

Libertarian National Committee - Membership Report

"Donor" Totals - Feb-15

4 Year & 12 Month Comparison

| | Dec-11 | Dec-12 | Dec-13 | Dec-14 | Feb-14 | Mar-14 | Apr-14 | May-14 | Jun-14 | Jul-14 | Aug-14 | Sep-14 | Oct-14 | Nov-14 | Dec-14 | Jan-15 | Feb-15 |
|----------------------------|---------------|----------------|---------------|----------------|----------------|---------------|----------------|---------------|----------------|---------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| Active w-MEM | 13468 | 13749 | 13670 | 12053 | 13693 | 13978 | 14075 | 14212 | 14136 | 14260 | 14134 | 13734 | 13442 | 12947 | 12053 | 11902 | 11988 |
| Active w/out MEM | 859 | 1194 | 967 | 747 | 1095 | 1113 | 1101 | 1154 | 1146 | 1023 | 1018 | 990 | 944 | 930 | 747 | 662 | 672 |
| Total Active Donors | 14327 | 14943 | 14637 | 12800 | 14788 | 15091 | 15176 | 15366 | 15282 | 15283 | 15152 | 14724 | 14386 | 13877 | 12800 | 12564 | 12660 |
| Percent Change | -4.92% | 4.30% | -2.05% | -12.55% | 0.61% | 2.05% | 0.56% | 1.25% | -0.55% | 0.01% | -0.86% | -2.82% | -2.30% | -3.54% | -7.76% | -1.84% | 0.76% |
| Lapsed/Drop MEM | 1379 | 1381 | 1245 | 1733 | 637 | 758 | 663 | 634 | 594 | 608 | 637 | 945 | 1385 | 1235 | 1733 | 863 | 619 |
| Lapse w/out MEM | 74 | 76 | 82 | 203 | 24 | 41 | 39 | 26 | 44 | 27 | 31 | 75 | 98 | 52 | 203 | 138 | 32 |
| Lapsed/Drop Total | 1453 | 1457 | 1327 | 1936 | 661 | 799 | 702 | 660 | 638 | 635 | 668 | 1020 | 1483 | 1287 | 1936 | 1001 | 651 |
| Percent Change | 65.49% | 0.28% | -8.92% | 45.89% | -28.77% | 20.88% | -12.14% | -5.98% | -3.33% | -0.47% | 5.20% | 52.69% | 45.39% | -13.22% | 50.43% | -48.30% | -34.97% |
| New Donors w-MEM | 256 | 240 | 267 | 110 | 199 | 321 | 270 | 219 | 125 | 148 | 153 | 94 | 235 | 208 | 110 | 126 | 111 |
| New w/out MEM | 26 | 38 | 168 | 6 | 18 | 25 | 8 | 37 | 27 | 5 | 18 | 17 | 10 | 2 | 6 | 8 | 11 |
| New Total | 282 | 278 | 435 | 116 | 217 | 346 | 278 | 256 | 152 | 153 | 171 | 111 | 245 | 210 | 116 | 134 | 122 |
| Percent Change | 80.77% | -1.42% | 56.47% | -73.33% | -40.06% | 59.45% | -19.65% | -7.91% | -40.63% | 0.66% | 11.76% | -35.09% | 120.72% | -14.29% | -44.76% | 15.52% | -8.96% |
| Renewed w-MEM | 900 | 708 | 966 | 729 | 516 | 722 | 490 | 552 | 393 | 584 | 358 | 451 | 858 | 532 | 729 | 586 | 594 |
| Renewed w/out MEM | 61 | 57 | 55 | 14 | 17 | 34 | 19 | 42 | 9 | -101 | 8 | 30 | 42 | 36 | 14 | 45 | 31 |
| Total Renewals | 961 | 765 | 1021 | 743 | 533 | 756 | 509 | 594 | 402 | 483 | 366 | 481 | 900 | 568 | 743 | 631 | 625 |
| Percent Change | -3.13% | -20.40% | 33.46% | -27.23% | -15.13% | 41.84% | -32.67% | 16.70% | -32.32% | 20.15% | -24.22% | 31.42% | 87.11% | -36.89% | 30.81% | -15.07% | -0.95% |
| Total "MEM" | 121850 | 126900 | 130507 | 133400 | 131091 | 131396 | 131735 | 131994 | 132151 | 132475 | 132622 | 132736 | 133118 | 133314 | 133400 | 133568 | 133983 |
| Percent Change | 1.77% | 4.14% | 2.84% | 2.22% | 0.19% | 0.23% | 0.26% | 0.20% | 0.12% | 0.25% | 0.11% | 0.09% | 0.29% | 0.15% | 0.06% | 0.13% | 0.31% |
| Total "LIFETIME" | 2142 | 2208 | 2295 | 2446 | 2308 | 2309 | 2312 | 2319 | 2377 | 2441 | 2443 | 2445 | 2445 | 2445 | 2446 | 2447 | 2447 |
| Total "BSM" | 13589 | 13824 | 13869 | 12526 | 13764 | 13919 | 14027 | 14189 | 14092 | 14158 | 13963 | 13533 | 13437 | 12778 | 12526 | 12294 | 12260 |

