



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 work together to 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. The Partnership is governed by the Blue Thumb Steering Committee. Our partnership goals include working on projects and programs that support each other in protecting clean water and creating pollinator and wildlife habitats. Blue Thumb Partners support the Blue Thumb Education programs and receives 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

- Turn-key workshops that complete the public education and involvement MS4 compliance
- Technical resources on native plants, pollinator habitat, and protecting clean water
- Blue Thumb Partner Finder tool serves as a list of recommendations to Minnesotans
- Partner events and networking opportunities
- Monthly updates on Blue Thumb Education programming and partner resources
- Professional trainings and workshops
- Signage and outreach displays
- Project collaboration opportunities
- Support publicizing clean water events, programs, activities, and resources

Private Partners

- Marketing support to a project-ready state-wide audience through various channels including the Blue Thumb Partner Finder tool that refers thousands of visitors annually
- Technical resources on native plants, pollinator habitat, and protecting clean water
- Support in sharing and distributing your resources to our audience
- Opportunities to speak directly to workshop and program participants
- Blue Thumb refers people to the Blue Thumb Partner Finder tool when asked for recommendations
- Peer support and expertise, project referrals
- Partner events and networking opportunities
- Monthly updates on Blue Thumb Education programming and partner resources
- Professional trainings and workshops
- Signage and outreach displays
- Project collaboration opportunities
- Support publicizing clean water events, programs, activities, and resources

Blue Thumb Partners will receive access to a shared resource library that includes technical resources, handouts, outreach materials, presentations, logos, and more. The link to this folder can be found on the [Partnership Information page](#) on our website.

Fee Structure

Volunteer Action Hours

Members may fulfill up to 50% (max \$500) of fees with volunteer action hours or in-kind contributions. Nonprofits and volunteer-led organizations can fulfill 100% of their fee through volunteer hours. Each action hour is counted as a \$50 contribution. “Volunteer action hours” are flexible and partners will be sent both virtual and in-person opportunities throughout the year. Any unfulfilled volunteer hours will be invoiced at year’s end. Your volunteer involvement is encouraged whether or not you provide the full fee contribution to the program.

Opportunities will be emailed to partners in the monthly newsletter. Below are some examples of eligible volunteer action hours:

- Becoming a Lawns to Legumes coach
- Taking a shift at the Blue Thumb exhibit at the Minnesota State Fair
- Taking a shift at a Blue Thumb outreach or tabling event
- Creating and sharing resources for the general public
- Collaborating on a project or event

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)