

# CLEAN.DRAIN. DRY.

**2018 Minnesota Annual Report**  
**Aquatic Invasive Species Outreach and Education**

***52,500,917 Contacts Reached***



# Executive Summary

2018 is officially in the record books! As we reflect on past accomplishments, I want to take a moment to share a few highlights from the Minnesota Clean Drain Dry Initiative (CD2) and the countless partners who worked tirelessly to help prevent the spread of invasive species.

For over 30 years, Wildlife Forever has been a national leader in conservation. Since 2006, our partnership efforts and marketing programs have raised millions of dollars to support invasive species prevention to outdoor recreational users. Countless media and marketing tools have been, and will continue to be, developed to support local, state and federal partners for consistent messaging and action focused prevention efforts.

Last year, Wildlife Forever, the Initiative Foundation, the National Fish and Wildlife Foundation, St. Louis County, Hennepin County, Three Rivers Park District, the City of Eden Prairie, Minnesota DNR and CD3, deployed the first access based, waterless cleaning station at boat ramps across Minnesota. Through this coalition, new tools were developed and implemented to empower and facilitate Clean Drain Dry actions to limit and slow the spread of invasive species. Leveraging the power of the consistent Clean Drain Dry branded message, the CD3 Cleaning Station has tremendous opportunity to be a valuable tool for physical removal of AIS but also a digital platform to compliment local outreach and education efforts.

Through partnerships and coalition building, the Minnesota Clean Drain Dry Initiative raised **\$439,993** in 2018 toward direct invasive species education and outreach programs. These dollars were matched and leveraged with an additional **\$275,819** of in-kind value and cost savings to reach **52,500,917** boaters, anglers, campers, residents and tourists with a consistent and positive, action focused prevention message.

Throughout communities across Minnesota, CD2 could be **SEEN** in store front windows, bait shops, highway billboards, print publications and more. On the television and radio, at community meetings and from watercraft inspectors, CD2 was **HEARD**. At county fairs, local events and at the boat ramp, CD2 products and handouts could be **FELT**. These three elements (See, Hear, Touch) are the foundation for supporting AIS prevention. Used in conjunction, they are working to slow the spread. Communities who invest in prevention education have extremely low or flat AIS spread rates. Outreach and education **WORK!**

Thank you for your dedication and partnership. We could not do this without your collaboration, trust and collective support. Let's work together to make a difference in 2019!

Yours in conservation,

Pat Conzemius  
Executive Vice President



# Highway Billboards

Billboards undeniably are recognized and send a big message if done correctly. They can be highly cost effective and target lake bound travelers.

- **2018 Highlights**

- 22 boards in 10 counties
- **24,962,214** contacts reached
- Total Cost: \$54,060
- Wildlife Forever Added Value: \$82,664
- Statewide Value: \$136,724

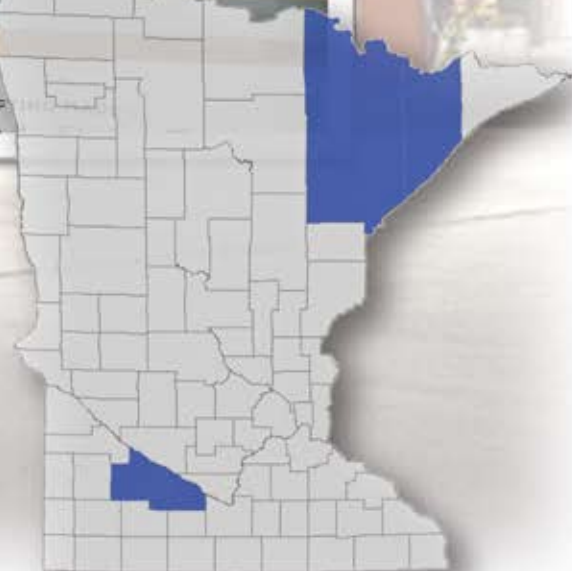


# Pump Toppers & Indoor Posters

Gas pump advertising delivers vibrant, full color messaging at high demand locations. The message is seen in a distraction free zone where consumers usually spend 3-5 minutes fueling. Indoor advertising provides an eye catching, innovative approach to outreach. We place posters in targeted restaurants, bait shops, and gas stations.