Last Year vs. This Year

| | Feb-14 | Feb-15 | Change | 12 Mo Ave | | |
|----------------------------|--------------|--------------|----------------|--------------|-------------------------------------------|---------------|
| Active w-MEM | 13693 | 11988 | -12.45% | 13405 | <u>Active Donors w-MEM =</u> | 11988 |
| Active w/out MEM | 1095 | 672 | -38.63% | 958 | <u>Lapsed & Zero Dues MEM =</u> | 121995 |
| Total Active Donors | 14788 | 12660 | -14.39% | 14363 | <u>Total "MEM" w-Signed Certificate =</u> | <u>133983</u> |
| Lapsed/Dropped | 661 | 651 | -1.51% | 957 | <u>Member Signed Certificate =</u> | <u>"MEM"</u> |
| New Donors | 217 | 122 | -43.78% | 191 | <u>Total "BSM" =</u> | <u>12260</u> |
| Renewals | 533 | 625 | 17.26% | 588 | <u>Bylaws Defined Sustaining Member =</u> | <u>"BSM"</u> |

Feb-15 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 | 666 | 63 | 1 | 64 | 65 |
| AL | 1717 | 152 | 6 | 158 | 157 |
| AR | 882 | 83 | 3 | 86 | 86 |
| AZ | 3164 | 283 | 20 | 303 | 288 |
| CA | 19258 | 1572 | 93 | 1665 | 1604 |
| CO | 3676 | 378 | 21 | 399 | 385 |
| CT | 1473 | 150 | 9 | 159 | 151 |
| DC | 369 | 27 | 4 | 31 | 29 |
| DE | 381 | 31 | 4 | 35 | 31 |
| FL | 7930 | 678 | 59 | 737 | 684 |
| GA | 5871 | 354 | 18 | 372 | 367 |
| HI | 532 | 56 | 3 | 59 | 55 |
| IA | 1017 | 101 | 4 | 105 | 99 |
| ID | 754 | 50 | 2 | 52 | 51 |
| IL | 4462 | 413 | 25 | 438 | 422 |
| IN | 3144 | 336 | 15 | 351 | 355 |
| KS | 1221 | 145 | 4 | 149 | 148 |
| KY | 1167 | 106 | 5 | 111 | 117 |
| LA | 1069 | 122 | 6 | 128 | 127 |
| MA | 2811 | 190 | 9 | 199 | 195 |
| MD | 2439 | 249 | 16 | 265 | 250 |
| ME | 799 | 58 | 3 | 61 | 58 |
| MI | 5156 | 402 | 13 | 415 | 408 |
| MN | 2018 | 180 | 10 | 190 | 183 |
| MO | 2328 | 225 | 21 | 246 | 232 |
| MS | 704 | 98 | 2 | 100 | 98 |

