560	55	0	55	53
WY	303	40	4	44	41
OTHER	603	77	12	89	74

	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
TOTALS	126309	14182	1175	15357	14043

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

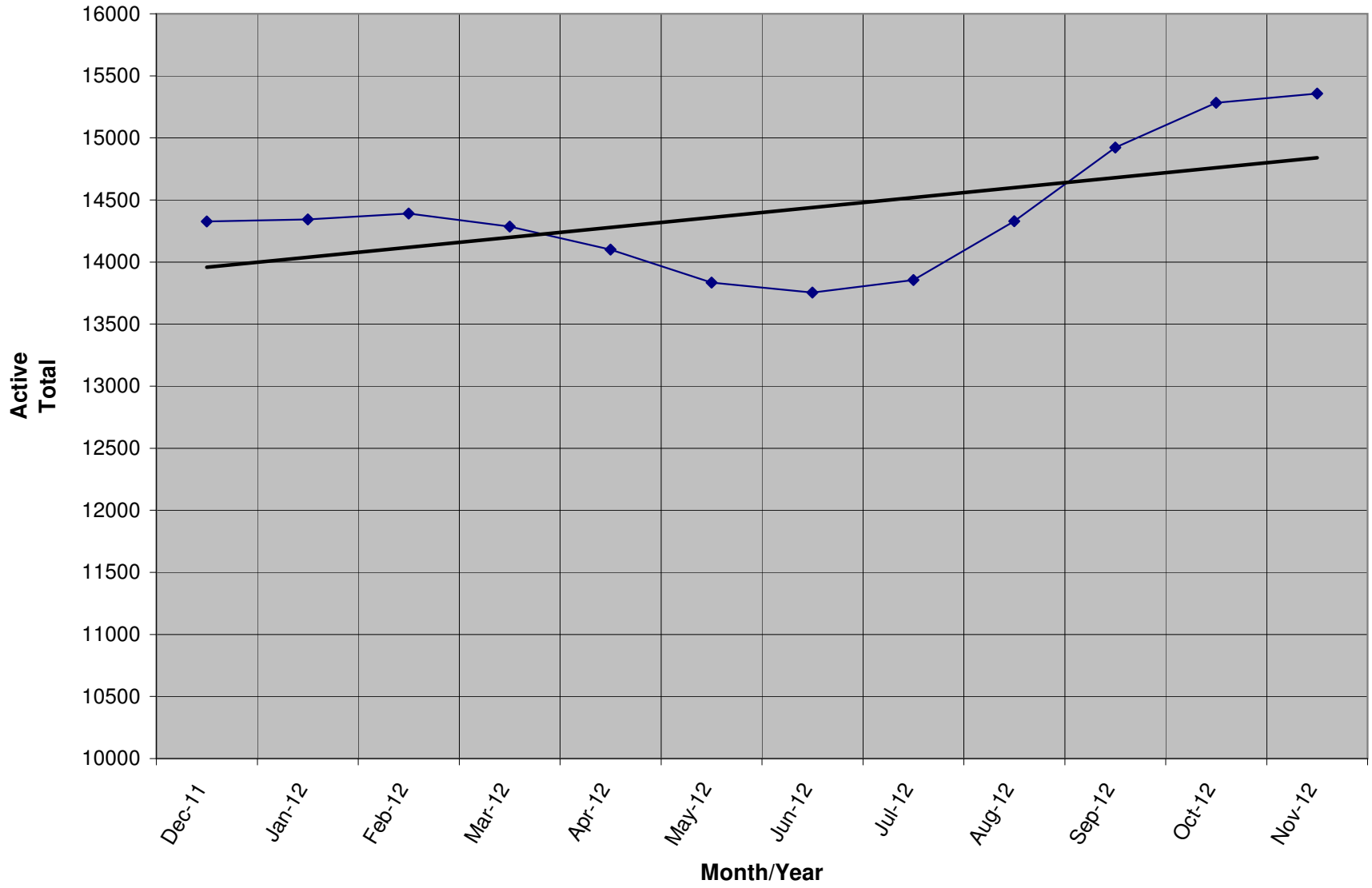
BSM = By Law Definition of "Sustaining Member" and number used for delegate count

(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.)

