



Blue Thumb—Planting for Clean Water© 2024 Partner Agreement

How Blue Thumb Partnership Works

The Blue Thumb Partnership is a network of clean water and native plant stewards creating change by bridging the gap between knowledge and action, offering resources and programs to Minnesotan residents. We lead the way in changing landscaping norms among professionals, property owners, and renters. We aspire to clean water resources supported by beautiful and sustainable landscapes that minimize runoff and create native habitats in our communities.

Blue Thumb Partners includes public and private entities such as government organizations, native plant nurseries, landscape and design businesses, non-profits, and more. Our partnership goals include working on projects and programs that support each other in protecting clean water and creating pollinator/wildlife habitats. Blue Thumb partners support the Blue Thumb Education programs and receive a broad range of benefits that are updated every year. We encourage partners to reach out to us with any potential ideas and projects!



Resources For All

- plant finder tool
- partner finder tool
- DIY resources & videos
- grant opportunities
- events



Education, Outreach, & Marketing Support

- logo & brand exposure
- resources & materials
- signage, displays, & handouts



Professional Development & Networking

- credible peer support network & expertise
- partner events & workshops



Partner Benefits

Public Partners

- Access to informational handouts, displays, and other materials for education and outreach.
- Blue Thumb workshops for residents help reach MS4 permitting requirements and educational goals, are demonstrated to help attendees convert knowledge into action.
- Blue Thumb's online partner finder tool: refer residents here, avoiding favoritism when they ask for business recommendations.
- Extra help publicizing clean water events, programs, activities and other ways to get involved.
- Training and workshops for partners and their communities.
- Peer support and expertise.
- Educational materials such as plant lists, how-to guides, and design templates.

Private Partners

- Access to home gardeners through our Blue Thumb workshops: Workshop attendees receive a folder with partner materials and also meet with partner landscape designers to talk about their properties.
- Expanded reach from our website to thousands of MN residents through the statewide Lawns to Legumes program.
- Presence on our online partner finder tool which refers thousands of website visitors each year.
- Our presence at the Minnesota State Fair and other events presents opportunities to meet potential clients interested in creating ecologically resilient landscapes.
- Blue Thumb helps highlight companies that have an environmental focus and clean-water expertise.
- Training and workshops for partners and their communities.
- Peer support and expertise.
- Educational materials such as plant lists, how-to guides, and design templates.

Blue Thumb Partners will receive access to a shared resource library that includes technical resources, handouts, outreach materials, presentations, logos, and more. Partners may add their logo in addition to the Blue Thumb Planting for Clean Water logo, but may not remove any Blue Thumb branding or present the materials as their own.

Fee Structure

Fees are a necessary part in helping Blue Thumb – Planting for Clean Water® achieve our vision and offer all the partner benefits outlined.

Volunteer Action Hours

Partners may fill up to 50% of fees (max \$500) with volunteer action hours on subcommittees and at events, or with in-kind donations such as plants for the state fair exhibit. Nonprofits and volunteer-led organizations have the option to fulfill their full partner fee through service hours. Each action hour is counted as a \$50 contribution.

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

Partner Fees

Annual partner fees are based on the size of your organization. We've also included a fee range for your consideration. Your fee supports Blue Thumb education programming and staff time including the Sustainable Landcare Training, Resilient Yards Workshops, and Lawns to Legumes program.

Small Organizations: \$300 – \$900

Business (Gross revenue < \$500,000)

Nonprofit, WMO (Annual budget < \$500,000)

City (Population < 5,000)

County / SWCD (Population < 50,000)

Watershed District (Taxable Market Value < \$1 Billion)

Medium Organizations: \$600 – \$1,800

Business (Gross revenue \$500,000 - \$1,000,000)

Nonprofit, WMO (Annual budget \$500,000 - \$1,000,000)

City (Population 5,000 - 50,000)

County / SWCD (Population 50,000 - 400,000)

Watershed District (TMV \$1 - \$5 Billion)

Large Organizations: \$1,200 – \$10,000

Business (Gross revenue > \$1 Million)

Nonprofit, WMO (Annual budget > \$1 Million)

City (Population > 50,000)

County / SWCD (Population > 400,000)

Watershed District (TMV > \$5 Billion)