

"Donor" Totals - Mar-15

	Dec-11	Dec-12	Dec-13	Dec-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	Mar-15
Active w-MEM	13468	13749	13670	12053	13978	14075	14212	14136	14260	14134	13734	13442	12947	12053	11902	11988	11845
Active w/out MEM	859	1194	967	747	1113	1101	1154	1146	1023	1018	990	944	930	747	662	672	652
Total Active Donors	14327	14943	14637	12800	15091	15176	15366	15282	15283	15152	14724	14386	13877	12800	12564	12660	12497
Percent Change	-4.92%	4.30%	-2.05%	-12.55%	2.05%	0.56%	1.25%	-0.55%	0.01%	-0.86%	-2.82%	-2.30%	-3.54%	-7.76%	-1.84%	0.76%	-1.29%
Lapsed/Drop MEM	1379	1381	1245	1733	758	663	634	594	608	637	945	1385	1235	1733	863	619	972
Lapse w/out MEM	74	76	82	203	41	39	26	44	27	31	75	98	52	203	138	32	53
Lapsed/Drop Total	1453	1457	1327	1936	799	702	660	638	635	668	1020	1483	1287	1936	1001	651	1025
Percent Change	65.49%	0.28%	-8.92%	45.89%	20.88%	-12.14%	-5.98%	-3.33%	-0.47%	5.20%	52.69%	45.39%	-13.22%	50.43%	-48.30%	-34.97%	57.45%
New Donors w-MEM	256	240	267	110	321	270	219	125	148	153	94	235	208	110	126	111	141
New w/out MEM	26	38	168	6	25	8	37	27	5	18	17	10	2	6	8	11	5
New Total	282	278	435	116	346	278	256	152	153	171	111	245	210	116	134	122	146
Percent Change	80.77%	-1.42%	56.47%	-73.33%	59.45%	-19.65%	-7.91%	-40.63%	0.66%	11.76%	-35.09%	120.72%	-14.29%	-44.76%	15.52%	-8.96%	19.67%
Renewed w-MEM	900	708	966	729	722	490	552	393	584	358	451	858	532	729	586	594	688
Renewed w/out MEM	61	57	55	14	34	19	42	9	-101	8	30	42	36	14	45	31	28
Total Renewals	961	765	1021	743	756	509	594	402	483	366	481	900	568	743	631	625	716
Percent Change	-3.13%	-20.40%	33.46%	-27.23%	41.84%	-32.67%	16.70%	-32.32%	20.15%	-24.22%	31.42%	87.11%	-36.89%	30.81%	-15.07%	-0.95%	14.56%
Total "MEM"	121850	126900	130507	133400	131396	131735	131994	132151	132475	132622	132736	133118	133314	133400	133568	133983	134147
Percent Change	1.77%	4.14%	2.84%	2.22%	0.23%	0.26%	0.20%	0.12%	0.25%	0.11%	0.09%	0.29%	0.15%	0.06%	0.13%	0.31%	0.12%
Total "LIFETIME"	2142	2208	2295	2446	2309	2312	2319	2377	2441	2443	2445	2445	2445	2446	2447	2447	2451
Total "BSM"	13589	13824	13869	12526	13919	14027	14189	14092	14158	13963	13533	13437	12778	12526	12294	12260	12122

	Mar-14	Mar-15	Change	12 Mo Ave		
Active w-MEM	13978	11845	-15.26%	13227	<u>Lapsed & Zero Dues MEM =</u>	<u>122302</u>
Active w/out MEM	1113	652	-41.42%	920		
Total Active Donors	15091	12497	-17.19%	14147	<u>Total "MEM" w-Signed Certificate =</u>	<u>134147</u>
Lapsed/Dropped	799	1025	28.29%	976	<u>Member Signed Certificate =</u>	<u>"MEM"</u>
New Donors	346	146	-57.80%	175	<u>Total "BSM" =</u>	<u>12122</u>
Renewals	756	716	-5.29%	585	<u>Bylaws Defined Sustaining Member =</u>	<u>"BSM"</u>

