

**2019**

**National Invasive Species  
Outreach & Education  
Annual Report**

**CLEAN.DRAIN.  
DRY.**



*Protecting our outdoor heritage  
for future generations*

**CLEAN  
DRAIN  
INITIATIVE**  
**DRY™**

# EXECUTIVE SUMMARY

In 2019, the *Clean Drain Dry Initiative*<sup>™</sup> coalition of local, state and national partners reached **102 million targeted impressions**. So, why do impressions matter? If you're a biologist, an impression could be compared to an introduction of an invasive species into a new environment. The increased frequency with which a boater, homeowner or hiker introduces a foreign species, the greater chance for establishment. This phenomenon is also known as "Propagule Pressure".

The *Clean Drain Dry Initiative*, emphasizing prevention and public outreach, is similar in that we disseminate Clean Drain Dry communications at a high frequency in targeted environments. Maximizing exposure to the right people and at the right places, increases substantially the likelihood that Clean Drain Dry behaviors will be adopted. But don't take my word for it...

In 2019, the US advertising industry spent \$204 Billion to entice and attract buyers. Coca Cola spends \$5.8 Billion on global advertising, 18% of company revenues. How does that apply to invasive species? We can ask are we, collectively, investing enough in education and outreach to make a difference in the behavior of outdoor recreationists? Have we evaluated our budgets and outcomes to determine if our current commitments are creating the return on investment we want, reducing and preventing the spread of invasives?

This Annual Report highlights key services and outcomes from 2019. Thank you to our investment partners who help us implement this national public service campaign that allows the Clean Drain Dry message to resonate frequently and loudly in communities throughout the country.

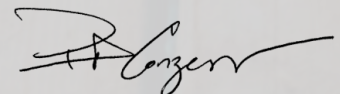
**This year, Wildlife Forever has continued to introduce new tools to help managers and communities implement *Clean Drain Dry Initiative* techniques that empower behavior.**

Working with our coalition partners, we are developing new resources to better coordinate the data, tools and techniques for invasive species prevention and management. We signed an MOU with the Department of Interior to streamline and improve federal coordination and to strengthen implementation of the *Clean Drain Dry Initiative* message and outreach services.

Since 2006, we've used new and innovative strategies to generate over 2 Billion Impressions with outdoor recreation users. In addition, Wildlife Forever and our partners have made cost-effective investments into nationally-approved best management practices for invasive species prevention. Throughout our efforts, Wildlife Forever has remained laser focused on the target audiences with the greatest impact on invasive species, thus maximizing the success of the Clean Drain Dry program.

I welcome the opportunity for our team to connect with you so that we can improve invasive species prevention. This challenge requires partnerships which reduce duplication of resources and maximizes the impact of our investments into education and outreach. Together, we can efficiently and effectively reduce the risks of the spread of invasives. In the end, that outcome is the return on investment we all seek.

Yours In Conservation,



Pat Conzemius , President and CEO



# WHAT WE DO BEST

## CONSISTENT MESSAGING

Wildlife Forever's *Clean Drain Dry Initiative* is a national invasive species outreach marketing and education campaign. Message consistency is key to effectively communicate prevention practices and behaviors.

## TARGETING KEY AUDIENCES

New risks and pathways continue to emerge as environments change and people interact with the outdoors. Targeted outreach to user groups such as wake boat owners, non-motorized users, and lake shore owners teaches unique users how to effectively prevent the spread of invasive species.

## PROVIDING TOOLS AND RESOURCES

Tools, cleaning stations and professional outreach materials provide physical solutions to support Clean Drain Dry behaviors. We offer a full spectrum of products and educational resources to raise awareness, educate and empower prevention on the water or in the field.

## ENGAGING THE PUBLIC

Our community-based outreach and education approach supports local events, educational displays and news sharing through social media and press. A cohesive message unifies the public.

## WORKING WITH PARTNERS

Investments from our vast network of partner organizations helps us reach the public and deliver on-the-ground prevention strategies. Facilitating federal, state, industry and local partnerships, we avoid duplication and maximize the return on investment.

## DEVELOPING NEW TECHNOLOGY

Technology is key to stopping invasive species. We utilize current trends in media and marketing, work with research and science professionals, and promote technologies that prevent invasive species.

## GROWING OUR FUTURE

The annual State-Fish Art Contest teaches youth about invasive species and fisheries conservation. The international art contest celebrates fishing cultures from around the world. Prairie City USA®, Wildlife Forever's habitat division, removes invasive species and works to restore prairie and pollinator habitat.

