

Find me online at <https://actionnetwork.org/groups/friendsoftheearth>



Creating a Form in Action Network

A **Form** is a useful way to gather supporters for your group and its work. You can use them to sign people up to your newsletters, or to host surveys. If you're looking for a way to capture people's information quickly and easily then a form could be the answer.

When you're ready to create your form, you can follow this template:

<https://actionnetwork.org/forms/tom-test-form>

Contents

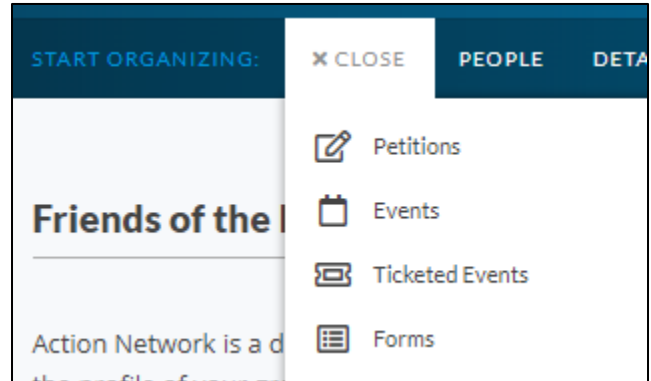
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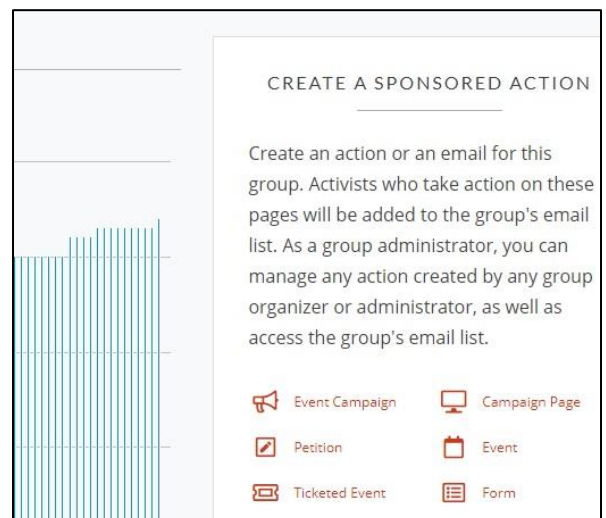
Getting started

There are two ways to begin:

- a) Choose **Forms** from the **Actions** menu.



- b) From the **Create a sponsored** action menu on the right-hand side of your group's main hub page select **Form**



You'll then be taken to a screen where you can set up your form. You'll need to enter some details, from the top to the bottom.

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Adding content to your form

The screenshot shows the 'Create A Form' interface. At the top, there's a field for 'ADMINISTRATIVE TITLE (OPTIONAL)' with the value 'Tom's test form'. Below that is the 'TITLE OF YOUR ACTION' field with the text 'Sign up to get emails from Example Friends of the Earth'. There's a section for 'ADD BANNER IMAGE (OPTIONAL)'. The main content area is a rich text editor with a toolbar and the text: 'Our monthly email bulletin is always packed full of news from your local community and ways for you to get involved. It's a great way to keep in touch with whats going on and discover simple ways you can help protect the environment. Sign up to get news from Example Friends of the Earth in your inbox. We send it out on the first Monday of the month.' Below the text editor are 'ACTION BY' and 'SPONSORED BY' dropdowns. To the right, there's a progress bar for '50,000 Actions Taken' with a goal of 100,000. Below the progress bar is a 'REMOVE GOAL SLIDER' button. Further down are 'FORM HEADING' and several form input fields: 'First Name', 'Last Name', 'Email *', and 'Zip/Postal Code *', each with a 'Sample' button. At the bottom of the form editor are buttons for 'EDIT FORM', 'ADD CUSTOM FORM HTML', and 'Apply now'. At the very bottom of the interface, there's a 'SAVE & VIEW' button and a 'SAVE AND GO TO NEXT STEP' button.