Mar-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	61	1	62	62
AL	1718	154	6	160	159
AR	883	78	5	83	83
AZ	3168	291	17	308	296
CA	19270	1584	95	1679	1598
CO	3680	374	21	395	386
CT	1476	145	9	154	148
DC	369	23	4	27	25
DE	382	31	3	34	31
FL	7936	657	52	709	666
GA	5876	347	18	365	357
HI	533	58	3	61	57
IA	1019	106	4	110	101
ID	755	52	2	54	54
IL	4464	414	25	439	422
IN	3154	332	14	346	357
KS	1224	140	3	143	144
KY	1170	111	5	116	117
LA	1071	116	6	122	123
MA	2814	193	10	203	196
MD	2441	241	15	256	246
ME	800	57	3	60	58
MI	5163	397	12	409	407
MN	2020	178	9	187	179
MO	2334	217	21	238	226
MS	704	83	2	85	91

<u>STATE</u>	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
MT	509	56	5	61	58
NC	3349	302	12	314	304
ND	221	33	1	34	37
NE	654	73	3	76	73
NH	1348	124	5	129	122
NJ	3054	252	17	269	255
NM	1116	98	9	107	98
NV	1902	184	7	191	186
NY	4950	510	36	546	524
OH	5188	553	16	569	571
OK	1028	83	2	85	86
OR	2204	154	18	172	156
PA	5871	477	28	505	490
RI	308	22	2	24	23
SC	1714	152	4	156	155
SD	254	36	1	37	37
TN	2381	208	3	211	213
TX	8982	815	48	863	845
UT	1140	82	8	90	82
VA	4677	526	21	547	543
VT	394	25	2	27	26
WA	4316	333	19	352	338
WI	1927	171	10	181	172
WV	604	51	1	52	50
WY	315	25	1	26	27
XX	651	60	8	68	62

	<u>TOTAL "MEM"</u>	<u>ACTIVE "MEM"</u>	<u>ACTIVE "SUB"</u>	<u>TOTAL "ACTIVE"</u>	<u>TOTAL "BSM"</u>
TOTALS	134147	11845	652	12497	12122

