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 handraisers
- 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

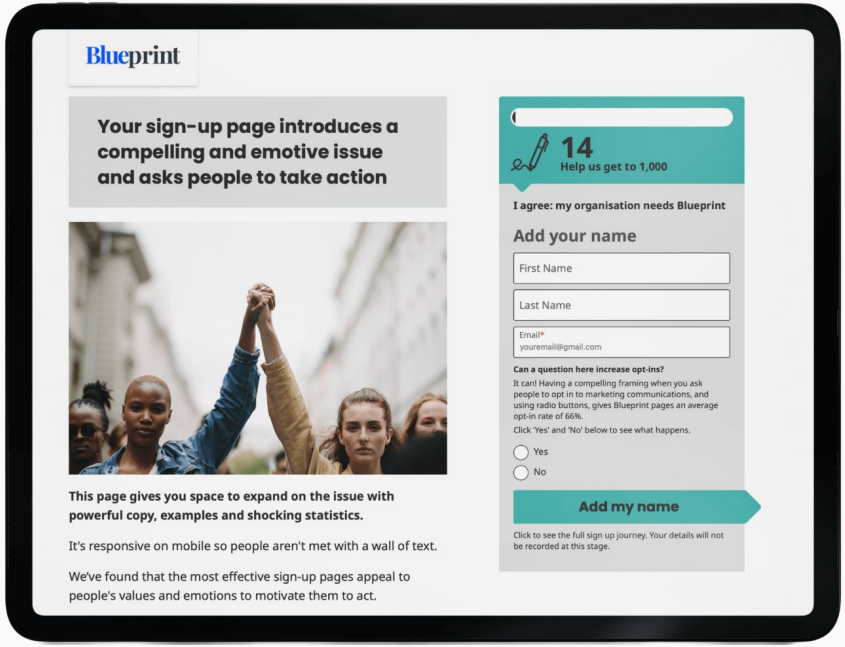
- ➔ No limits on pages, campaigns or accounts
- ➔ Designed to handle high volumes of sign-ups and actions

Test and improve performance

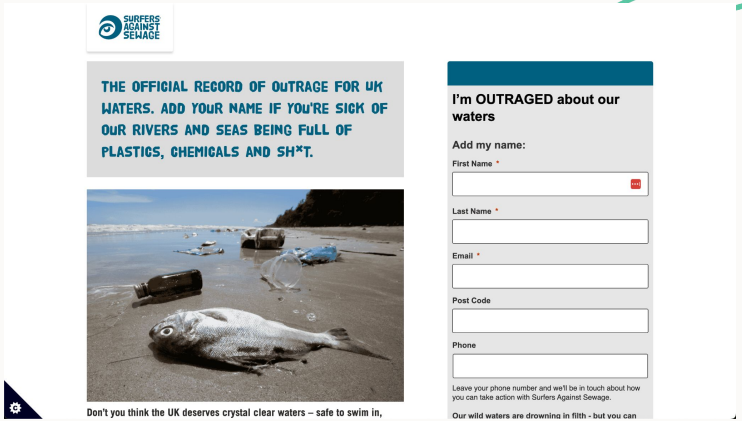
- ➔ Built-in A/B testing to help you optimise over time
- ➔ Easy to update and iterate without developer support
- ➔ Install the Meta pixel to optimise ads campaigns

