

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

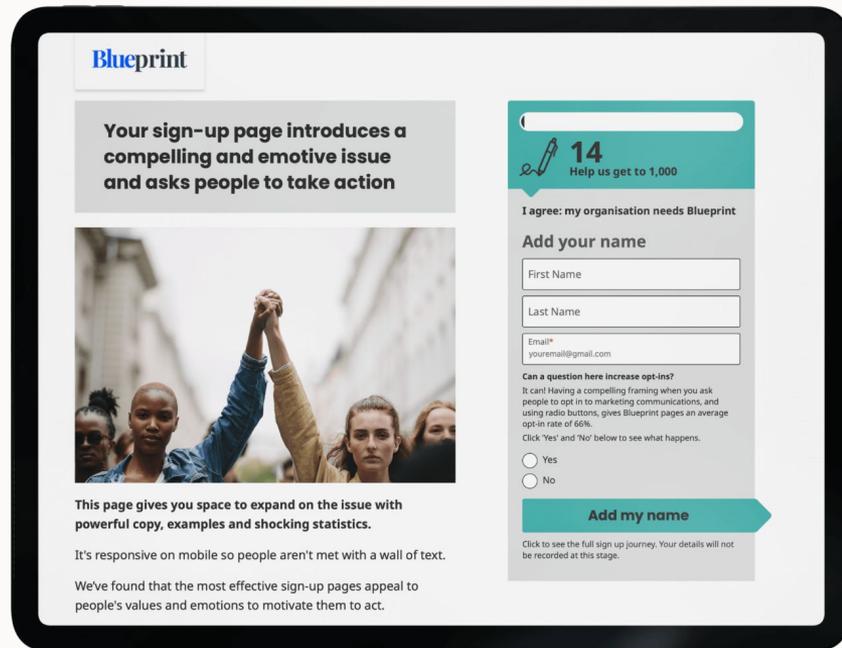
- No limits on pages, campaigns or accounts
- Designed to handle high volumes of sign-ups and actions

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

Leave your phone number and we'll be in touch about how you can take action with Surfers Against Sewage.

Our wild waters are drowning in filth - but you can

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



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](#)

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.

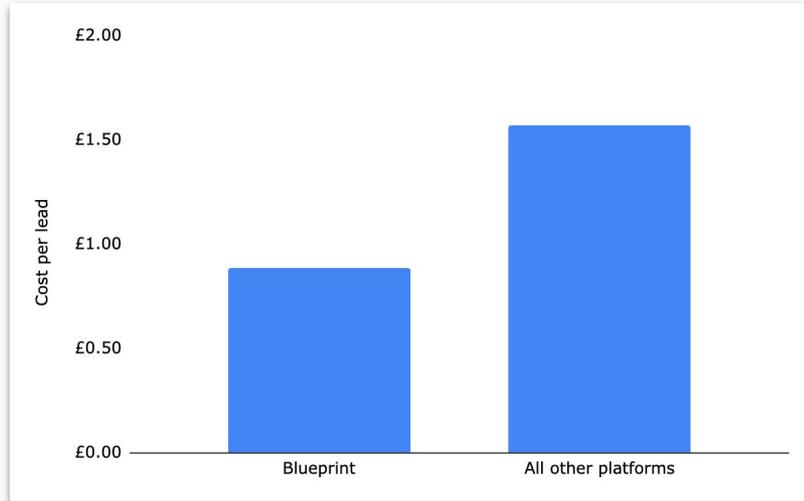
What mattered most was reliable data integration, ease of use, cost, and also confidence we’d have a support team to reach out to if we had any issues.

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 handraiser page for UNHCR. At the top left is the UNHCR logo with the text 'The UN Refugee Agency United Kingdom for UNHCR'. The title is 'Sudan: Sign to Protect Civilians Fleeing War'. Below the title is a photograph of a woman in a headscarf. The main text reads: 'Right now, lives are under threat in Sudan. Millions of families have already been forced to flee their homes, but now violence is at risk of escalating out of control. Paramilitary forces have entered the Sudanese city of El Fasher, with deeply alarming reports of civilians being targeted with violence and executions. Concerned citizens across the globe must urgently speak out against these atrocities. Will you stand with the people of Sudan to demand an immediate ceasefire, protection of civilians and humanitarian access so that lifesaving aid can be rushed to families in need?' On the right side, there is a sign-up form titled 'Add your name:' with fields for 'First name*', 'Last name*', 'Email*', and 'Phone number'. Below the form are radio buttons for 'Yes' and 'No'. At the bottom right, there is a blue button labeled 'Add my name' and a small text block: 'For more information, please see our [privacy policy](#). You can update your contact preferences at any time by contacting our [Supporter Care team](#).'

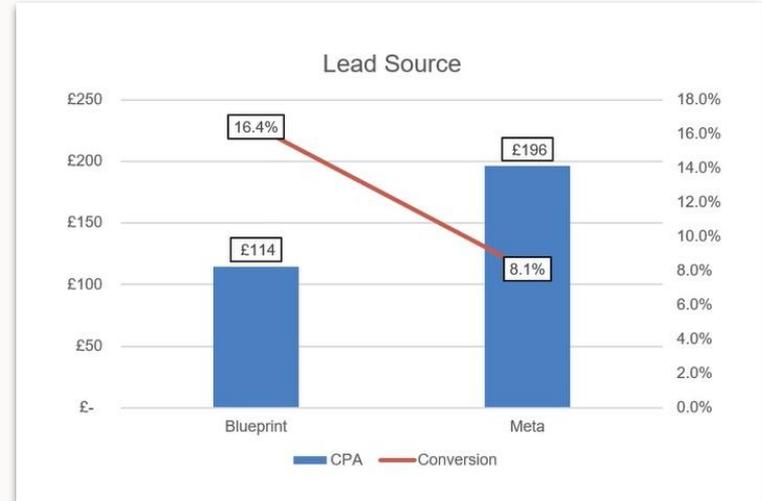


Blueprint delivers cost effectiveness vs. other platforms



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.



	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