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

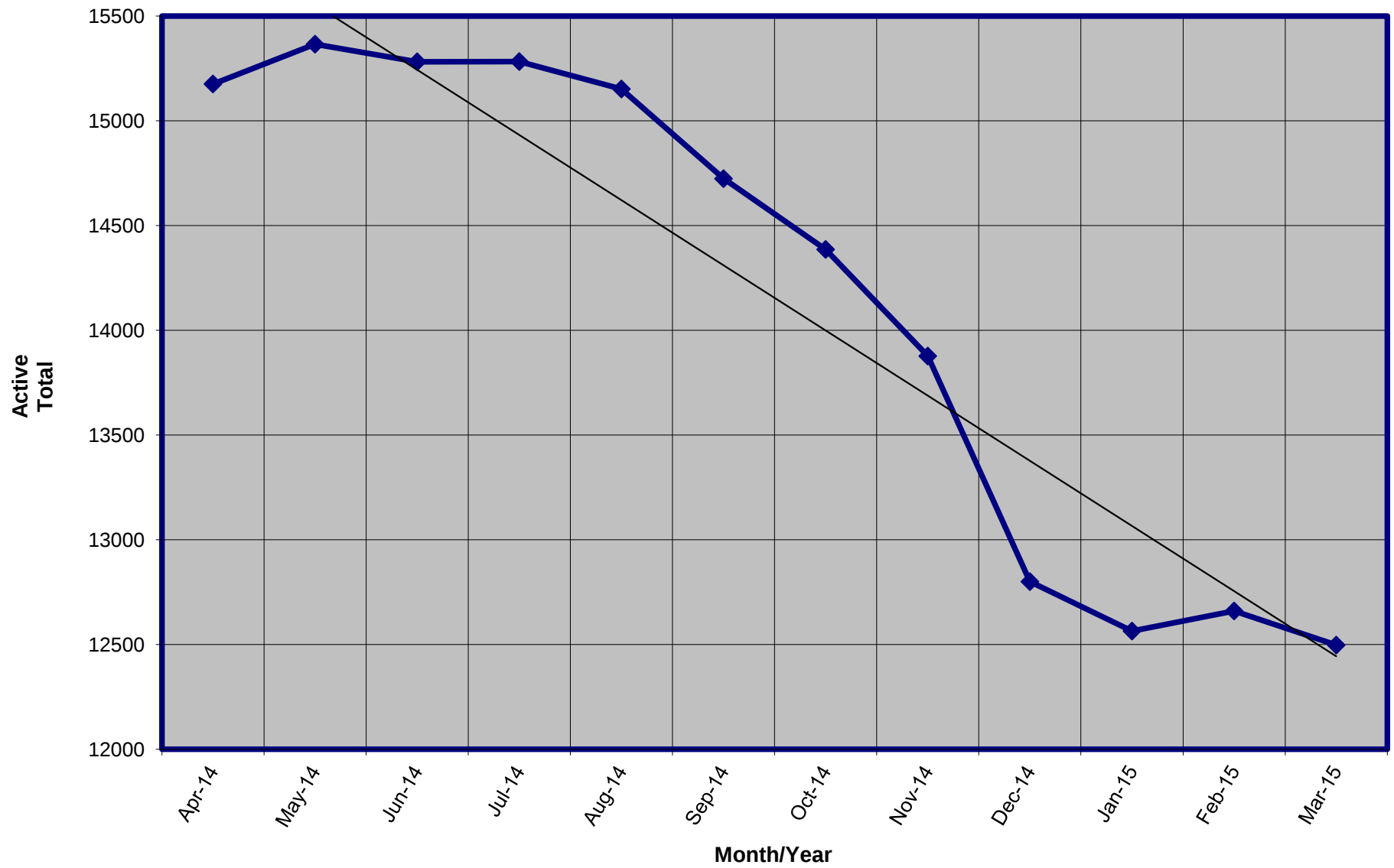
BSM = By Law Definition of "Sustaining Member" and number used for delegate count

(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.)