## MAKING AN IMPACT

Since 2006, *The Clean Drain Dry Initiative* has made over **2 BILLION IMPRESSIONS**. Utilizing a cost-effective marketing and communications strategy, we educate outdoor users to be aware and take actions to prevent invasive species spread.

# CONSISTENT MESSAGING

The *Clean Drain Dry Initiative* uses the science of marketing to ensure a consistent message and a clear, positive brand image. Targeting key user groups such as lakeshore property owners, the campaign eliminates redundancy and focuses on maximizing public awareness and engagement.



## BILLBOARDS

Billboards are a cost-effective way to spread awareness to thousands of people. Placement of Clean Drain Dry billboards in strategic locations will target transient boaters and can highlight localized threats. Wildlife Forever coordinates state and regional billboard efforts to save costs and pool funds for greater message reach. Billboards serve as a great visual tool to instill Clean Drain Dry awareness.

## TELEVISION

By partnering with agencies, resource managers, and communities around the country Wildlife Forever has produced and aired many broadcast-ready public service announcements (PSAs). Our professional PSAs offer the opportunity to be distributed through multiple media platforms and are tailored to targeted audiences. Customizable, our PSAs get to the point and grab attention. High quality video production and repetition assures the viewer that Clean Drain Dry is the message to remember.







## FUEL STATIONS & BAIT SHOPS

Communicating prevention behaviors through multiple touchpoints is critically important. Ensuring the public can interact with the Clean Drain Dry message allows it to be seen and felt in common, everyday places of business. Implementing on-the-ground techniques is what we do best. Our ready-made content and branded designs can be used with ice box wraps, pump toppers, window tattoos and indoor posters at bait shops.



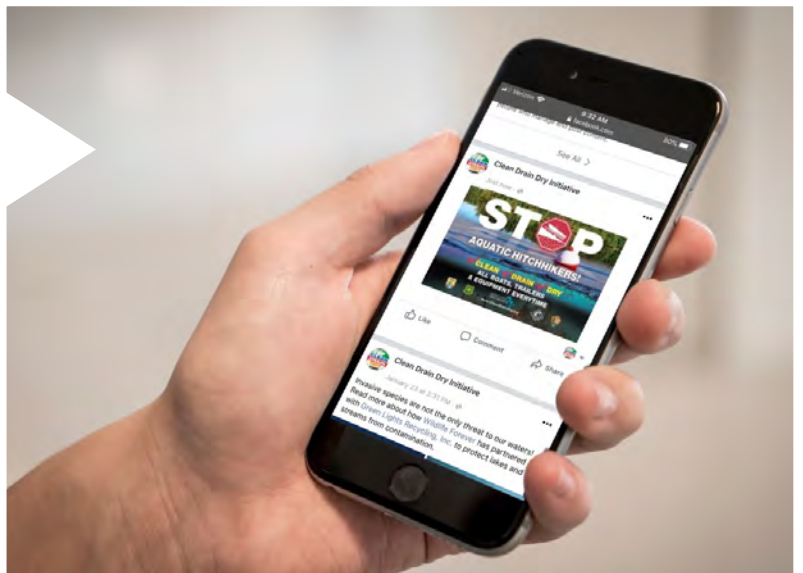
## RADIO

Radio commercials are a great way to reach people on their way to and from the water or field. Live radio interviews offer the opportunity to dive deeper into the issues and reach a captive audience. The *Clean Drain Dry Initiative* can help you craft and broadcast custom commercials or choose from one already made.

## DIGITAL ADS

Digital ads provide an efficient way to directly deliver information to users in your area with related interests.

Social media is the “new normal” for communication, engaging with new audiences and expanding invasive species outreach with digital advertising.





# TARGETING KEY AUDIENCES

Clean Drain Dry unites dozens of recreational user groups. Knowing the audience and speaking their language, ensures best practices are adopted when pathways are different. Equipment and risk vectors can vary significantly both by activity and geographic region. Wildlife Forever is constantly developing innovative tools and educational resources that are relevant to make an impact and empower prevention.



## WAKESPORTS

Ballast tanks and bags frequently used by wake boats are a unique challenge for AIS. In partnership with Boat U.S. Foundation, Marine Max, Fat Sac, and Ski Nautique has led to the creation of new outreach materials targeting wake sport enthusiasts. Educational brochures and a television public service video highlights the critical steps wake boat owners can take to prevent the spread of invasive species. Additional marketing tools include brochures, ice box wraps, billboards, gas pump toppers and much more.