Titles and images

Administrative title – this isn't publicly visible by anyone else. You can use it so you can easily find your work within Action Network

Title of your form – this is the title people will see. Make sure it's clear and focused.

Add banner image (optional) – you can add a banner image for your form. Using an eye-catching relevant image will make it more likely to grab people's attention

- Pick something that is obviously relevant – that will draw them into reading more.
- Avoid using the same image for multiple things eg. a form and an event
- Follow the imaging size guidelines or the image will crop strangely.
- Follow this guide for how to change image sizes in Microsoft paint: <http://condor.depaul.edu/gandrus/130/docs/Paint.htm>
- If sizing up images is not your thing, an image is only optional, so you can skip it. Or ask for help on actionnetwork@foe.co.uk
- Make sure you have the rights to any image you use. **If you're not sure, don't use it.**

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Your call to action

Below the Banner field there's an editable text field for you to explain what your form is all about. Think about how you can engage people and persuade them to do whatever it is you're asking them sign up for. Try bolding some key words or phrases to help people scan the page and quickly understand what the form is about.

Add creator

We recommend that you don't use this function.

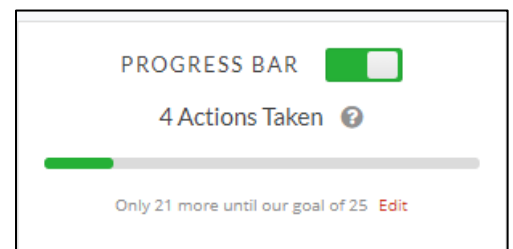
Underneath the main text box on your form you'll see an option to add a Creator. This is a function adds you to the action as an individual.

Ignore this option but check that the sponsor is listed as your group e.g. Example Friends of the Earth.

Progress Bar

Head back to the top of the page. On the right-hand side you'll see the Progress Bar at the top – this shows visitors how many people have signed the form on the live version.

You can enable or disable this function at any time.



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The form

You need to add a **Heading** for the form - this should describe what you're asking people to do eg. Sign the open letter to the Council, Sign up for emails today.

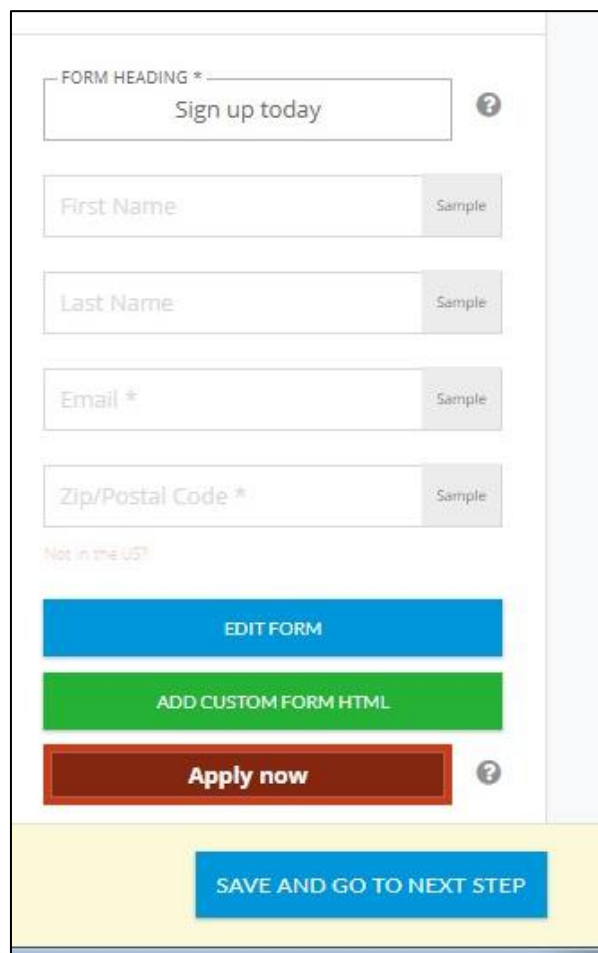
The standard forms asks people to add their:

- First name
- Last name
- Email
- Postcode

This video covers how to add custom fields to the form e.g. street address. Watch from 5.00 minutes in:

<https://help.actionnetwork.org/hc/en-us/articles/203756859-VIDEO-TUTORIAL-Common-Action-Concepts>

You can also change the wording on the red button people click on to sign the form. By default this says **Apply now**.



