



Blue Thumb—Planting for Clean Water© 2025 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 Minnesotans. We work together to lead the way in changing landscaping norms among professionals, property owners, and renters. We aspire to create clean water resources supported by beautiful and sustainable landscapes that minimize the harmful impacts of stormwater runoff and create native habitats in our communities.

Blue Thumb Partners include 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.

**Partners support
our education
programs and
public resources.**



**Annual membership
and sponsorship
supports our work
through
unrestricted
funding.**

**Partners receive
benefits that are
updated annually.**



**Benefits are
shared through
the monthly Blue
Thumb Partners
Newsletter sent
by email.**

**We encourage
partners to reach out
to us with ideas.**



**Let's collaborate on
projects that support
each other in
protecting clean
water and creating
pollinator habitats!**



Partner Benefits

Turn-key workshops that complete the public education and involvement MS4 compliance (may also support education and outreach measures in city/community wellhead protection plans)

Downloadable resources on native plants, pollinator habitat, and protecting clean water

Opportunities to speak directly to workshop and program participants

Partner events and networking opportunities

Monthly updates on Blue Thumb Education programming and partner resources

Professional trainings and workshops (ex: shoreline stabilization, soil health)

Marketing support to a project-ready state-wide audience through various channels including the Partner Finder tool that refers thousands of visitors annually

Signage and outreach displays to check out for events

Project collaboration opportunities, peer support and expertise, project referrals

Support for publicizing clean water events, programs, activities, and resources

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

Become a Blue Thumb Partner | [bluethumb.org/partner-agreement-form](https://www.bluethumb.org/partner-agreement-form)

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. 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 a Blue Thumb outreach or tabling event
- Creating and sharing resources for the general public
- Collaborating on a project or event
- Joining the steering committee or work groups

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. Indigenous-led organizations, businesses, and tribal governments are waived of partnership fees. Membership is automatically renewed annually unless opted out.

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)





Blue Thumb—Planting for Clean Water© 2025 Steering Committee Information

How Blue Thumb Steering Committee Works

Headed by and populated with Blue Thumb Partners, and supported by Metro Blooms staff where appropriate and as needed. To maintain Blue Thumb's success, we need dedicated partner time contributions. We are asking partners to help plan and implement 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 (up to 100% for nonprofits and volunteer-led organizations). Please review the adjacent subcommittee options. Note that some subcommittees will also put a general call out for volunteers where appropriate (i.e. helping set up and/or staff the state fair exhibit or other events). We encourage partners to consider serving on a subcommittee. Some subcommittees have a seasonality to their workload, which our Blue Thumb partners can understand. With that in mind, subcommittee chairs also understand that partners may not be able to attend every meeting or event due to workloads, but we value your input and welcome you to join a subcommittee.

Membership Recruitment and Retention

Grow and sustain membership.

Define partner benefits and sponsorship opportunities.

Workshops & Trainings

Help plan workshop content and promotions.

Resources & Materials

Develop and champion Blue Thumb resources.

Partner Meetings

Plan and host partner meetings: decide themes/topics, locations, and speakers.

State Fair & Engagement

Decide and plan exhibit themes and other engagement events.

Lawns to Legumes

Provide feedback on programming.