



# Blueprint

The sign-up and mobilisation tool  
for growing movements online –  
built by campaigners.

Powered by **FORWARD  
ACTION**



# What is Blueprint?

Blueprint is a sign-up and mobilisation tool built by Forward Action to capture actions and turn them into meaningful next steps.

It allows you to quickly create:

- \* petitions and fundraisers
- \* surveys, quizzes and polls
- \* donation asks and follow-up actions within the web journey

Blueprint is designed for the moments when people are ready to act. It makes those interactions fast and simple, while making sure that every action leads somewhere, rather than ending at a thank-you page.

Unlike basic form builders, Blueprint is built around conversion and mobilisation. Pages are optimised to encourage the next action, whether that's giving, sharing, signing again, or staying involved.

Blueprint is fully customisable to match your brand and informed by years of running high-performing lead generation campaigns. The tool integrates seamlessly with multiple CRMs and email platforms and works alongside your existing website and tech stack.



# Is Blueprint right for you?

## Blueprint works best for teams who:

- \* need to move fast when moments matter
- \* run high-volume sign ups or actions
- \* care about supporter experience *and* data quality
- \* want to test, learn and improve without relying on developers

## Most commonly used by:

- \* Digital
- \* Campaigns
- \* Fundraising
- \* Supporter engagement teams

## Trusted by organisations including:

AMNESTY  
INTERNATIONAL



GOOD LAW  
Project



Save the Children

Tommy's



UNHCR  
The UN Refugee Agency  
United Kingdom for UNHCR



SURFERS  
AGAINST  
SEWAGE

For many partners, Blueprint becomes the foundation for long-term campaigning, fundraising and supporter growth.



# Blueprint features

## Build and customise actions

- Create handraisers, sign-up forms, surveys, quizzes and other actions, with full control over your supporter journey
- Fully branded pages, including your logo, colours and custom subdomains

## Scale without limits

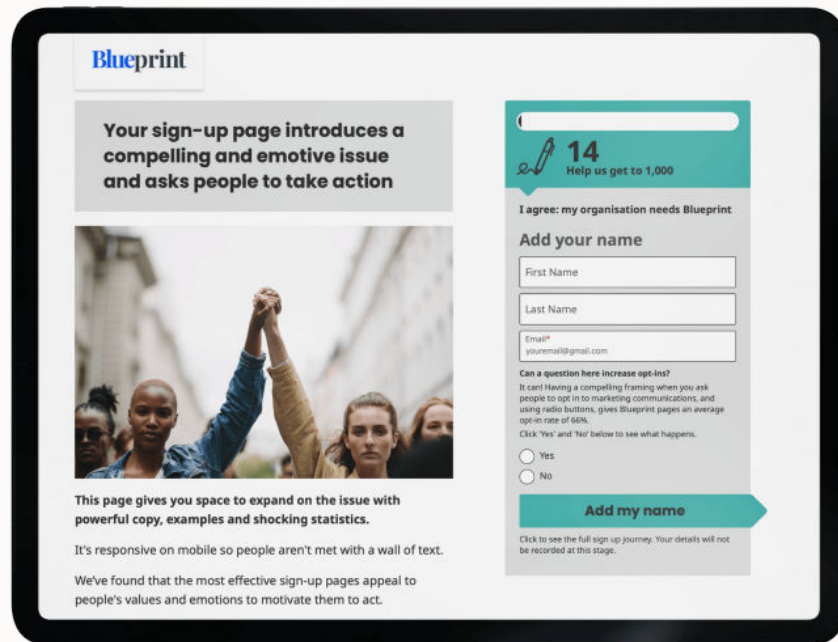
- No limits on pages, campaigns or accounts
- Designed to handle high volumes of sign-ups and actions

## Test and improve performance

- Built-in A/B testing to help you optimise over time
- Easy to update and iterate without developer support
- Install the Meta pixel to optimise ads campaigns

## Integrate and get support

- Direct integrations with Mailchimp, Zapier and Beacon CRM
- Custom integrations with platforms including Salesforce
- 8 hours of monthly technical support from the Forward Action team





# Blueprint in action



THE OFFICIAL RECORD OF OUTRAGE FOR UK WATERS. ADD YOUR NAME IF YOU'RE SICK OF OUR RIVERS AND SEAS BEING FULL OF PLASTICS, CHEMICALS AND SH\*T.