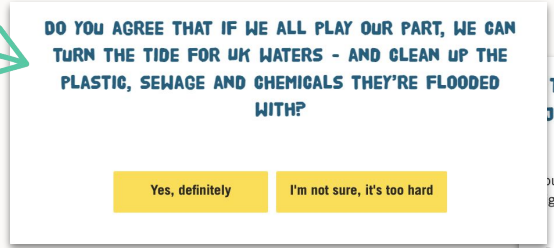
Integrate and get support

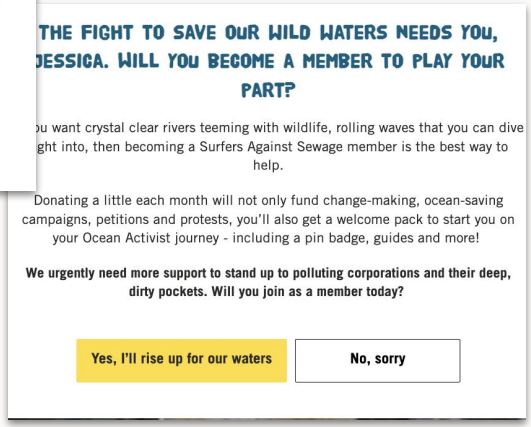
- ➔ Direct integrations with Mailchimp, Zapier and Beacon CRM
- ➔ Custom integrations with platforms including Salesforce
- ➔ 8 hours of monthly technical support from the Forward Action team



Blueprint in action







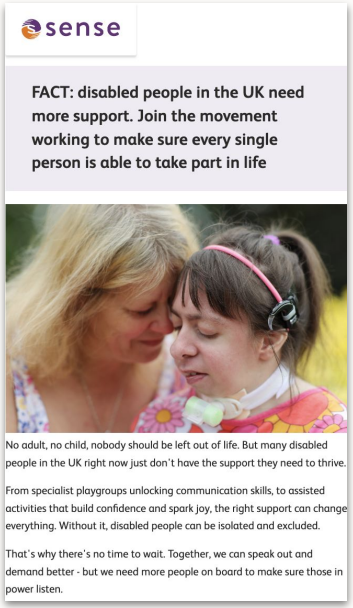
A **daisy chain of post-sign** actions (donate, join Dip a Day, email your MP, share) starting with a survey to spark interest and generate immediate conversion.

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

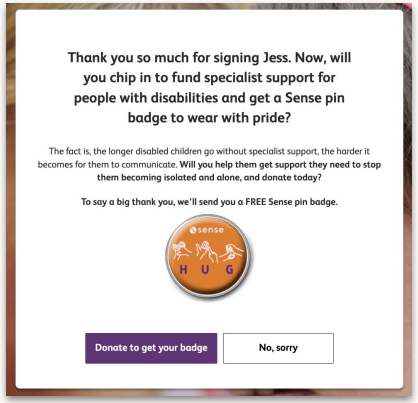
The results:
17% of people emailed their MP
2.4% of people donated
891% ROAS from donations in the journey (4 yr lifetime value)