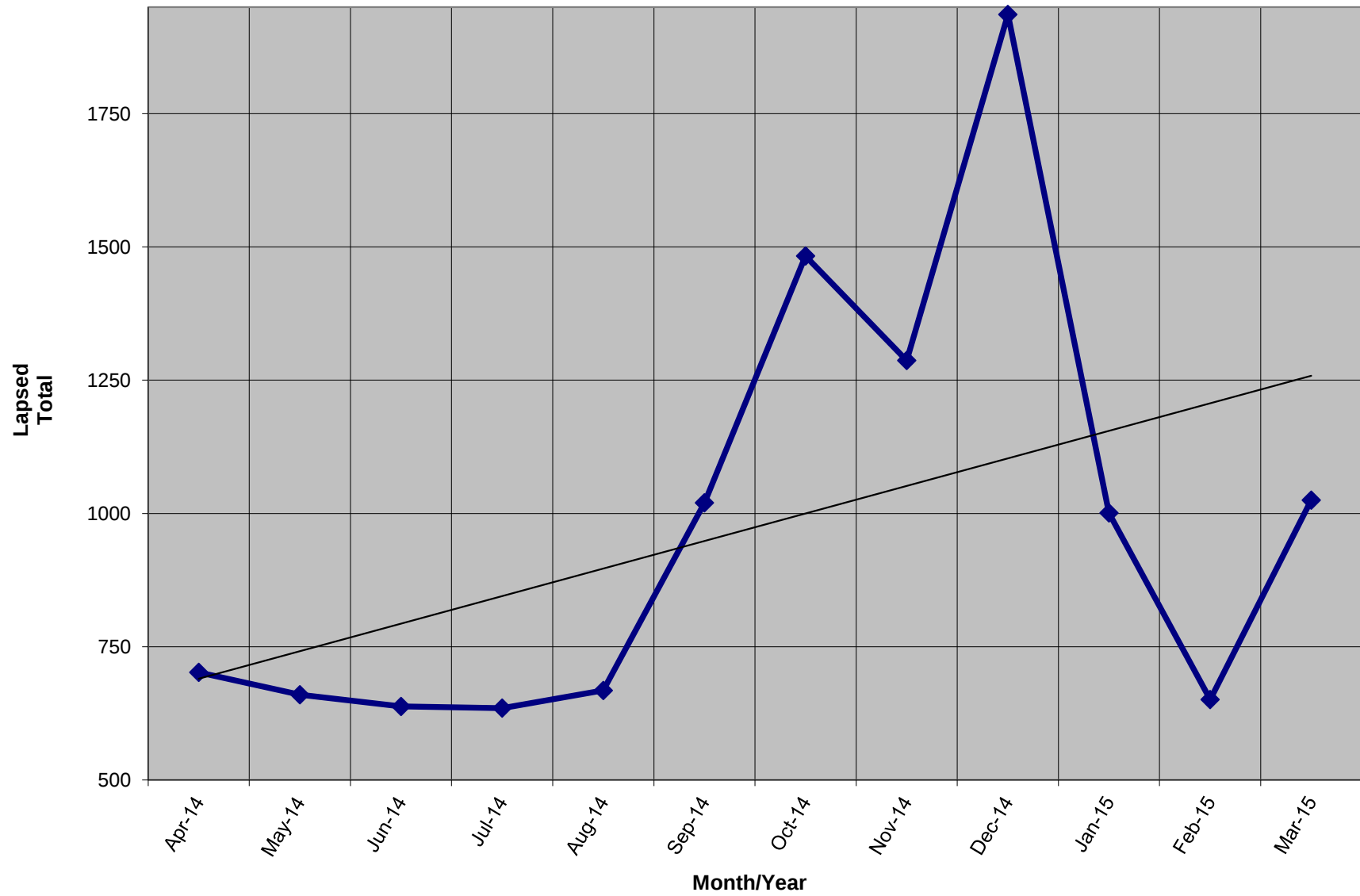
SUSTAINING MEMBERSHIP STATE RANKINGS - "BSM"

<u>State</u>	<u>Total BSM</u>	<u>Rank</u>	<u>State</u>	<u>Total BSM</u>	<u>Rank</u>
CA	1598	1	CT	148	27
TX	845	2	KS	144	28
FL	666	3	LA	123	29
OH	571	4	NH	122	30
VA	543	5	KY	117	31
NY	524	6	IA	101	32
PA	490	7	NM	98	33
IL	422	8	MS	91	34
MI	407	9	OK	86	35
CO	386	10	AR	83	36
GA	357	11	UT	82	37
IN	357	12	NE	73	38
WA	338	13	AK	62	39
NC	304	14	ME	58	40
AZ	296	15	MT	58	41
NJ	255	16	HI	57	42
MD	246	17	ID	54	43
MO	226	18	WV	50	44
TN	213	19	ND	37	45
MA	196	20	SD	37	46
NV	186	21	DE	31	47
MN	179	22	WY	27	48
WI	172	23	VT	26	49
AL	159	24	DC	25	50
OR	156	25	RI	23	51
SC	155	26	XX	62	52