The screenshot shows the form editor interface. At the top, there is a 'FORM HEADING *' field with the text 'Sign up today' and a help icon. Below this are four input fields: 'First Name', 'Last Name', 'Email *', and 'Zip/Postal Code *', each with a 'Sample' button to its right. A link 'Not in the US?' is visible below the 'Zip/Postal Code *' field. At the bottom of the form, there are three buttons: a blue 'EDIT FORM' button, a green 'ADD CUSTOM FORM HTML' button, and a red 'Apply now' button with a help icon. At the very bottom, there is a yellow bar containing a blue 'SAVE AND GO TO NEXT STEP' button.

Click on the blue **Save and go to next step** button at the bottom.

You'll be taken to the **Form thank you** page – which is what people will see once they fill in your form.

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Form thank you page

The screenshot shows the 'Create A Form' interface for a thank you page. At the top left, there is a 'Create A Form:' label and a text input field containing 'Tom's test form' with the label 'ADMINISTRATIVE TITLE (OPTIONAL)'. Below this is a large green banner with the text 'Thanks for your support.' and 'Help us meet our goal by spreading the word about this action using the tools on this page.' To the right of the banner is a red button labeled 'X REMOVE SHARING OPTIONS'. Below the banner is a 'SPONSORED BY' section featuring the logo for 'ATLANTIC FRIENDS OF THE EARTH' in 'BELLMEAD, TX'. The main content area is a light blue box with a rich text editor toolbar (HTML, Format, Align, B, I, U, Lists, Image, Video, Table, Link, Line) and a text area containing the message: 'ADDITIONAL THANK YOU MESSAGE OR INSTRUCTIONS FOR YOUR ACTION TAKERS (OPTIONAL) Thanks for signing up to get emails from us. We send our monthly bulletin on the first Monday of the month – so your first one will be in inbox then. If you'd like to get involved with Example Friends of the Earth in other ways check out our website.' To the right of the main content area are three sections: 'SHARE THIS ACTION' with 'Like' and 'Tweet' buttons and a 'DIRECT LINK' field containing 'http://actionnetwork.org/url'; 'EMAIL A FRIEND' with 'Subject: [subject goes here]' and 'Body: [body goes here]' fields; and 'EMBED THIS ACTION' with a text area containing '[a bunch of code will be in here]'. At the bottom right, there are two buttons: 'SAVE DRAFT' and 'SAVE & PUBLISH'.

Sharing options

You can turn off the sharing options if you want to, but they can help get more people adding their name, so we recommend leaving them on.

Adding content to the thank you page

There's a box for you to give people more information about your form, campaign or group. Why not use it to invite them to your next meeting or event? You can add links from this section, for example to your group's website.


When you've done this, you can click on the red **Save and publish** button at the bottom.

Your form is now live and people can sign it.

You'll be taken to the **Manage form** page. From here you can do a few things.

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The image below shows what a thank you page looks like to visitors, this version has the sharing options enabled.

Atlantic Friends of the Earth powered by  Friends of the Earth

Thanks for your support.

Help us meet our goal by spreading the word about this action using the tools below.

SPONSORED BY: ATLANTIC FRIENDS OF THE EARTH

Thanks for signing up to get emails from us. We send our monthly bulletin on the first Monday of the month – so your first one will be in inbox then.