**WE'RE ALL IN THIS BOAT TOGETHER.**

**AFTER A DAY ON THE WATER, ALWAYS REMEMBER TO FOLLOW THE CLEAN DRAIN DRY STEPS TO PREVENT THE SPREAD OF AQUATIC INVASIVE SPECIES.**

- 1** Clean all plants, mud and debris from watercraft, trailers and gear.
- 2** Drain all water from watercraft including your ballast tanks and bags. This can be done manually on older models.
- 3** Dry all equipment and gear for at least 5 days before you go to another waterbody. Cover all compartments and remove any standing water.

*Draw all tanks and bags*

*Remove all plants as critical because they can harbor smaller invasive species much harder to see.*

*Test your hull, it's rough like sandpaper, you may need to be decontaminated.*

*Below and alongside hulls can survive for days or weeks in low salt water.*

*Invasive plants and algae can easily outgrow boat hulls and motors and their sharp teeth can easily cut boat hulls.*

*Cleaning stations can also be used, especially when drying for 5 days is not possible. Many state laws require all water to be removed from watercraft, and some require decontamination by professionals.*





## HUNTERS

Boots, decoys, and pets can all spread invasive species. Clean Drain Dry messaging targeted to waterfowl and upland hunters reiterates the need to be aware in and out of the field. Hunter-specific signs, PSAs, brochures, and hand tools empower users to be part of the solution in protecting hunting traditions.

Partnerships with the Bureau of Land Management (BLM) have helped share the message in popular outdoor magazines and fish & game regulations books.

## ANGLERS

49.9 million Americans fished in 2019. As one of the most popular outdoor activities, anglers carry a large responsibility to Clean Drain Dry. Boats, trailers, and fishing gear have the potential to harbor and transport AIS. Prevention education is critical. Since 2006, our message and outreach tools continue to make an impact educating millions of anglers each year.

Live bait, including minnows and worms, are a major threat to land and water. Education is the most cost effective way to prevent introduction and spread.



After a day on hunting, always remember to follow the Clean Drain Dry steps to prevent the spread of invasive species.

- Clean all plants, mud and debris from trucks, trailers, gear and pets.
- Drain all water from boats and recreational vehicles.
- Dry boots/waders and all equipment for at least 5 days.



# PROVIDING TOOLS & RESOURCES

Branded tools, educational resources and turn-key services continue to make Clean Drain Dry campaign integration easy and adoptable. An entire suite of materials can be found in our newly revised Clean Drain Dry product catalog. No need to reinvent the wheel or spend time sourcing items. We have created hundreds of items to help keep AIS prevention top of mind. Products are often branded with partner logos to support local groups, agencies or clubs.



## TOOLS

Lack of tools is one of the most commonly reported reasons that users do not properly clean their equipment. Clean Drain Dry branded tools help users remove weeds stuck on trailers, dry out live wells, scrape off zebra/quagga mussels and safely store their drain plugs during transport.



AQUA WEED STICK



## PROMPTS & TARGETED OUTREACH MATERIALS

Free handouts can turn a watercraft inspection into a learning experience. Decals for boats and trailers, key floats, and other items provide long-lasting messaging that users will see when Clean Drain Dry actions are needed. Delivering the message to the right person at the right time is the first step in preventing the spread of invasive species.







## ACCESS BASED SOLUTIONS

Boat ramps and trail heads are the most direct places to reach users. There is no better time to remind boaters of the Clean Drain Dry prevention steps. Large and small format signs, boat ramp tattoos, and banners provide easy ways to instruct and remind.



## RAPID RESPONSE COMMUNICATION KIT

“The aliens have landed, now what?” The Rapid Response Communication Kit was developed to mobilize resource managers and local organizations to quickly and efficiently alert the public of a new infestation. The kit can be adopted into current rapid response plans to quickly “SPREAD THE WORD” when an invasive species is discovered. This tool has a variety of species-specific content to educate, inform and promote Clean Drain Dry prevention. Educating the public is the best line of defense against AIS.



## PROFESSIONAL COMMUNICATION AND MARKETING SERVICES

Wildlife Forever utilizes over 30 years of industry contacts, video production services, custom graphic design and marketing expertise to implement education and outreach services. We leverage our experience to pool funds and coordinate regional multi-agency outreach efforts to maximize cost savings.



