



Blue Thumb Planting for Clean Water®

Blue Thumb—Planting for Clean Water® is a public/private partnership promoting native plants, rain gardens, shoreline stabilization projects, and turf alternatives to reduce runoff and improve water quality. Our ***Finest on Earth™*** **Blue Thumb Partners** include local governmental units (watershed districts, conservation districts, cities and counties), non-profit organizations, and private companies such as nurseries and landscape design and build companies, all working toward **Blue Thumb** goals. **Blue Thumb** is coordinated by Metro Blooms.

Where We Started

Blue Thumb began in 2006 as an outreach program of the Rice Creek Watershed District (located in Blaine, Minnesota) to help its cities meet mandated water quality goals set forth in the Clean Water Act.

Our Challenge

The EPA defines runoff as the nation's number one threat to the water quality of our lakes, rivers, streams and wetlands. However, much of the general public is unaware of how runoff from their property impacts our clean water or how they can make a difference.

Our Shared Vision

Clean water resources supported by beautiful and ecologically functional landscapes that minimize runoff in cities, towns and suburbs.

Our Impact

- Measurable reductions in runoff and improved ecological benefits on transformed properties
- Community engagement and behavior change to bridge information and action.
- Changes in landscaping norms among professionals and property owners.





Blue Thumb Partner Benefits

A warm welcome to the Blue Thumb family! As a ***Finest on Earth*[™] Blue Thumb Partner**, many wonderful opportunities and tools are at your fingertips.

Website: A Helping Hand and Double Exposure

Use our **Partner Portal** as a helping hand and extension of your organization. You'll find it's a valuable resource designed to be a **"one-stop shop"** for all your information needs. We offer an online plant selector tool, how-to videos, grant and volunteer opportunities, landscaper, designer, speaker, and native plant nursery resources, along with an up-to-date event calendar.

Get double recognition and exposure: As one of our valued ***Finest on Earth*** partners, your organization logo and organization description will be listed on both the **Blue Thumb "Find Help"** webpage at bluethumb.org and the **Metro Blooms "Resources"** webpage at metroblooms.org.

Education, Outreach and Marketing Expertise

You'll be instantly connected to property owners interested in a raingarden or other stormwater best management practice installation:

- **Increased social media presence** with call-outs and recognition through established **Blue Thumb** social media networks with **1,800+** Facebook followers.
- Email blasts with your name and website to **6,000+ raingarden enthusiasts**; including a follow-up email to 2020 Blue Thumb workshop attendees.
- Promotion of grant and cost-share opportunities and deadlines.
- **Yearly summary** of **Blue Thumb's** activities and accomplishments.

You'll have a dynamic presence at targeted workshops, fairs and exhibits:

- Insert your informational brochure in raingarden workshop folders to **600+ attendees**.
- Your marketing materials on display as part of award winning exhibit on the front lawn of the Eco Experience Building for the 2020 Minnesota State Fair (**267,893 attendees in 2019!**)
- You'll be seen at the Landscape Revivals in Shoreview and (**1,900+ shoppers in 2019**), Wild One's Design With Nature Annual Conference, and other community events.

You'll Be Seen as Part of the Blue Thumb Brand Family:

Your messaging and professionalism will be strengthened when presented alongside the creditable, well-recognized **Blue Thumb** brand.



Engaging Display Materials

An array of displays is available for checkout to use at your events, including: **The Magic in the Roots**, pull-out roots display, **Pledge to Plant Banners** and other free-standing banners and lake backdrop, and the popular **Blue Thumb Flower Faces**!

Shared Online Materials

Blue Thumb Partners enjoy high-quality shared print and presentation materials including:

- Downloadable, editable and printable bookmarks, stickers, raingarden brochures, raingarden plant lists, etc.
- **Resilient Yard** Workshop Presentations on native gardens, raingardens, shoreline plantings and maintenance.