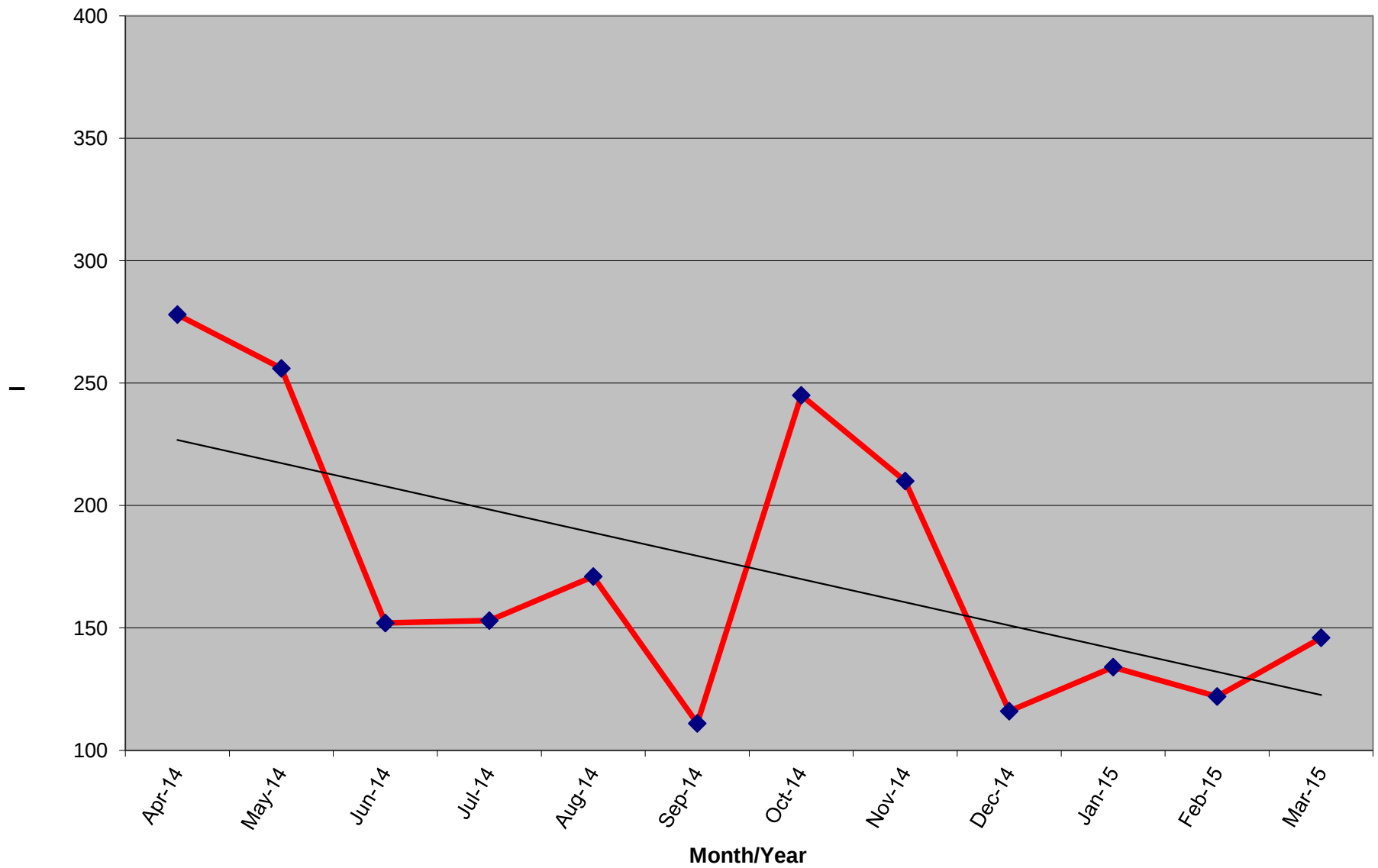
Active Donors - Past 12 Months



