

CLEAN.DRAIN. DRY.



2016 Annual Report

National Invasive Species Outreach and Education

**CLEAN
DRAIN
INITIATIVE**



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EXECUTIVE SUMMARY

2016 was a busy year as Clean Drain Dry (CD2) partners from across North America worked together to stop the spread of invasive species. To conserve America's natural resources from the impacts of invasive species, strategic partnerships led by the Clean Drain Dry Initiative, focused on one nationally consistent prevention message...Clean Drain Dry. Over the years this unique group of federal, state and local partners have pushed the envelope, developing new and exciting ways to engage the American public in the great outdoors. Together, we have pioneered innovative technology to educate citizens and the youth of our country to stop the spread of invasive species.

New this past year the Clean Drain Dry App was developed. Remember the viral excitement of Pokémon GO? We used the same technology to build the CD2 app. Let's face it, the game has gotten millions of people outdoors. By incorporating cutting edge technology we bridge the gap to young and progressive recreational users. Augmented Reality transforms public access signs into video messages right in the palm of your hand!

New alliances with industry and corporate partners have broadened education and communications with the public. Exciting new tools for local lakes include on-site, self-contained boat cleaning stations. The new CD3 Station™ will feature Clean Drain Dry Augmented Reality. Additionally, it provides real-time data of station use by the public.

The CD2 Team is ever aware of emerging markets in the outdoor industry that have potential to spread invasive species. Everyone is buzzing over Wakeboarding, a fast-growing watersport, which is a combination of water skiing, snowboarding, and surfing techniques. Wakeboarding boats have a ballast system, which allows for water to be pumped into and out of tanks from the lake. Unknowingly, they could harbor invasives. To help educate this growing market, we filmed a new public service announcement with Wired2Fish. Watch for it!

Wildlife Forever is also involved with invasive species removal and habitat restoration. Our growing alliances work to restore prairie grasslands, removal of invasive plants and assist landowners to improve habitat for fish, wildlife and critically important pollinators.

We encourage your participation and collaboration in the coming year. Funding cuts for prevention, education and outreach, which are often more cost effective than future management and control, is diminishing the ability to provide national coordination and professional marketing services. Only through partnerships were we able to reach over **130 million impressions** last year targeted directly to anglers, boaters and recreational users.

We greatly value our trusted partners who connect with the public to stop invasive species. Together we are in the field and on the water making a difference through projects, products and educating people to conserve our lakes and streams. We look forward to working with you - Join Us!



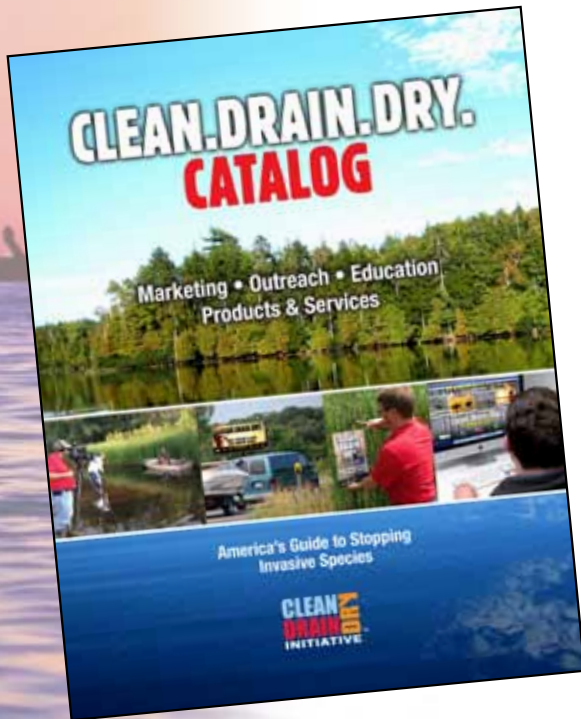
Douglas H. Gamm
President & CEO
Wildlife Forever



Product Catalog & Services

Partners who utilize products, handouts and prompts to help communicate Clean Drain Dry, benefit from a coordinated effort and volume discounts obtained through The Clean Drain Dry Initiative™. New products are routinely created so if you have an idea, we can help make it happen.

Wildlife Forever's team of graphic designers, video production services, media buying and outdoor marketing can assist with small and large scale projects.



This past year, partners all across the country took advantage of professionally designed materials to eliminate having to “reinvent the wheel” and maximize public appeal.

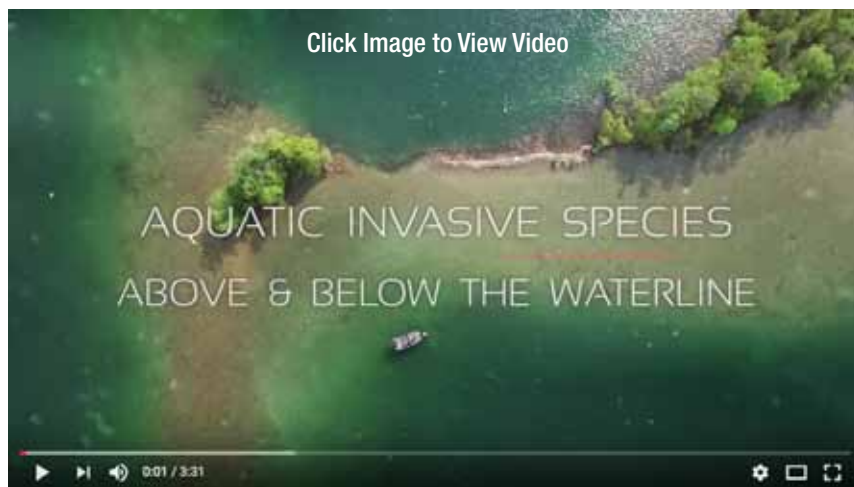
Stay connected with updates on the Clean Drain Dry Facebook page and soon-to-be newly revised Wildlife Forever website.