| <u>STATE</u> | <u>TOTAL "MEM"</u> | <u>ACTIVE "MEM"</u> | <u>ACTIVE "SUB"</u> | <u>TOTAL "ACTIVE"</u> | <u>TOTAL "BSM"</u> |
|--------------|--------------------|---------------------|---------------------|-----------------------|--------------------|
| MT | 508 | 54 | 5 | 59 | 55 |
| NC | 3343 | 302 | 13 | 315 | 313 |
| ND | 221 | 36 | 1 | 37 | 38 |
| NE | 653 | 78 | 3 | 81 | 78 |
| NH | 1344 | 123 | 5 | 128 | 126 |
| NJ | 3046 | 246 | 17 | 263 | 254 |
| NM | 1113 | 91 | 9 | 100 | 94 |
| NV | 1902 | 185 | 8 | 193 | 188 |
| NY | 4940 | 518 | 37 | 555 | 523 |
| OH | 5180 | 556 | 16 | 572 | 570 |
| OK | 1027 | 85 | 2 | 87 | 86 |
| OR | 2202 | 154 | 19 | 173 | 159 |
| PA | 5867 | 475 | 26 | 501 | 489 |
| RI | 308 | 25 | 2 | 27 | 24 |
| SC | 1710 | 159 | 5 | 164 | 159 |
| SD | 253 | 38 | 1 | 39 | 38 |
| TN | 2379 | 217 | 4 | 221 | 218 |
| TX | 8971 | 841 | 53 | 894 | 875 |
| UT | 1137 | 82 | 8 | 90 | 83 |
| VA | 4676 | 546 | 19 | 565 | 565 |
| VT | 394 | 28 | 3 | 31 | 29 |
| WA | 4314 | 339 | 20 | 359 | 341 |
| WI | 1920 | 173 | 10 | 183 | 171 |
| WV | 602 | 48 | 1 | 49 | 49 |
| WY | 315 | 27 | 1 | 28 | 27 |
| XX | 650 | 60 | 8 | 68 | 63 |

| | <u>TOTAL "MEM"</u> | <u>ACTIVE "MEM"</u> | <u>ACTIVE "SUB"</u> | <u>TOTAL "ACTIVE"</u> | <u>TOTAL "BSM"</u> |
|---------------|--------------------|---------------------|---------------------|-----------------------|--------------------|
| TOTALS | 133983 | 11988 | 672 | 12660 | 12260 |

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

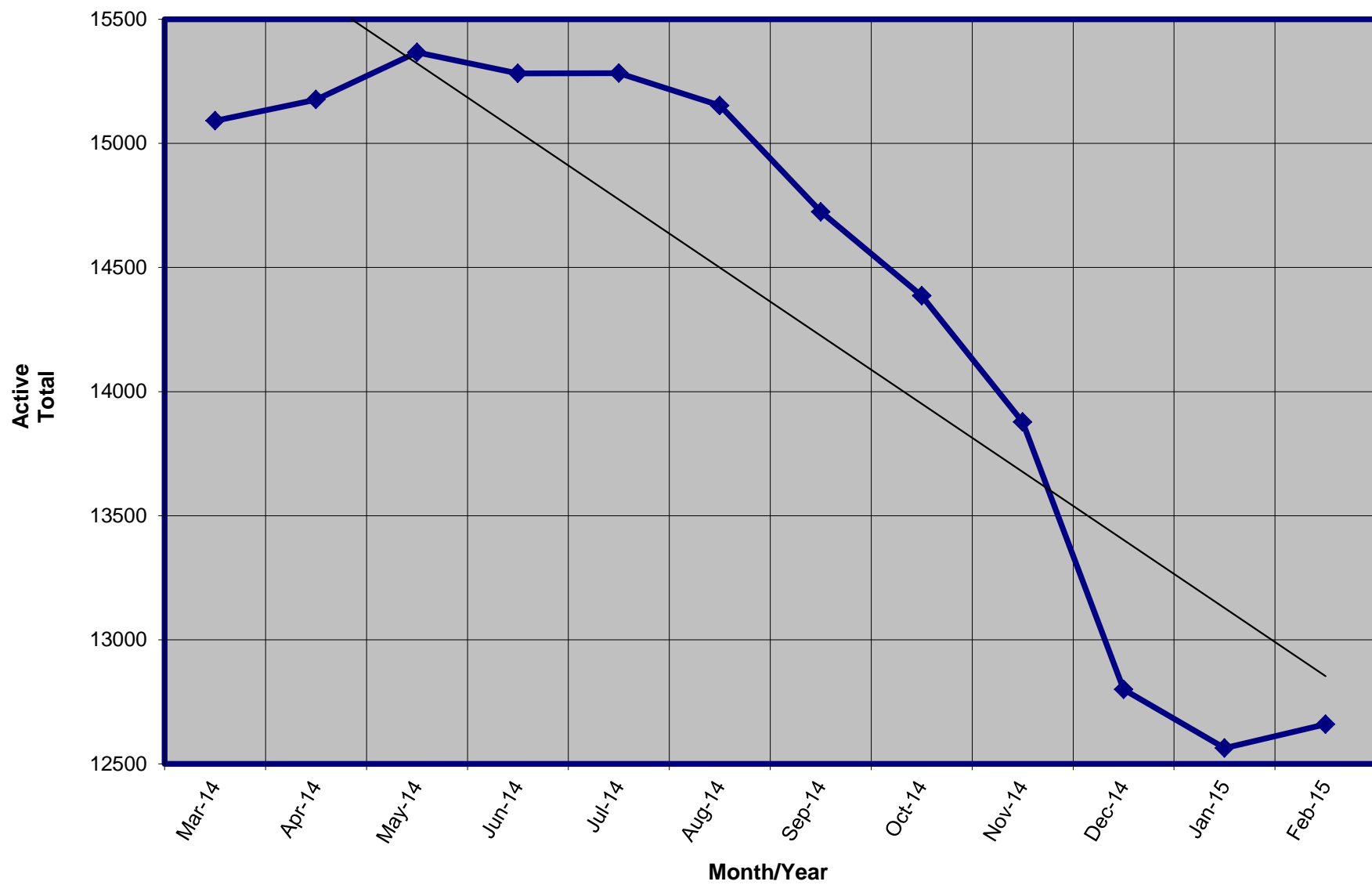
BSM = By Law Definition of "Sustaining Member" and number used for delegate count