Professional Development & The Finest On Earth Networking Opportunities

Last, and perhaps most importantly, as a **Blue Thumb Partner** you will be part of a robust and diverse partner network of like-minded organizations and professionals including:

- Public Organizations – cities, counties, and watershed districts and organizations
- Private sector landscape designers, contractors, native plant nurseries, and non-profits

You'll get hands-on professional development on timely topics at quarterly partner meetings including:

New in 2020:

- **Blue Thumb** Lawns to Legumes program with the Minnesota Board of Water and Soil Resources

A big ***Thumbs Up!*** Thank You for joining the **Blue Thumb** family. We look forward to partnering with you, and sharing our expertise and access to our ***Finest on Earth*** network of **Blue Thumb Partners**.



Blue Thumb *Finest on Earth*™ Partner Fees

Fee Structure

This fee structure will ensure that the **Blue Thumb – Planting for Clean Water®** program is able to achieve our vision and offer the partner benefits outlined.

In 2020 members may continue to fulfill up to **50% of fees with volunteer action hours**. The 2020 fee structure includes opportunities for partners to complete volunteer action hours to cover up to 50% of their partner fees.

However, in addition to optional volunteer hours a cash portion is also required. The amount is defined by the size and type of your business in the chart at right.

Volunteer Action Hours Equivalency

Each action hour is counted as a \$50 contribution. “**Volunteer Action Hours**” are limited to defined activities as listed in 2020 Service Opportunities.

Any unfulfilled volunteer hours will be invoiced at year end. Your volunteer involvement is encouraged and greatly appreciated whether or not you provide the full cash contribution to the program.



Please Indicate Your Category

Profit & Non-Profit Businesses	ANNUAL FEE
SMALL BUSINESSES (Gross volume under \$500,000)	\$250
MEDIUM BUSINESSES (Gross volume \$500,000 - \$1 million)	\$500
LARGE BUSINESSES (Gross volume over \$1 million)	\$1,000
Government	
SMALL CITY (under 5,000)	\$250
MEDIUM CITY (over 5,000 / under 50,000)	\$750
LARGE CITY (over 50,000)	\$1,000
SWCD / COUNTY	\$500
Watershed Management Organizations	\$500
SMALL WATERSHED DISTRICTS (Taxable Market Value (TMV) under \$1 Billion)	\$1,000
MEDIUM WATERSHED DISTRICTS (TMV \$1-\$5 Billion)	\$1,750
LARGE WATERSHED DISTRICTS (TMV over \$5 Billion)	\$2,500

Please Indicate Your 2020 Payment Schedule:

- ☐ 100% payment due within 30 days of invoice.*
- ☐ 50% fees payment + 50% pledge of service hours
Please sign up for Blue Thumb Partner Service
Opportunities at Blue-Thumb.org/serviceopportunities

Please note, unfulfilled service hours will be billed on December 15, 2020.

Partner Information

Company/Organization _____

Your Organization's Blue Thumb Contact's Name _____

Address City _____

State Zip Phone _____

Website _____

Email(s) of main contact(s) for Blue Thumb communications _____

Email for publication on website/other partner materials _____

Please send this page of the partnership agreement to:

EMAIL: deborah@metroblooms.org

MAIL: Metro Blooms

Attn: Deb Jopp

P.O. Box 17099

Minneapolis, MN 55417

For All Blue Thumb Partners:

The below signatures indicate that:

_____ has agreed to become (or continue as) a partner with the **Blue Thumb—Planting for Clean Water®** program in accordance with the terms described in this agreement.

By: _____
Partner Representative

Date: _____

By: _____
Blue Thumb Representative

Date: _____

For Nurseries and Garden Centers, Installers & Designers Only:

Nurseries and garden centers selling native plants will be expected to supply and/or use native plants from local ecotype native plants. This means plant material propagated from original sources no farther than 200 miles (300 for trees and shrubs) from the projects.

The below signatures indicate that:

_____ has agreed to become (or continue as) a partner with the **Blue Thumb—Planting for Clean Water®** program in accordance with the terms described in this agreement.

By: _____
Partner Representative

Date: _____

By: _____
Blue Thumb Representative

Date: _____



Blue Thumb *Finest on Earth*™ Partner Service Opportunities

Maintaining Our Success

To maintain **Blue Thumb's** success, we need dedicated partner time contributions as well as financial contributions to maintain our **Blue Thumb** program staff as well as **Finest on Earth**™ **Blue Thumb** marketing materials like an updated website, increased social media presence, e-blasts, and display and event resources.