# ENGAGING THE PUBLIC

*Community engagement is the foundation for the Clean Drain Dry Initiative.* Providing boots-on-the-ground tools, our partners take advantage of integrating the message at important venues all across the country. County fairs and local events are a great way to do show and tell about invasive species. Taking Clean Drain Dry to the people and talking one-on-one, helps to anchor and drive the message home.

## WATERCRAFT INSPECTORS

Providing inspectors with a full suite of tools and resources, we supply safety cones, sun tents, apparel, and more to help inspectors look professional. Custom Stop Aquatic Hitchhiker materials reinforce inspections and local laws. Using free handouts also helps inspectors teach the Clean Drain Dry steps.



## DON'T MOVE FIREWOOD

Wildlife Forever's communication and marketing services are also applied through other unique campaigns. Our partner networks help to strategically design and implement public awareness services to save time and money.



## SOCIAL MEDIA

The *Clean Drain Dry Initiative* is a leader in engaging users through multiple social media platforms. Facebook, Instagram and Twitter are important tools for sharing information. Our social and digital content reaches millions of people with fresh and engaging material.



## EVENTS

Events increase awareness, connect users to local partners and provides an opportunity for the public to speak with leaders about invasive species. Engaging local officials is important to build community support and capacity for prevention and management.

2019 Governors Fishing Opener



## PRESENTATIONS & PRESS

Showcasing how the Clean Drain Dry message can be integrated leads to greater national adoption. Staff share success, ideas and partnerships at conferences across the country.

Frequent press releases and Newsletters keep users aware, informed and up-to-date.





# WORKING WITH PARTNERS

*Clean Drain Dry Initiative* utilizes a strong network of partners to integrate and deliver the message. Our goals in leveraging partnerships is to streamline aquatic invasive species prevention communication, marketing and outreach efforts. By uniting under a common theme and reaching millions of people each year, we are slowing the spread.

Wildlife Forever, the National Park Service, US Fish and Wildlife Service and the North American Invasive Species Management Association signed a Memorandum of Understanding aligning efforts, providing a strong framework to lead the country in prevention.

***Thank you to our partners!***



Aitkin County • Anoka County • Bay Mills Indian Community • Beltrami County • Benton County AIS Task Force • Blue Earth County • Brown SWCD • Cass County • Cayuga Lake Watershed District • Chester Woods Park • Chippewa County • Chisago County • Cook County • Carlton County • Cottonwood County • Dakota County • Discovery World Science and Technology Museum • Douglas County • Freeborn County • Great Lakes Panel on Aquatic Nuisance Species • Hennepin County • Hubbard County • Hubbard County COLA • Iron Baraga Conservation District • Isanti County • Jackson County • Kanabec SWCD • Lac qui Parle SWCD • Lake County SWCD (MN) • Le Sueur County • Long Lake Property Owners Association • Mahnomen SWCD • Martin SWCD • Meeker County • Michigan DEQ • Michigan Sea Grant • Minnesota Invasive Species Advisory Council • Minnesota Sea Grant • Minnesota Yacht Club • Nicollet County • New York Sea Grant • North St. Louis County SWCD • Otter Tail County • Pennington County • Pine County • Pine-Cedar River Watershed District • Pope County • Red Lake SWCD • Redwood County • Renville County • Rice County • Scott County • Shell Rock River Watershed District • Sherburne County • Sibley County • Stevens County • Swift County • Waseca County • Watonwan County • Wright County • Yellow Medicine SWCD





“Youth are the future of conservation. Teaching them how to prevent invasive species is key for healthy waters.”

- Curt Quesnell,  
Professional Fishing Guide &  
Outdoor Radio Host



“The outstanding support from the *Clean Drain Dry Initiative* helps us educate the public about the invasive species threat to the lands and waters of America’s National Forest and Grasslands.”

- Mike Ielmini,  
USFS National Invasive Species Program Leader



“*Trash Unused Bait* is an important message to help prevent the spread of AIS like invasive carp. Bait Shops are crucial in sharing the message.”

- Rob Simmonds, USFWS



# DEVELOPING NEW TECHNOLOGY

Staying at the forefront of developing technology makes invasive species outreach most effective. Developing apps, technology-driven cleaning stations, local WIFI and more allow us to interact with users through multiple new and engaging platforms.