(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.)

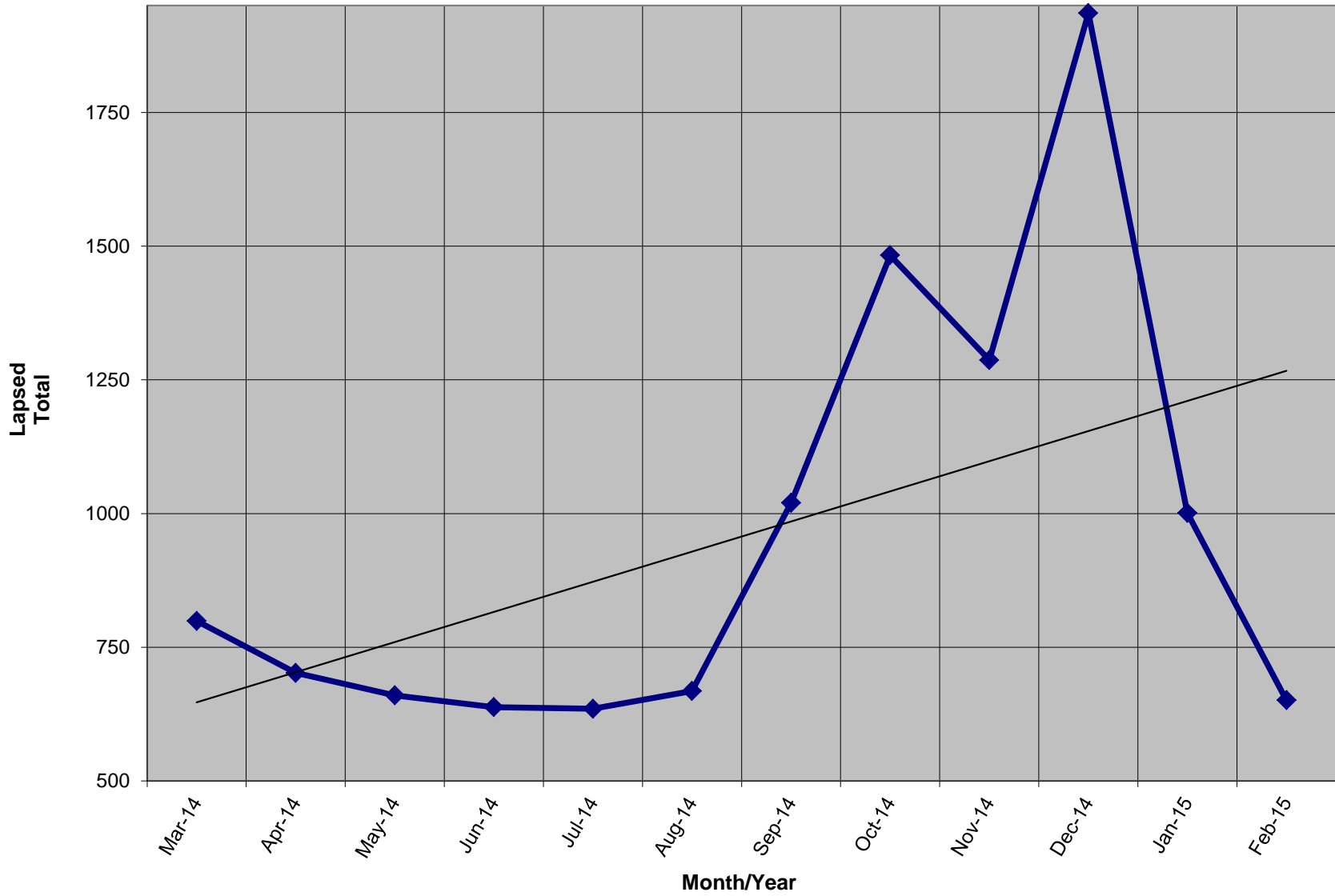
SUSTAINING MEMBERSHIP STATE RANKINGS - "BSM"