- **2018 Highlights**

- 37 locations (4 counties)
- **11,091,600** contacts reached
- Total Cost: \$29,985
- Wildlife Forever Added Value: \$13,835
- Statewide Value: \$43,820



# TV Public Service Announcements

The media frenzy of the Super Bowl and unveiling of new commercials is proof of the effectiveness of television marketing. In partnership with Kare 11 and a coalition of MN Counties, the Clean Drain Dry Initiative created new video content and public service announcements (PSAs) for television.

- 2018 Highlights

- 1,002 spots aired
- **8,334,352** contacts reached
- Total Cost: \$54,525
- Wildlife Forever Added Value: \$62,846
- Statewide Value: \$117,371



Kare 11 30 Sec. Spot



[Click here for video](#)

St. Louis Co 30 Sec. Spot



[Click here for video](#)

# Radio Public Service Announcements

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.

Customizable PSAs can target outdoor users in the Summer months with boater and angler messaging and the Fall months with our waterfowl focused PSAs.

- **2018 Highlights**
  - 2,209 spots aired
  - **6,627,000** contacts reached
  - Total Cost: \$15,969
  - Wildlife Forever Added Value: \$8,643
  - Statewide Value: \$24,612



**95 KQDS**



# Newspaper & Magazine Print Ads

Print advertising in state game and fish regulations, national outdoor magazines, local newspapers and county shoppers, works to reinforce the Clean Drain Dry message. Print media complements and reinforces the Best Management Practice message, as seen on highway billboards, boat ramp signage and in retail stores. Through repetition and increased awareness of the action-based prevention brand, the public learns to Clean Drain Dry.

## • 2018 Highlights

- 50 ads in 5 publications
- **522,156** contacts reached
- Total Cost: \$18,811
- Wildlife Forever Added Value: \$6,831
- Statewide Value: \$25,642

**LAKE TIME**  
MAGAZINE

ELY ECHO's NORTH COUNTRY  
**ANGLER**

**Outdoor**  
**News**  
*The Sportsman's Weekly*

the **TIMBERJAY**  
Great Lakes  
**Boating**



# Social Media & Digital Advertising

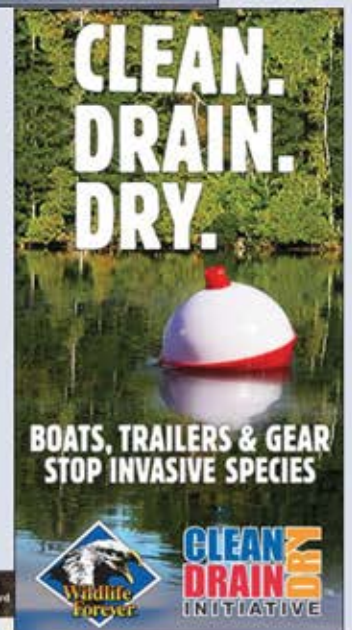
Smart phone apps, pop-up ads and Facebook are becoming the “new normal” for interacting and communicating in the digital age. **Clean Drain Dry Initiative** partners have embraced the opportunity to expand invasive species outreach through cutting edge techniques reaching new and younger user groups.

- 2018 Highlights

- Clean Drain Dry Facebook Page: 115,336 contacts reached
- Kare 11 Share Your Catch photo contest: 514 entries
- Kare 11 Digital Advertising: 819,772 contacts reached
- Total Cost: \$7,000
- Wildlife Forever Added Value: \$2,000
- Statewide Value: \$9,000