## WILD SPOTTER™

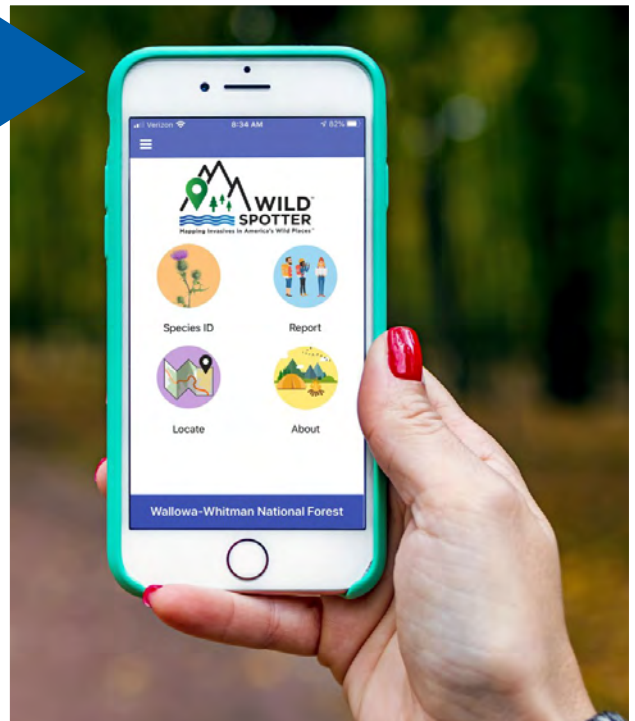
*Mapping Invasives in America's Wild Places*

The Wild Spotter program serves as another tool in early detection and rapid response by empowering the public to help find, map and prevent invasive species. Citizen Scientist Volunteers record data on the FREE Wild Spotter app.

**600 Reports**

**1,194 App Downloads**

**12,323, 906 Impressions**



## CD3 CLEANING STATIONS & LAKE WIFI

Through a partnership with CD3, we have helped to design and promote a waterless cleaning station that provides the tools necessary for Clean Drain Dry Actions. Stations can be equipped with Lake WIFI to provide users with important lake-specific information.

Lake WIFI allows users to connect and receive notices about invasive species, lake maps, boater safety concerns and fishing info right at the access.

Photo courtesy of the Initiative Foundation and its statewide project to interrupt the spread of aquatic invasive species.

Learn more at [ifound.org](http://ifound.org)



# GROWING OUR FUTURE

Developing new programs that focus on current conservation needs are key to having a sustainable future.



## PRAIRIE CITY USA®

The mission of *Prairie City USA* is to build stronger communities through integrated habitat, conservation best practices and civic leadership.

Native prairie once dominated the landscape covering millions of acres stretching from Texas to Canada. Now less than 1% remains.

*Prairie City USA* aims to make prairie common again by restoring unused public green spaces with a diverse mix of native grasses and flowers. Benefits to the community include improved habitat for pollinators and wildlife, cleaner water and mitigating impacts from climate change.

## STATE-FISH ART CONTEST®

The State-Fish Art Contest has taught youth aquatic conservation education for over 20 years! Through the arts, we integrate science to explore all things fish, and learn about threats like invasive species. The annual contest receives thousands of entries each year from across the world.

Title sponsor, Bass Pro Shops, along with the U.S. Forest Service and Guy Harvey Ocean Foundation work to support regional strategies and state-hosted programs in Alaska, Texas, Georgia, Missouri and Nebraska





# MEASURABLE IMPACTS

# 2019

## 17 MILLION

FUEL STATIONS &  
BAIT SHOPS  
IMPRESSIONS

## 600

WILD SPOTTER  
REPORTS

## 24 MILLION

TELEVISION  
IMPRESSIONS

## 1 MILLION

DIGITAL MEDIA  
IMPRESSIONS

## 2,975

YOUTH REACHED

## 25 MILLION

PRINT ADS  
IMPRESSIONS

## 660

ACRES RESTORED

## 27 MILLION

BILLBOARDS  
IMPRESSIONS

## 269,112

FACEBOOK  
IMPRESSIONS

## 30,000

CLEANING STATION  
USES

## 3,685

PARTNERS  
AND GROWING

## 102 MILLION

IMPRESSIONS  
IN 2019

# 2 BILLION IMPRESSIONS

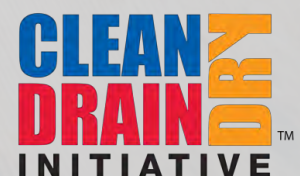
Since 2006



[www.WildlifeForever.org](http://www.WildlifeForever.org)

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[www.CleanDrainDry.org](http://www.CleanDrainDry.org)