| <u>State</u> | <u>Total BSM</u> | <u>Rank</u> | <u>State</u> | <u>Total BSM</u> | <u>Rank</u> |
|--------------|------------------|-------------|--------------|------------------|-------------|
| CA | 1604 | 1 | CT | 151 | 27 |
| TX | 875 | 2 | KS | 148 | 28 |
| FL | 684 | 3 | LA | 127 | 29 |
| OH | 570 | 4 | NH | 126 | 30 |
| VA | 565 | 5 | KY | 117 | 31 |
| NY | 523 | 6 | IA | 99 | 32 |
| PA | 489 | 7 | MS | 98 | 33 |
| IL | 422 | 8 | NM | 94 | 34 |
| MI | 408 | 9 | AR | 86 | 35 |
| CO | 385 | 10 | OK | 86 | 36 |
| GA | 367 | 11 | UT | 83 | 37 |
| IN | 355 | 12 | NE | 78 | 38 |
| WA | 341 | 13 | AK | 65 | 39 |
| NC | 313 | 14 | ME | 58 | 40 |
| AZ | 288 | 15 | HI | 55 | 41 |
| NJ | 254 | 16 | MT | 55 | 42 |
| MD | 250 | 17 | ID | 51 | 43 |
| MO | 232 | 18 | WV | 49 | 44 |
| TN | 218 | 19 | ND | 38 | 45 |
| MA | 195 | 20 | SD | 38 | 46 |
| NV | 188 | 21 | DE | 31 | 47 |
| MN | 183 | 22 | DC | 29 | 48 |
| WI | 171 | 23 | VT | 29 | 49 |
| OR | 159 | 24 | WY | 27 | 50 |
| SC | 159 | 25 | RI | 24 | 51 |
| AL | 157 | 26 | XX | 63 | 52 |

