

Family Source

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This field is known as the *How Did You Hear About Us?* field. It can be shown at the top of your Web Registration Form and Quick Registration form.

REFERRAL INFORMATION

Web Reg Form

How did you hear about us?

Flyer

Friend

Postcard

Referral

Transfer

With your Online Web Registration Settings you have the option to require this field for online registrations, make it an optional field, or hide it completely.

Referral Information

Online Web Registration Settings

Field Options

How Did You Hear About Us Optional

Referral Name Hidden

Hidden

Optional

Required

New families will be able to let you know how they heard about you using this drop-down list. This information can be helpful in measuring the success of promotions or advertising efforts. Examples are *Flyer, Facebook, Website, etc.* You can report on this data using the **Source Report** located in the *Email / Text / Marketing* category in the *Reports* menu.

Create and manage your Family Source drop-down values from the *Tools* menu > *Edit Settings* > *Drop-down Lists*.

You have the option to hide any of your Family Source drop-down list values from your customers with the **Hide from customers** checkbox (hides the value from your customers in Online Registration and Portal drop-down lists) or you can choose to hide a value in drop-down lists within Jackrabbit using the **Hide from users** checkbox.

The screenshot shows the Jackrabbit Drop-down List Editor interface. On the left is a sidebar titled "Choose List" with a tree view of categories: "Frequently Asked Questions", "Class Management, Enrollment & Revenue Reporting" (with sub-item "Category 1 (Income Categories)"), "Class" (with sub-items "Category 2", "Category 3", "Duration", "Room", "Session", "Status"), "Family" (with sub-items "Contact Types", "ePayment Schedule", "Membership Type", "Source (How did you hear about us?)", "Status"). The "Source (How did you hear about us?)" item is highlighted with a yellow box. The main area is titled "Drop-down List Editor" and "List: Family Source". It includes a tip: "Shorter values reduce word-wrapping on your screens and reports." and instructions: "Check 'Hide from users' to hide a value from drop-down lists within Jackrabbit. Check 'Hide from customers' to hide a value from drop-down lists within Online Web Registration and the Customer/Parent Portal." Below this is a table with columns for "Add Row", "Hide from customers", "Hide from users", and "Delete".

Add Row	Hide from customers	Hide from users	Delete
Flyer	<input type="checkbox"/>	<input type="checkbox"/>	Delete
Friend	<input type="checkbox"/>	<input type="checkbox"/>	Delete
Postcard	<input type="checkbox"/>	<input type="checkbox"/>	Delete
Referral	<input type="checkbox"/>	<input type="checkbox"/>	Delete
Transfer	<input type="checkbox"/>	<input type="checkbox"/>	Delete
Walk In	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Delete