Television/Video

The media frenzy of The Super Bowl and unveiling of new commercials is proof of the effectiveness of television marketing.

Partnering with fishing industry leaders at Wired2Fish, the Clean Drain Dry Initiative created new video content and public service announcement (PSAs) for television. Networks included Pursuit, Fox Sport North, Versus, and the Outdoor Channel. Delivering 60 million impressions brands Clean Drain Dry as the #1 invasive species prevention campaign.



This video features a rarely seen perspective on AIS. Click the image to view this and other PSAs on the Clean Drain Dry YouTube page.

2017 efforts will include expanded content on multiple national television, cable and internet channels including Wild TV in Canada!



OUTDOOR MEDIA

Outdoor advertising remains a highly effective method to reach recreational users. Highway billboards, signage at gas stations, even street banners are a great way to make a big impact. Professionally designed tools are seen locally and throughout the country, reinforcing prevention based, best management practices.



CD2 Initiative partners leveraged resources to display 31 highway billboards, dozens of gas stations and countless outdoor banners in 2016. Pooling funds for regional coordination were matched by 70% in added value and discounts. Combined outdoor advertising reached 39 million travelers.



"The Burntside Lake Association depends on Wildlife Forever to provide us effective, high quality media that educates and reminds lake home owners and visitors of the vigilance needed to combat aquatic invasive species."

- Phil Voxland
President
Burntside Lake Association



PRINT & RADIO MEDIA

Clean Drain Dry print ads in newspapers are a great way to reach a wide variety of people in local communities. Ads are also highly effective to target specific user groups through national publications, magazines and state game and fish regulation books. High quality graphics make for an attractive, eye catching message to reinforce prevention behaviors. Print ads in 2016 reached over 7 million impressions.



Connecting with sportsmen and women through radio is another effective tool in complementing marketing and outreach campaigns. Public service radio ads deliver regionally targeted messages to tailored demographics and interest groups. Clean Drain Dry Initiative partners worked with seven different radio stations across the country to reach 2 million listeners.



MOBILE / SOCIAL OUTREACH

The Clean Drain Dry (CD2) mobile application features augmented reality technology to showcase AIS prevention how-to video tips. Boat ramp signage across Minnesota utilizes this new method to educate boaters on how to prevent invasive species. Available for Apple & Android. Visit the App Store to download.

Clean Drain Dry Initiative partners are utilizing digital outreach and technology to reach younger audiences and stay relevant given today's use of mobile devices. Digital media can be less expensive than traditional media although both have their place and value in presenting the message.

Download the app and try it yourself! It's like Pokémon Go for AIS!



Geographical targeted outreach, Geo Fencing, displays mobile “pop-up” ads on a user’s device once they enter a selected area. Clean Drain Dry Initiative partners take advantage of Geo Fencing to target boat ramps and both infested and non-infested lakes/rivers. Ads are dynamic and prompt additional resources from dedicated websites and pages.

“I appreciate Wildlife Forever’s leadership and coordination of the Clean Drain Dry message that has become so important to our lake communities and residents.”

- Michael Scharenbroich
St. Louis County

EVENT PARTICIPATION

Boots-on-the-ground are critical to educating and helping people with perception and behaviors toward aquatic invasive species. Clean Drain Dry Initiative partners host countless events from Statewide Summits, county fairs, town hall meetings, even Governor proclaimed “Clean Drain Dry Day!” Talking to the public about invasive species is critical to help people understand the threats and simple steps needed to protect our lakes and streams.



Partnerships are the key to hosting events and exhibits. Wildlife Forever has developed many professional display materials and handouts with consistent messaging. Contact us for assistance and resources to help with community engagement and local events.



YOUTH EDUCATION

“You should have been here yesterday!” Who hasn’t heard that before at a fishing spot... Think about it, what would our landscape look like today had we prioritized invasive species education and prevention for future generations?

For nearly 20 years, the State-Fish Art Contest® has taught youth aquatic conservation education through the arts. Free to grades K-12, State-Fish Art often serves as the first educational moment for students to learn about invasive species and how to help prevent the spread. The Fish On! lesson plan connects children to invasive species through the Invader Crusader Award Category and provides a comprehensive AIS lesson plan titled: *Making Waves*.



INVADER CRUSADER



Click Image to View Video

Anyone can participate and use State-Fish Art as a gateway to Recruitment, Retention and Reactivation. Agencies can host their own state competition and groups can sponsor unique award categories and divisions. Through partnerships, State-Fish Art engages over 5,000 students each year. Contact us for more information on how to get involved.



2016 Invader Crusader
T. Herron, PA, Grade 11

FIELD WORK & ERADICATION

Clean Drain Dry Initiative partners not only engage in outreach and education, they also eradicate, restore and manage invasives across the nation. Field work and on the ground removal is critical to restoring prairie and wetland habitat.



The United Prairie Foundation and Wildlife Forever have partnered to restore thousands of acres from the impacts of invasive species. Burning and reseeding with native seed mixes ensures diverse habitat for all wildlife and pollinators.



"The outstanding support from the Clean DrainDry Initiative helps us educate the public about the invasive species threat to the lands and waters of America's National Forests and Grasslands."

- Mike Ielmini
USFS National Invasive Species
Program Leader



Partners In Action

**CLEAN
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First WF Drone Video
Lake Minnetonka



CD3 Station Project Launch



2016 FLW
Bass Championship



Michigan Traveling Billboard



National Get Outdoors Day



2016 NPAA Conference



Wake MN - 2016
Lake Minnetonka



Silver Carp Appetizers
AIS Summit, St. Cloud, MN



Blueberry Festival
Ely, MN



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