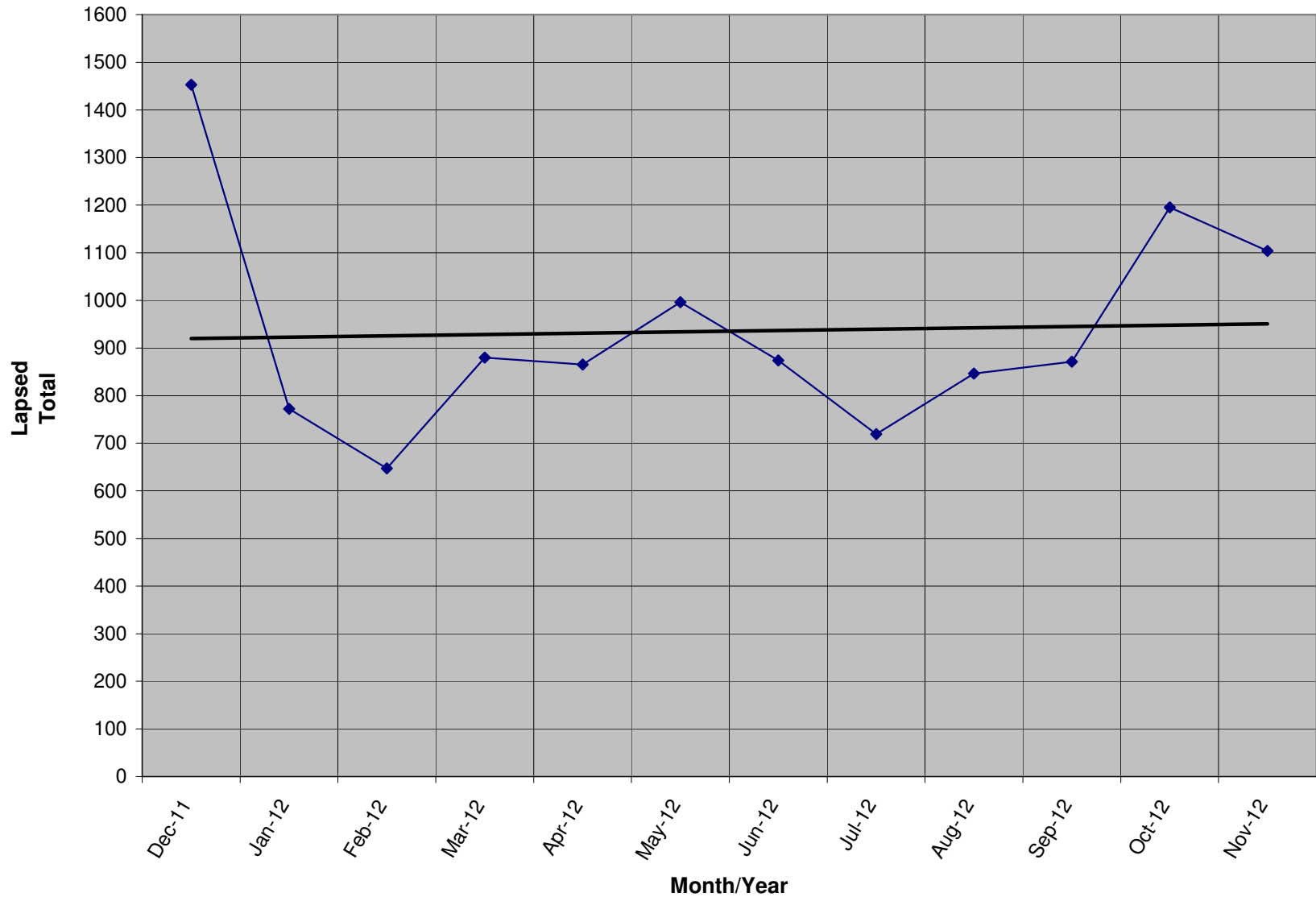
SUSTAINING MEMBERSHIP STATE RANKINGS - "BSM"

<u>State</u>	<u>Total BSM</u>	<u>Rank</u>	<u>State</u>	<u>Total BSM</u>	<u>Rank</u>
CA	1841	1	SC	172	27
TX	1013	2	NM	159	28
FL	781	3	KS	143	29
OH	631	4	NH	141	30
NY	628	5	IA	135	31
VA	590	6	LA	127	32
PA	555	7	KY	119	33
IL	528	8	OK	106	34
MI	455	9	UT	101	35
CO	447	10	AR	99	36
GA	428	11	ME	77	37
WA	399	12	MS	75	38
NC	374	13	ID	71	39
IN	359	14	NE	70	40
AZ	322	15	AK	66	41
NJ	308	16	HI	65	42
MD	286	17	WV	53	43
TN	267	18	MT	43	44
MO	264	19	SD	42	45
MA	245	20	DC	41	46
WI	212	21	DE	41	47
MN	205	22	WY	41	48
NV	201	23	ND	33	49
OR	188	24	RI	31	50
AL	187	25	VT	29	51
CT	175	26	XX	74	52