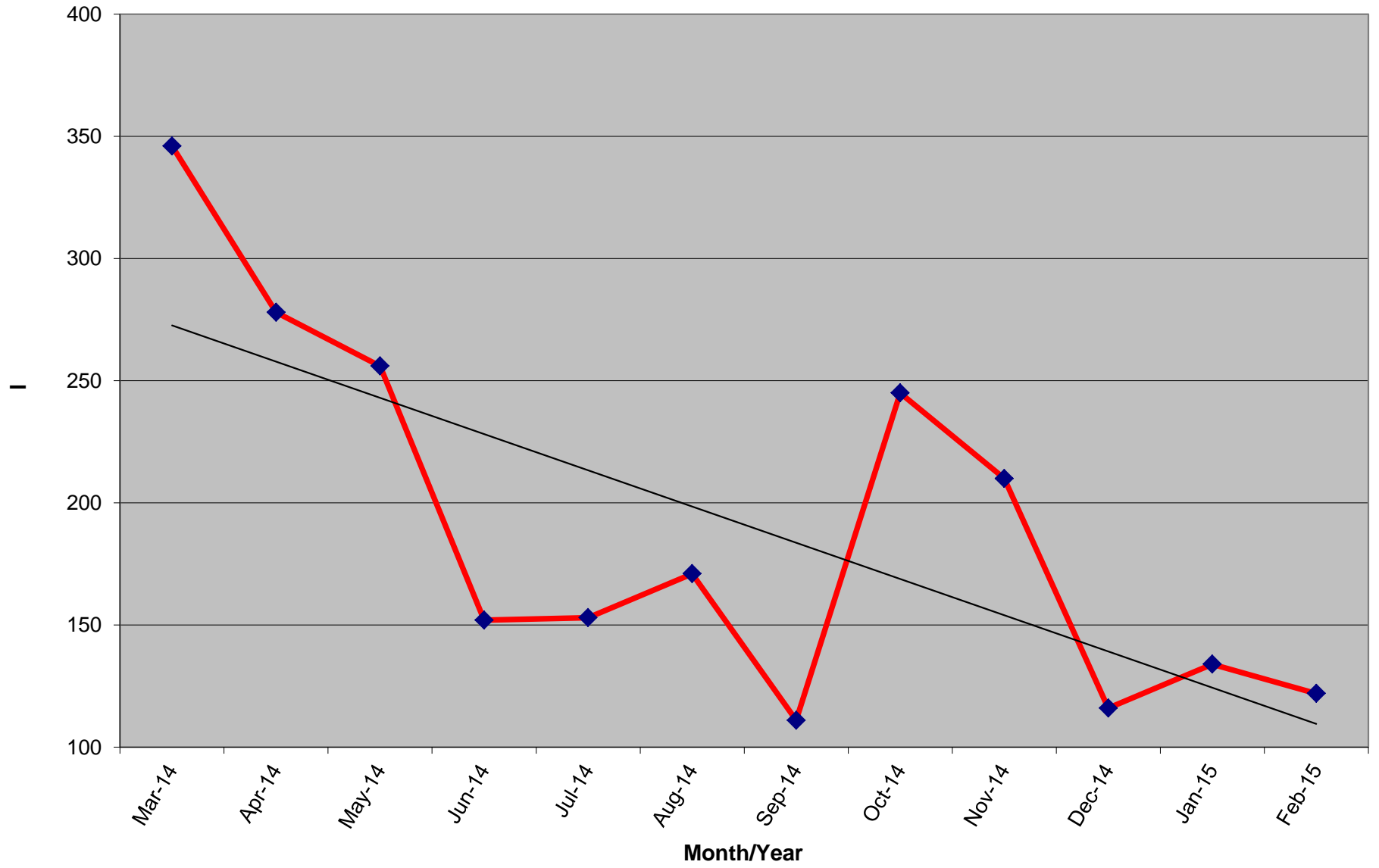
Active Donors - Past 12 Months