I'm **OUTRAGED** about our waters

Add my name:

First Name \*

Last Name \*

Email \*

Post Code

Phone

I know you'll phone, email and text me to find out more about how you can help us clean up the UK's rivers and seas with Surfers Against Sewage.

Your email address will be used to contact you about this campaign.



DO YOU AGREE THAT IF WE ALL PLAY OUR PART, WE CAN TURN THE TIDE FOR UK WATERS - AND CLEAN UP THE PLASTIC, SEWAGE AND CHEMICALS THEY'RE FLOODED WITH?

Yes, definitely      I'm not sure, it's too hard

A daisy chain of post-sign actions (donate, join Dip a Day, email your MP, share) starting with a survey to spark interest and generate immediate conversion.

THE FIGHT TO SAVE OUR WILD WATERS NEEDS YOU, JESSICA. WILL YOU BECOME A MEMBER TO PLAY YOUR PART?

You want crystal clear rivers teeming with wildlife, rolling waves that you can dive right into, then becoming a Surfers Against Sewage member is the best way to help.

Donating a little each month will not only fund change-making, ocean-saving campaigns, petitions and protests, you'll also get a welcome pack to start you on your Ocean Activist journey - including a pin badge, guides and more!

We urgently need more support to stand up to polluting corporations and their deep, dirty pockets. Will you join as a member today?

Yes, I'll rise up for our waters      No, sorry

A whopping **44,657** people signed the fundraiser

The results: 17% of people emailed their MP  
2.4% of people donated  
891% ROAS from donations in the journey (4 yr lifetime value)



# Blueprint in action



**sense**

**FACT: disabled people in the UK need more support. Join the movement working to make sure every single person is able to take part in life**

No adult, no child, nobody should be left out of life. But many disabled people in the UK right now just don't have the support they need to thrive.

From specialist playgroups unlocking communication skills, to assisted activities that build confidence and spark joy, the right support can change everything. Without it, disabled people can be isolated and excluded.

That's why there's no time to wait. Together, we can speak out and demand better - but we need more people on board to make sure those in power listen.

**34,462** people signed the handraiser, and **60%** of people opted in

**Thank you so much for signing Jess. Now, will you chip in to fund specialist support for people with disabilities and get a Sense pin badge to wear with pride?**

The fact is, the longer disabled children go without specialist support, the harder it becomes for them to communicate. Will you help them get support they need to stop them becoming isolated and alone, and donate today?

To say a big thank you, we'll send you a FREE Sense pin badge.

[Donate to get your badge](#) [No, sorry](#)

**666** people made a donation directly after signing – **43%** higher than target

**Thank you - click below to share**

[Share on Facebook](#) [Share on Twitter](#)

**Add your name - disabled people in the UK need more support. Join the movement working to make sure every single person is able to take part in life.**

**15%** of signers shared the handraisers



# What people are saying about Blueprint

**“With Blueprint, we can usually get a handraiser built and ready to launch in two to three hours. When we started using Blueprint, the decision wasn’t really about making shiny pages – although Blueprint can certainly do that.**

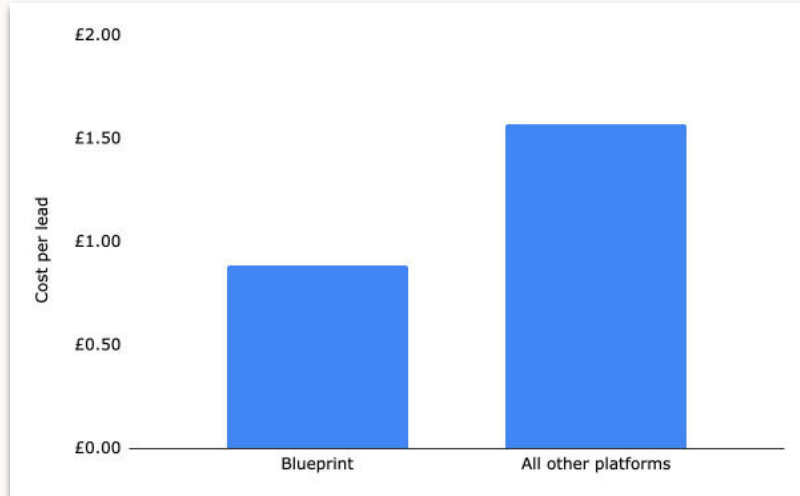
**What mattered most was reliable data integration, ease of use, cost, and also confidence we’d have a support team to reach out to if we had any issues.**

**It makes a big difference that Forward Action’s tech team works directly with you to set integrations up properly.” – *Richard Casson, UK for UNHCR***