If you'd like to get involved with Example Friends of the Earth in other ways **check out our website.**

[choose a list/referrer code] ▼

Share This Action

LIKE

TWEET

DIRECT LINK

Email A Friend

Subject: Take Action: Sign up to get emails from Example Friends of the Earth

Embed This Action

```
<link href='https://actionnetwork.org/css/style-embed-v3.css'
```

Options +

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Managing your form

The screenshot shows the 'Manage Form' interface for 'Tom's test form' on the Action Network platform. The page is titled 'ATLANTIC FRIENDS OF THE EARTH > MANAGE FORM' and includes a 'START ORGANIZING' button and a user profile picture. The form is currently managing 'Tom's test form', which is signed up to get emails from 'Example Friends of the Earth'. The status is 'LIVE'. The form is sponsored by 'ATLANTIC FRIENDS OF THE EARTH, BELLMEAD, TX'. The interface includes a 'Page Wrapper' section with a dropdown menu set to 'Powered by Friends of the Earth' and a 'SAVE PAGE WRAPPER' button. Below this are tabs for 'Statistics', 'Form Answers', 'Sponsors', 'Response Options', 'Sharing Options', and 'Next Steps'. The 'Statistics' tab is active, showing a 'Daily Answers' chart with a value of 2. On the right side, there is a '1 Actions Taken' section with a progress bar and a goal of 25. Below this is a 'SHARE THIS ACTION' section with a dropdown menu for 'choose a list/referrer code', 'Like' and 'Tweet' buttons, and a 'DIRECT LINK' field containing the URL 'https://actionnetwork.org/forms/sign-up'. At the bottom right, there is an 'EMAIL A FRIEND' section with a subject line 'Subject: Take Action: Sign up to get emails from Example Friends of the Earth', a 'Body' field, and a preview of the email content.

Useful options

- **View form** – this will open up your live form in a new window
- **Edit form** – use this option if you need to make any changes to your work
- **Unpublish** – you can't delete your form but you can unpublish, so it's not publicly visible, if you need to. You can re-publish it at a later point too.
- **Create email** – use this to send everyone who's filled in your form an email. See the separate guide for more information on how to do this.

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- **Responses** – here you can edit the email people receive after filling in your form.
- **Auto-response email:** edit the email people receive after filling in your form or turn the function off. **Note:** the default info@email.actionnetwork.org address is an unmonitored inbox, so swap this for an address you have access to.
- **Thank you redirect link:** direct them somewhere else, rather than the default thank you page.
- **Unpublished redirect link** – direct people to a website of your choice when you close/unpublish your form.
- **Notifications:** get an email whenever someone fills in your form.


Extra options

Form answers options – Action Network allows you to look at the results of your form.

Unless you have written permission from Friends of the Earth **please DO NOT use the Form answers option function to download the data** as a csv. If you have questions about this please contact us on actionnetwork@foe.co.uk

- **Edit URL** – you can edit the url of your form. See <https://help.actionnetwork.org/hc/en-us/articles/115004543963-Editing-the-URL-of-an-action-or-group> for more information on this.
- **Statistics** – this tab will show how your form is performing.
- **Form answers options** – use this function if you need to look at the results of your form. You need to be very careful with people’s personal data, the file you’ll download will include people’s email addresses. Please be sure to delete this column before printing or saving anything.
- **Next steps** – some useful reading on how to get the best from your form.
- **Embedding your form** – if you need to embed your form in another website, and you’re comfortable doing so, you’ll see the code to do this on the right-hand side.

Unfortunately, this code won’t work on its own. Get in touch on actionnetwork@foe.co.uk and we’ll explain why.



```
EMBED THIS ACTION ⓘ  
  
<link  
href='https://actionnetwork.org/css/  
style-embed-v3.css' rel='stylesheet'  
type='text/css' /><script  
src='https://actionnetwork.org/widge  
ts/v3/form/sign-up-for-you-free-air-  
pollution-monitoring-kit-2?  
format=js&source=widget'></script>  
<div id='can-form-area-sign-up-for-  
you-free-air-pollution-monitoring-kit-  
2' style='width:100%'><!-- this div is
```