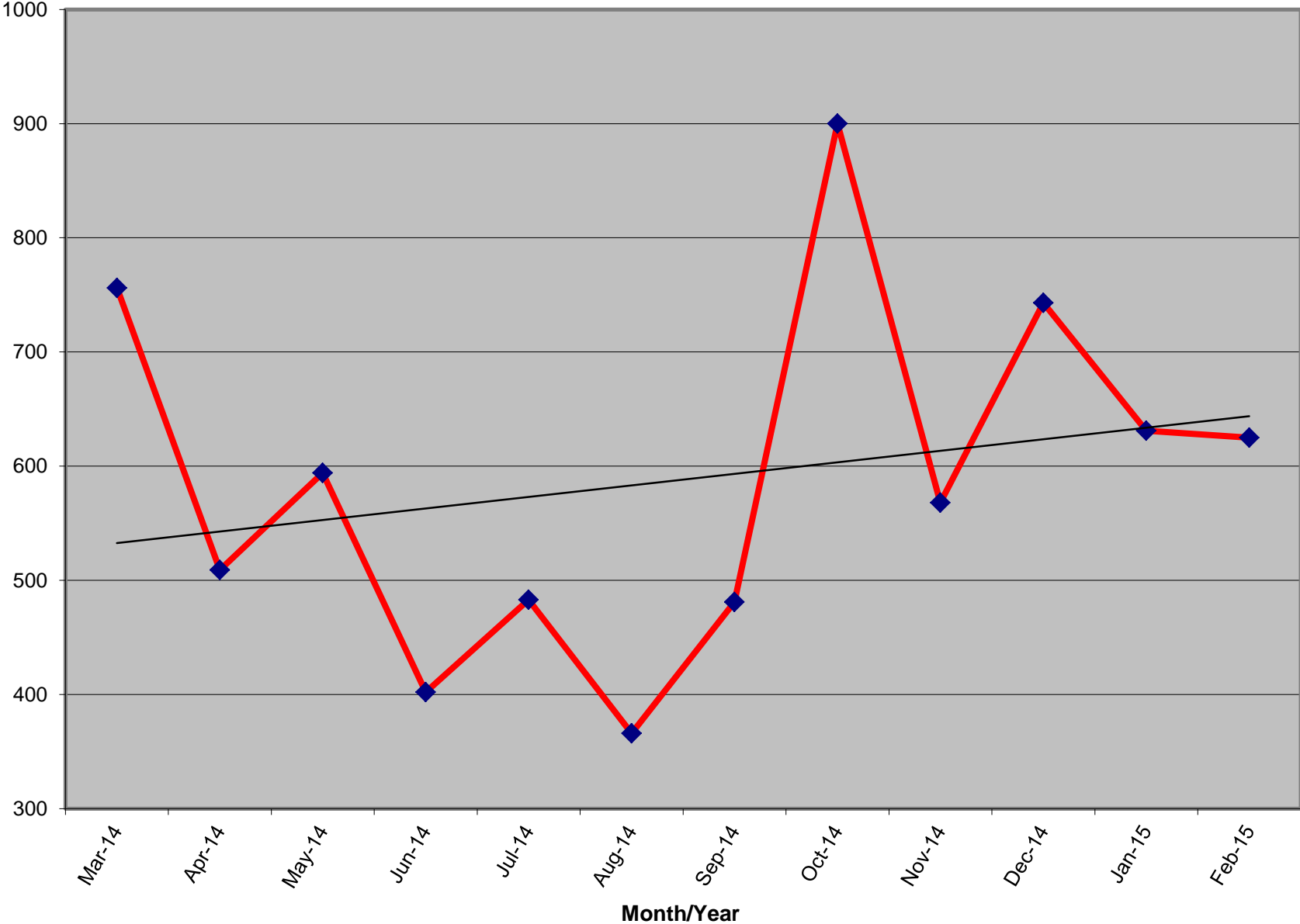
Lapsed - Dropped - Donors - Past 12 Months