The screenshot shows a campaign page for UNHCR titled "Sudan: Sign to Protect Civilians Fleeing War". The page features a photograph of a woman in a headscarf. Below the photo, there is text describing the situation in Sudan and a call to action. On the right side, there is a registration sidebar with the heading "Add your name:" and a form with fields for "First name\*", "Last name\*", "Email\*", and "Phone number". Below the form, there is a question: "By entering your phone number, you are consenting your like to receive occasional calls about supporting refugees and displaced persons. You can opt out at any time. Can we email you with key updates, appeals and actions you can take?" with radio buttons for "Yes" and "No". At the bottom of the sidebar, there is a blue button labeled "Add my name" and a note: "For more information, please see our privacy policy. You can update your contact preferences at any time by contacting our Support@fwdaction.com team."

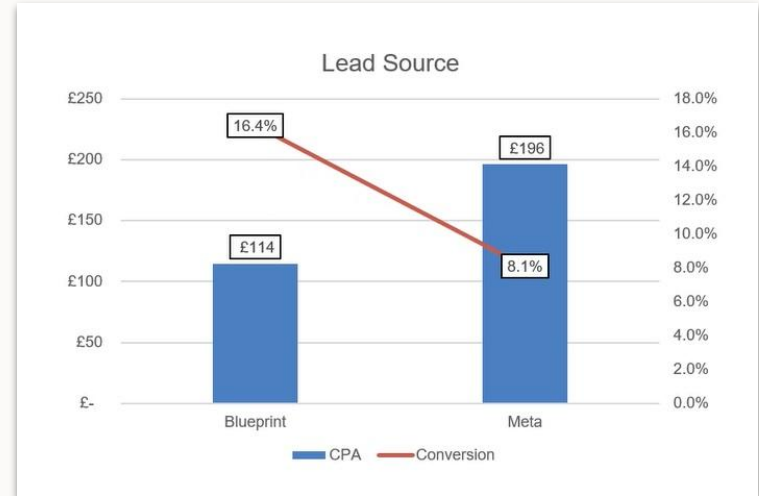


# Blueprint delivers cost effectiveness vs. other platforms



**Blueprint delivers a 43% cheaper cost per subscriber than other platforms.**

*Source: Forward Action's Trend Report data, using data from lead gen programmes between 2022-2024.*



**Subscribers recruited by Blueprint are twice as likely to donate via telemarketing**

*Source: UK for UNHCR x Stratcom UK lead gen data, 2025.*



# Pricing

To support new partners getting started, we're offering a time-limited Q1 annual rate.

**One-off setup fee:**  
(Waived for Q1 offer sign up)

**£500 + VAT**

**Custom CRM integration**  
(For bespoke CRM setup beyond standard integrations)

**£500 + VAT**

## FLEXIBLE MONTHLY

**£750 + VAT per month**  
Minimum 1 month term

- Designed for short-term or campaign specific use
- Includes full access and support

## STANDARD ANNUAL

**£6,000 + VAT per year**  
(£500 + VAT per month equivalent)

- 12 month commitment
- Invoiced annually or two 6-monthly invoices

## Q1 OFFER

(New Blueprint partners only)

**£5,400 + VAT per year**  
(£450 + VAT per month equivalent)

- Until 31 March 2026
- 12 month commitment
- Invoiced annually or two 6-monthly invoices
- One-off setup fee waived

We also offer an access rate for charities - ask us for details.



	<b>Blueprint</b>	Social media lead forms	Commercial sign-up forms
<b>Built by campaigners</b>			
<b>Integrates with your CRM</b>			
<b>Fully customisable</b>			
<b>Can track to optimise Meta campaigns</b>			
<b>Use GA4 to track other events</b>			
<b>Allows additional actions in the onwards journey</b>	As many as you like – built into the template, keeps you in the tool.	Typically one action which redirects out of platform	As many as you like – but redirects out of platform
<b>Unlimited leads</b>			
<b>Cost</b>	£500 set-up fee. £750 per month or £6,000 annual	No platform cost.	Often charge per submission
<b>Tech support</b>	8 hours per month. Same day response + call set-up.	Book calls with a dedicated rep	Support live chat



# Interested? Your next steps!

Want to find out more? We offer an introductory call and Blueprint demo with Dylan Goveas, our Head of Technology.



## Get in touch!



Fill out [this form](#) on our website



Email us at [hello@forwardaction.uk](mailto:hello@forwardaction.uk)