**Client Registration One-Page Summary**  4.19.22

1. **Why Register Clients?**

* We register clients to understand better where, what, and how much food we should be offering.
* It’s their first experience of Second Harvest, and our opportunity to make a great first impression by treating the client with utmost respect and friendliness.

1. **Importance of Getting Permission**

* Before we ask for information we ask if they are willing to give us the data we request.
* Also, we ask permission to text them about updates to their food distributions (time, date, or location changes), and an occasional, short customer service survey.

**III. Key Data Points**

* We ask for seven data points. But we can make do with 3 if necessary. Remember to ask for all of them, once, politely. (Don’t assume they don’t want to.) But if the answer is no, see if they can provide the **first and last name and 2 or 3 of the red-colored data points below**. That way, we can still register them and then they won’t have to sign up again.
  + First and last name
  + Address with **Zip code**
  + **Birth year**
  + **Cell phone number**, including if it’s ok to text
  + Preferred language (best for reading texts etc.)
  + # of children / seniors / adults in their household
  + Race/ethnicity
* If they provide NONE of it, they are just as welcome to get food and have a nice time at our site(s).
* Once registered, they get a Membership card which they can show at any Second Harvest site and then stroll (or drive) right in.

**IV. Avoiding Duplicate Records**

* If we get incomplete or illegible information, we end up creating extra versions of the same person’s registration. This mucks up our data and wastes a bunch of time.
* So please ask your volunteers to fill out all the fields the client is willing to give us, completely and clearly

**V. Common Sticking Points**

* Ethnicity Question – feel awkward to ask? Try showing the client the list of options and let them point to the one they choose.
* Unable to Hear Client's Answers Clearly – fill in your best guess and then show the client what you’ve written or typed in; let them correct you.
* Don't Ask Client to Self-Register