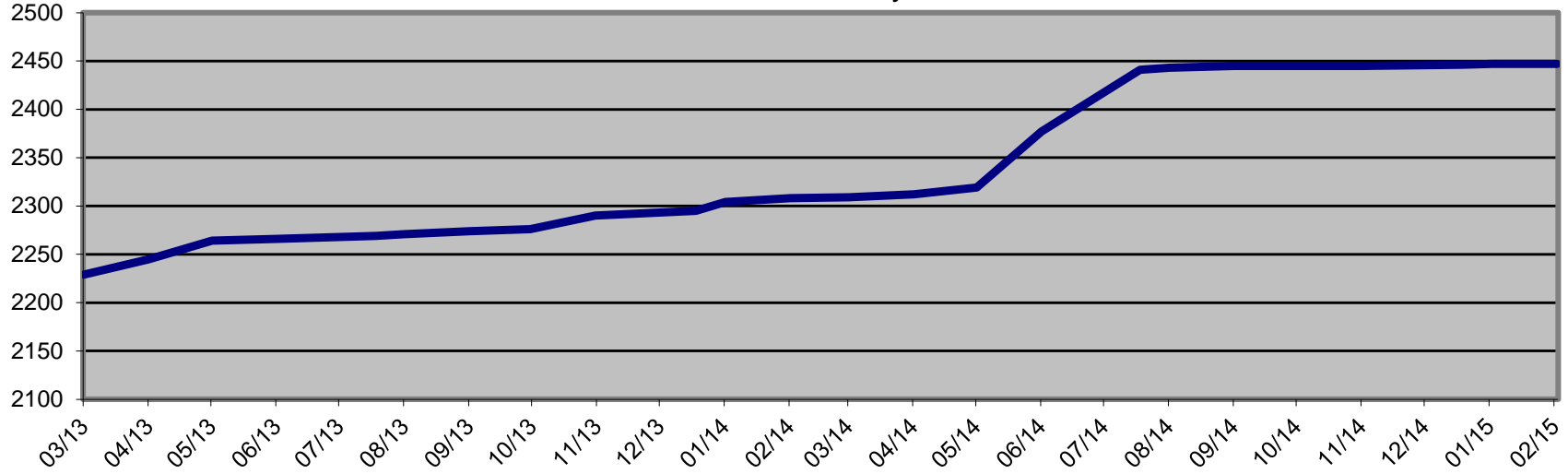
New Donors Past 12 Months



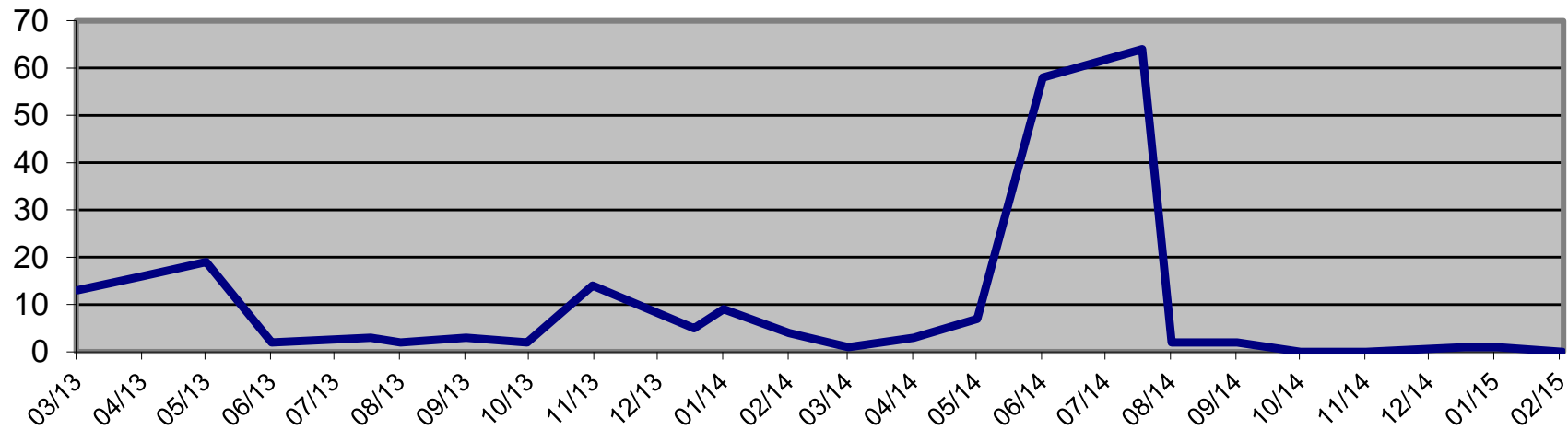
Renew Donors - Past 12 Months



Life Members - Total by Month



Life Members Increase by Month



Ave # of Life Members Increase Per Month Last 24 Months = 4.4 / Past Five Months Increase = 0.4 *

* Doesn't include June/July-14 due to Life Member push prior to increase from \$1000 to \$1500 for a Life Membership