Blueprint in action

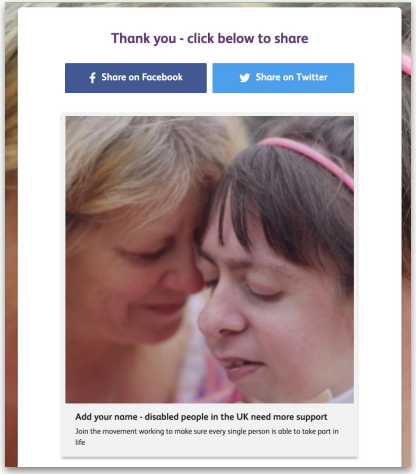
sense



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



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



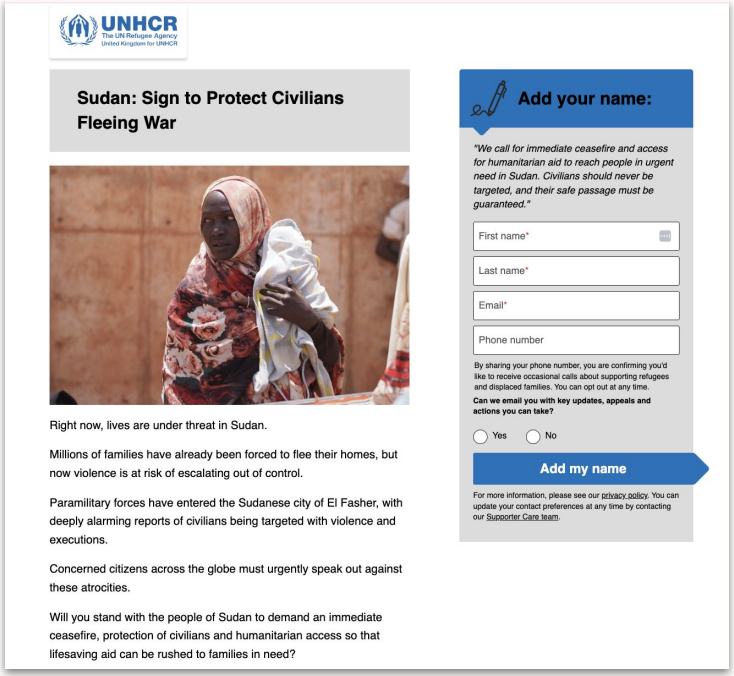
15% of signers shared the handraisers

What people are saying about Blueprint

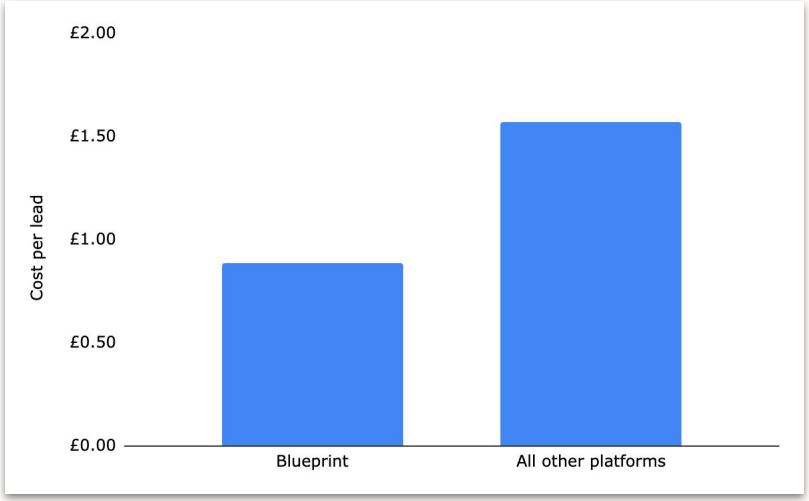
“With Blueprint, we can usually get a handraiser built and ready to launch in two to three hours. When we started using Blueprint, the decision wasn’t really about making shiny pages – although Blueprint can certainly do that.

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*

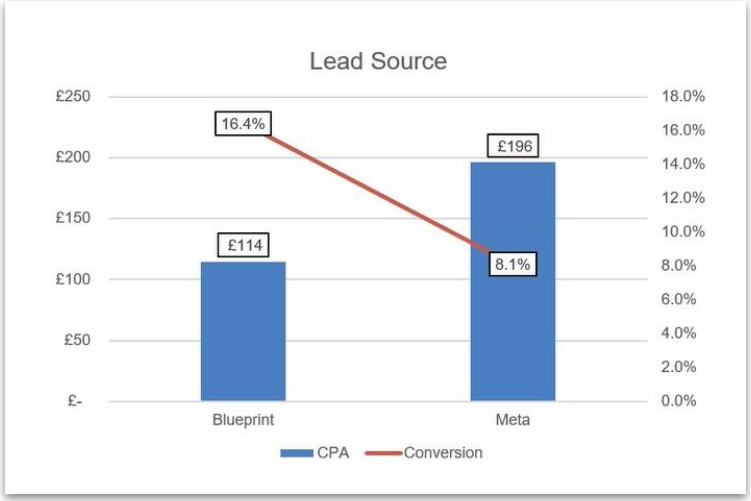


Blueprint delivers cost effectiveness vs. other platforms



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

One-off setup fee: £500 + VAT

Custom CRM integration: £500 + VAT
(For bespoke CRM setup beyond standard integrations)

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

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

	Blueprint	Social media lead forms	Commercial sign-up forms
Built by campaigners	✓	✗	✗
Integrates with your CRM	✓	✗	✗
Fully customisable	✓	✗	✗
Can track to optimise Meta campaigns	✓	✓	✓
Use GA4 to track other events	✓	✗	✓
Allows additional actions in the onwards journey	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
Unlimited leads	✓	✓	✗
Cost	£500 set-up fee. £750 per month or £6,000 annual	No platform cost.	Often charge per submission
Tech support	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