Web Banner Ads



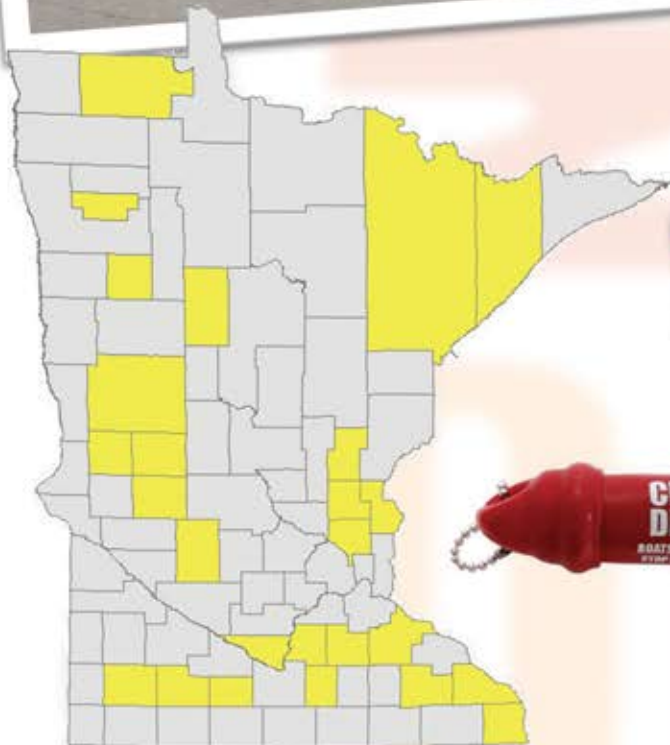
Website Graphics

# Outreach Materials & Events

Boots on the ground outreach and education is by far the most effective method in changing behavior among boater, anglers, and other recreational users. By combining signage and other traditional marketing tools with personal contact and commitments at public accesses, community events and fairs, we can turn the Clean Drain Dry message into action.

## • 2018 Highlights

- Total Cost: \$35,357
- 30 partnering groups: Counties, SWCDs, Lake Associations, MN Sea Grant, Townships, Tribes, Clubs, and federal partners.
- Clean Drain Dry materials were used at over 80 events this year.



# CD3 Watercraft Cleaning Stations

- Empower recreation users to clean, drain, and dry their own equipment with tools located directly at the access. By making it easy to follow the best management practices, these actions become habit.

- **2018 Highlights**

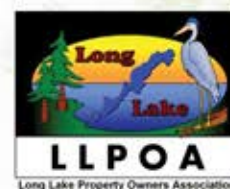
- Through grants from the Initiative Foundation, National Fish and Wildlife Foundation, and St. Louis County, 6 stations were installed: Pike Lake (St. Louis Co), Bryant Lake (Hennepin Co), Lake Minnetonka North Arm (Hennepin Co), Lake Minnetonka Spring Park (Hennepin Co), Lake Riley (Hennepin Co), and Munger Landing (St. Louis Co).
- Total number of tool uses: **28,487**
- A Three Rivers Park District survey found 78% of respondents felt the station was easy to use and 82% said they would continue to use it in the future.
- A study conducted by Hennepin County found CD3 Stations have increased compliance with AIS laws by 50% after just two years since installation.



# Coalition Building

## *Special thank you to our partners!*

U.S. Forest Service, National Park Service, National Fish and Wildlife Foundation, Great Lake Restoration Initiative, U.S. Environmental Protection Agency, Initiative Foundation, Minnesota Invasive Species Advisory Council, Minnesota Sea Grant, Minnesota DNR, Great Lakes Panel on Aquatic Nuisance Species, CD3, St. Louis County, Anoka County, Rice County, Chisago County, Cook County, Cottonwood County, Douglas County, Goodhue County, Kandiyohi County, Le Sueur County, Murray County, Nicollet County, Otter Tail County, Pope County, Watonwan County, Lake SWCD, North St. Louis County SWCD, Kanabec SWCD, Mahnomen SWCD, Brown SWCD, Red Lake SWCD, Root River SWCD, Roseau SWCD, Winona SWCD, Burntside Lake Association, Vermillion Lake Association, Center Lakes Association, Long Lake Area Association, Canosia Township, Minnesota Yacht Club, and many more...



**STOP AQUATIC HITCHHIKERS!**



# Financial Summary

2018 Overview			
Item	Contacts Reached	Cost	WF Added Value
Highway Billboards	24,962,214	\$ 54,060.00	\$ 82,664.00
Pump Toppers/Indoor Posters	11,091,600	\$ 29,985.00	\$ 13,835.00
TV Public Service Announcements	8,334,352	\$ 54,525.00	\$ 62,846.00
Radio Public Service Announcements	6,627,000	\$ 15,969.00	\$ 8,643.00
Magazie & Newspaper Print Ads	522,156	\$ 18,811.60	\$ 6,831.65
Digital & Social Media	935,108	\$ 7,000.00	\$ 2,000.00
Outreach Materials & Handouts	-	\$ 35,357.00	\$ -
CD3 Watercraft Cleaning Stations	28,487 uses	\$ 224,286.00	\$ 99,000.00
<b>Total</b>	<b>52,500,917</b>	<b>\$ 439,993.60</b>	<b>\$ 275,819.65</b>

This year we are excited to report our average Cost per Thousand (CPM) was only \$3.44.

**For only 35¢ we are reaching 100 contacts!**

***\$715,812***

Total value Minnesota received from the Clean Drain Dry Initiative



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