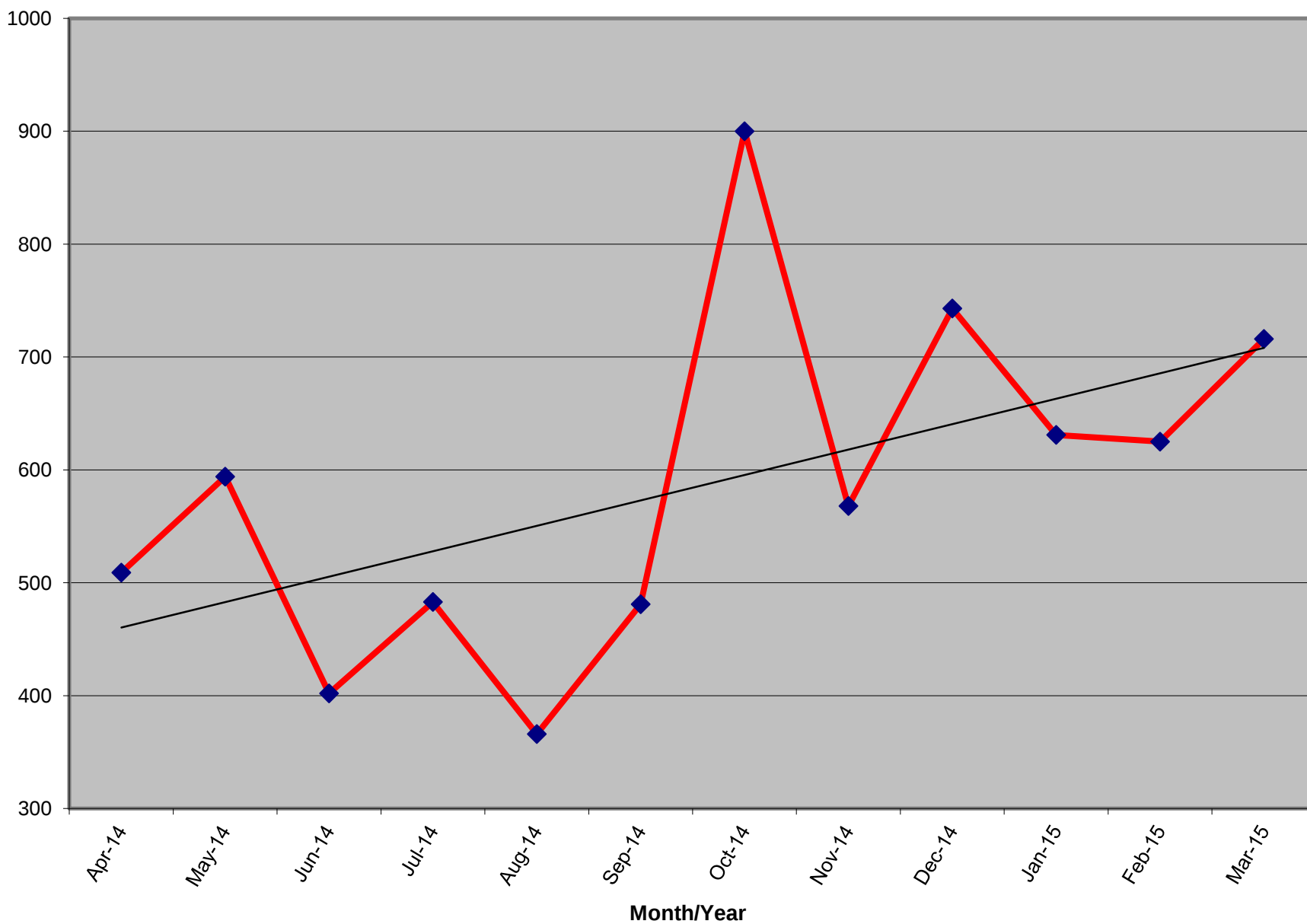
Lapsed - Dropped - Donors - Past 12 Months