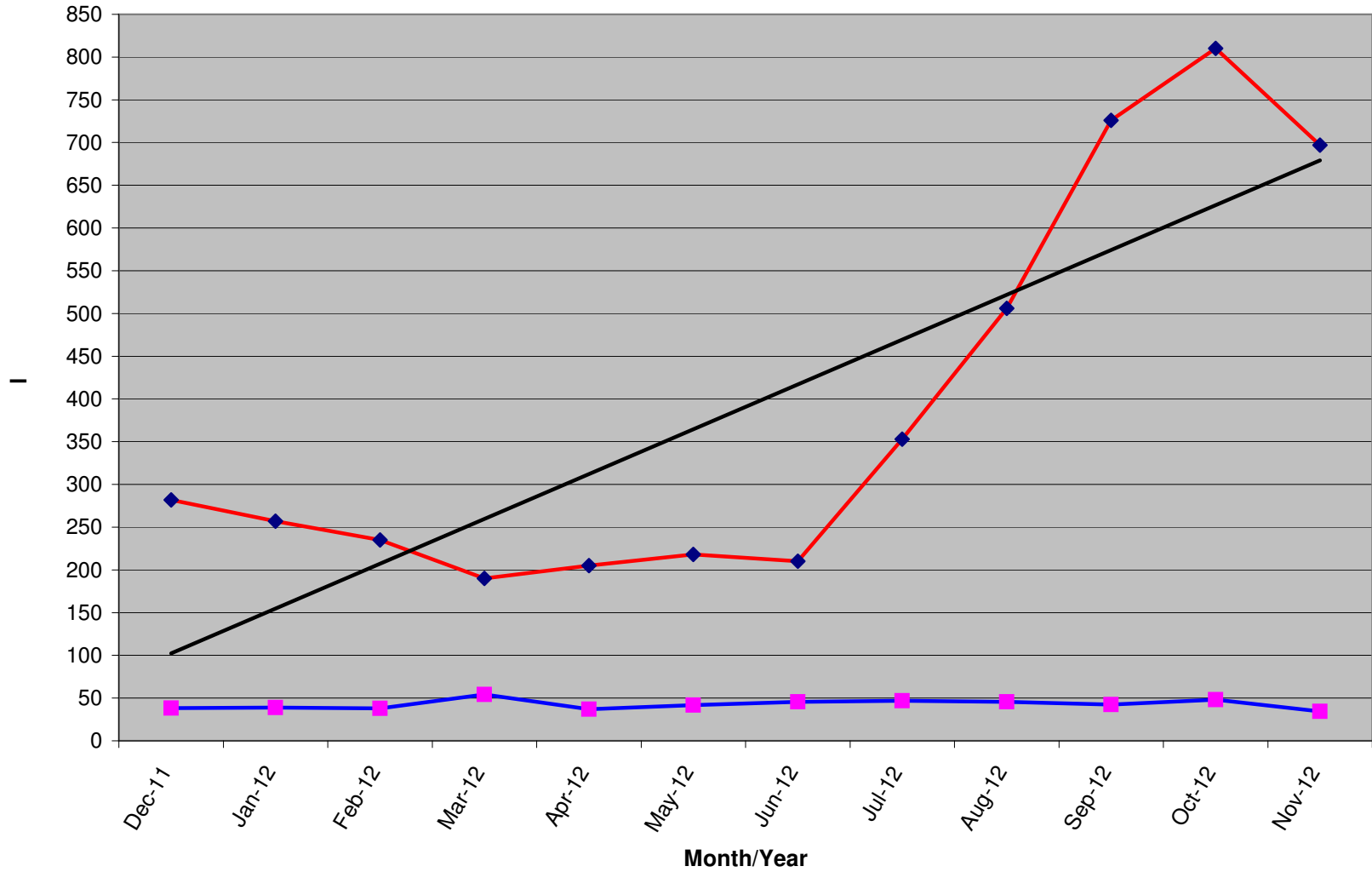
Active Donors - Past 12 Months



Lapsed - Dropped - Donors - Past 12 Months

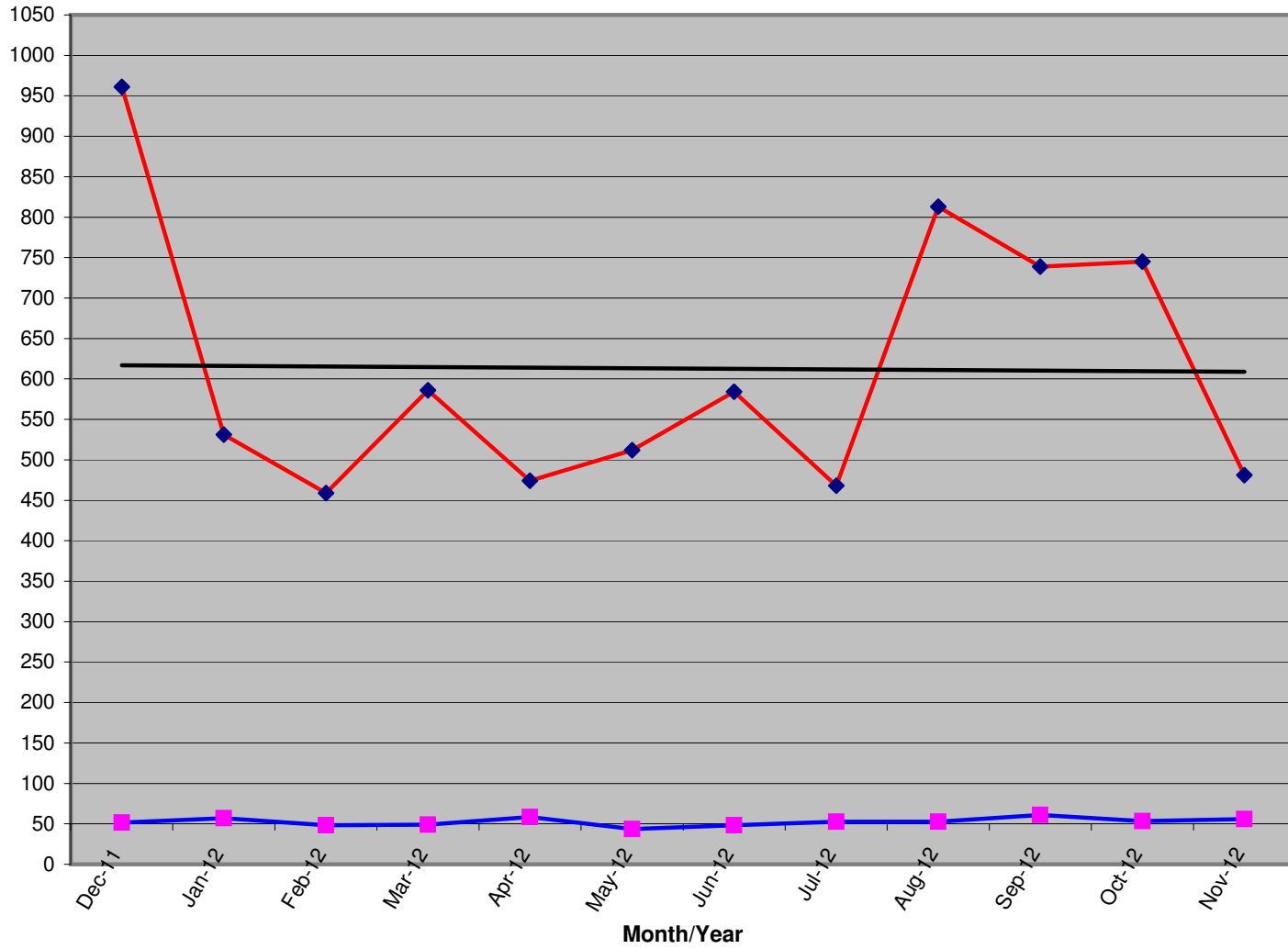


New Donors / Ave Gift - Past 12 Months



	Dec-11	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	Nov-12
New Donors	282	257	235	190	205	218	210	353	506	726	810	697
Ave Gift	\$ 38.38	\$ 39.00	\$ 37.83	\$ 54.07	\$ 36.99	\$ 41.71	\$ 45.48	\$ 46.73	\$ 45.59	\$ 42.54	\$ 48.26	\$ 34.59

Renew Donors - Past 12 Months



	Dec-11	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	Nov-12
Renew Total	961	531	459	586	474	512	584	468	813	739	745	481
Ave Gift	\$ 51.57	\$ 56.93	\$ 48.43	\$ 48.97	\$ 58.32	\$ 43.64	\$ 48.33	\$ 52.63	\$ 52.56	\$ 60.92	\$ 53.32	\$ 55.98