Since not all partners have the same financial resources to contribute, the **Blue Thumb – Planting for Clean Water**® program is asking partners to help run various divisions of the program. Hours served go toward a reduction of membership fees at \$50 per hour. Up to 50% of the total fee may be paid in service hours. If you are interested in providing services to **Blue Thumb** in lieu of your organization's partner fees, please choose one of the volunteer options below.

Please note: *Blue Thumb Partners may also fulfill their volunteer hours with their Master Water Stewards hours.*

Steering Advisory Committee

- 9 Partners, January - December 2020
- 16 hours

Job description: Comprised of partners representing the diverse scope of our work, the Steering Advisory Committee enhances organizational capacity, assures alignment with our shared vision, and helps develop partner meetings and trainings.

Guest Author/Writer

- 1-12 partners, January - December 2020
- 3-12 hours for up to 4 articles

Write newsletter articles and/or blog posts about water-related topics. You will receive 3-4 hours of service hour credit for each article, plus recognition as author of the post.

MN State Fair Volunteer

- 30 partners, August 27 - September 7, 2020
- 3 hours each

Engage with visitors in our outdoor exhibit full of native plants, interactive displays and partner materials (comes with free entrance to the fair).

****Volunteer and Exhibit Coordinator roles available as well****

Landscape Revival Exhibit Volunteer

- 1-4 partners, June 6 & 13, 2020
- 4 hours each

Work a 4-hour shift at a **Blue Thumb** informational table at one or both Landscape Revival events, held in Shoreview and Oakdale.

New opportunities are always rising—we'll keep you informed of further volunteer opportunities as they develop!

Please sign up for Blue Thumb Partner Service Opportunities at Blue-Thumb.org/serviceopportunities



Blue Thumb 2020 Program Calendar

Steering Committee Meeting

Partner Meeting

February

- **Tuesday February 4, 1 - 4 PM**

Steering Committee Meeting

Location: RWMWD, 2665 Noel Drive, Little Canada, MN 55117

- **Thursday February 13, 6 - 9 PM**

Partner Meeting: We <3 Our Partners Recognition and Happy Hour.

Location: Minneapolis Cider Company, 701 SE 9th Street, Minneapolis, MN 55414

- **Monday February 17**

Deadline to submit promotion material for inclusion in Blue Thumb Workshop Folders

- **Saturday February 29, 9 AM - 4:30 PM**

Wild One's Design With Nature Conference

March

- **Thursday March 5, 6 - 9 PM**

Partner Meeting: Spring Train the Trainer Blue Thumb Workshop

Location: Lake Nokomis Lutheran Church, 5011 S 31st Ave, Minneapolis, MN 55417

April

- **Tuesday April 7, 1 - 4 PM**

Steering Committee Meeting

Location: RWMWD, 2665 Noel Drive, Little Canada, MN 55117

- **Thursday April 9, 9:30 - 11:30 AM**

Partner Meeting: Topic and Location TBD

June

- **Tuesday June 2, 1 - 4 PM**

Steering Committee Meeting

Location: RWMWD, 2665 Noel Drive, Little Canada, MN 55117

- **Saturday June 6, 9 AM - 1 PM**

Landscape Revival: Shoreview

- **Saturday June 13, 9 AM - 1 PM**

Landscape Revival: Oakdale

August

- **Tuesday August 4, 1 - 4 PM**

Steering Committee Meeting

Location: RWMWD, 2665 Noel Drive, Little Canada, MN 55117

- **Thursday August 13, 9:30 - 11:30 AM**

Partner Meeting: Topic and Location TBD

- **August 27 - September 7**

MN State Fair

Location: Eco Experience Building, Randall Ave and Cosgrove Street, Falcon Heights, MN 55108

October

- **Tuesday October 6, 1 - 4 PM**

Steering Committee Meeting

Location: RWMWD, 2665 Noel Drive, Little Canada, MN 55117

November

- **Thursday November 12, 9:30 - 11:30 AM**

Partner Meeting: Topic and Location TBD

December

- **Tuesday December 1, 1 - 4 PM**

Steering Committee Meeting

Location: RWMWD, 2665 Noel Drive, Little Canada, MN 55117