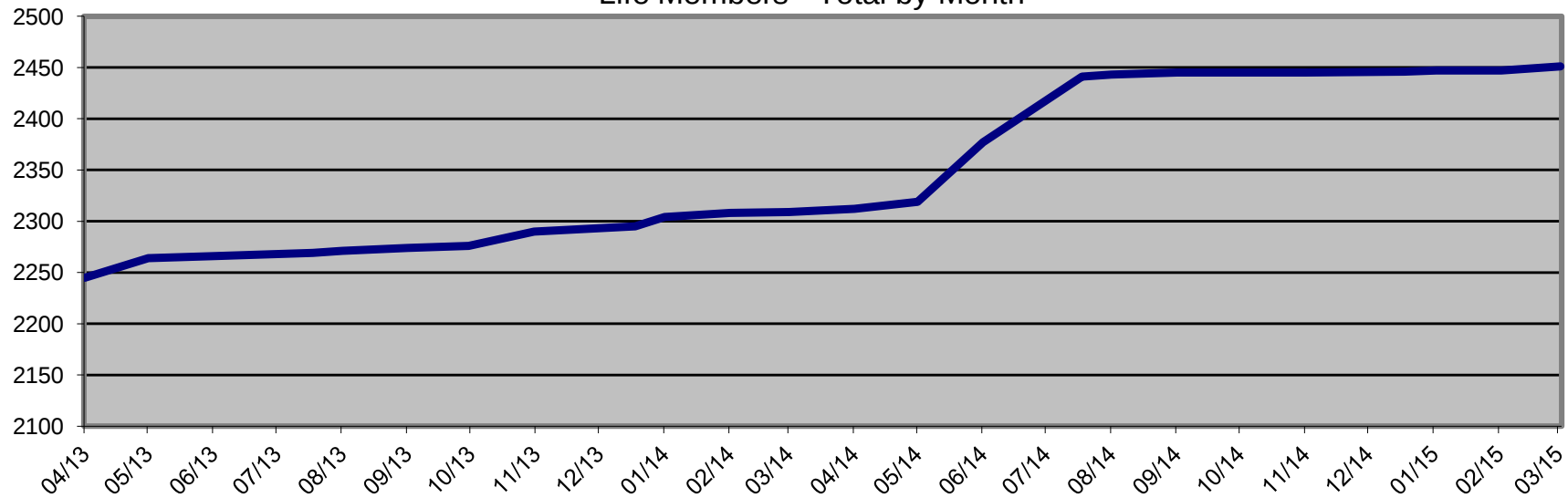
New Donors Past 12 Months



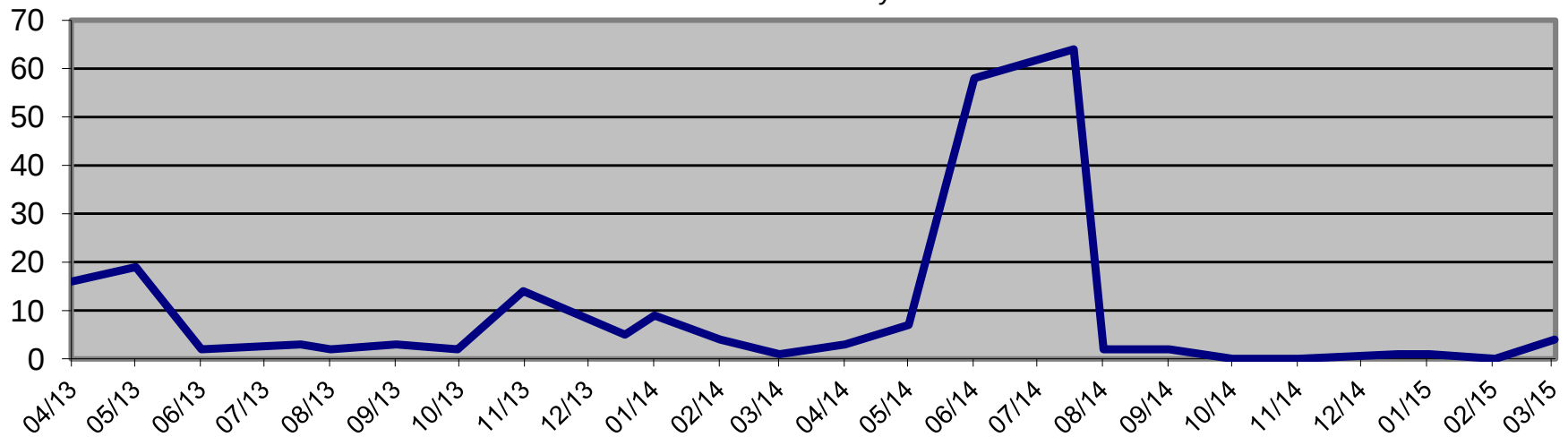
Renew Donors - Past 12 Months



Life Members - Total by Month



Life Members Increase by Month



Ave # of Life Members Increase Per Month Last 24 Months = 3.8 / Past Five Months Increase = 1.2 *

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

Note of 4 New Life Members for Mar - 3 were due to pledges started April last year and 1 due Building