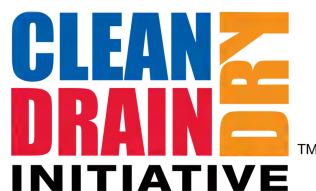


SPREAD THE WORD!



Rapid Response Communication Kit
Everything you need to quickly alert
the public about an Aquatic Invasive
Species Infestation in your area



“TOGETHER WE CAN STOP THE SPREAD”

Wildlife Forever is committed to helping communities slow the spread of Aquatic Invasive Species and empowering best management practices for wise public use of America’s natural resources. With this new RAPID RESPONSE KIT, Wildlife Forever gives agencies, organizations and communities across the country the tools to quickly communicate about an infestation. This kit will help you:

- send out an urgent warning that a local lake has been infested with a specific Aquatic Invasive Species
- educate the affected public as to what they can – and should – do in this event to help prevent the further spread of the species

With this RAPID RESPONSE KIT’s turnkey program and all-new assets tailored to a “warning” message – from press releases to traditional, digital and social media, including video content and radio spots – you can quickly and easily create awareness of an infestation and an urgent call-to-action to the community surrounding the infestation to “do your part, spread the word, and always Clean Drain Dry.”

Many of the available assets and media can be customized to a specific lake, should you choose, to make your message even harder hitting.

You can also reach out to Wildlife Forever for audience and vector specific messaging and PSAs. Audiences include:

1. Angler
2. Waterfowl Hunter
3. Non-motorized
4. Wake boaters - coming soon
5. Property Owners - coming soon

The Clean Drain Dry team stands ready to assist and help. We’re stronger together. Let’s partner in the battle against the silent invaders.



RAPID RESPONSE: WHAT TO DO

STEP 1: VERIFY

Get the Facts – Who, What, Where, Why, When

STEP 2: COMMUNICATION MANAGEMENT

Notify the Public – Targeted Audiences, Multimedia Approach

STEP 3: MONITOR & ADJUST

AVAILABLE COMMUNICATIONS TOOLS

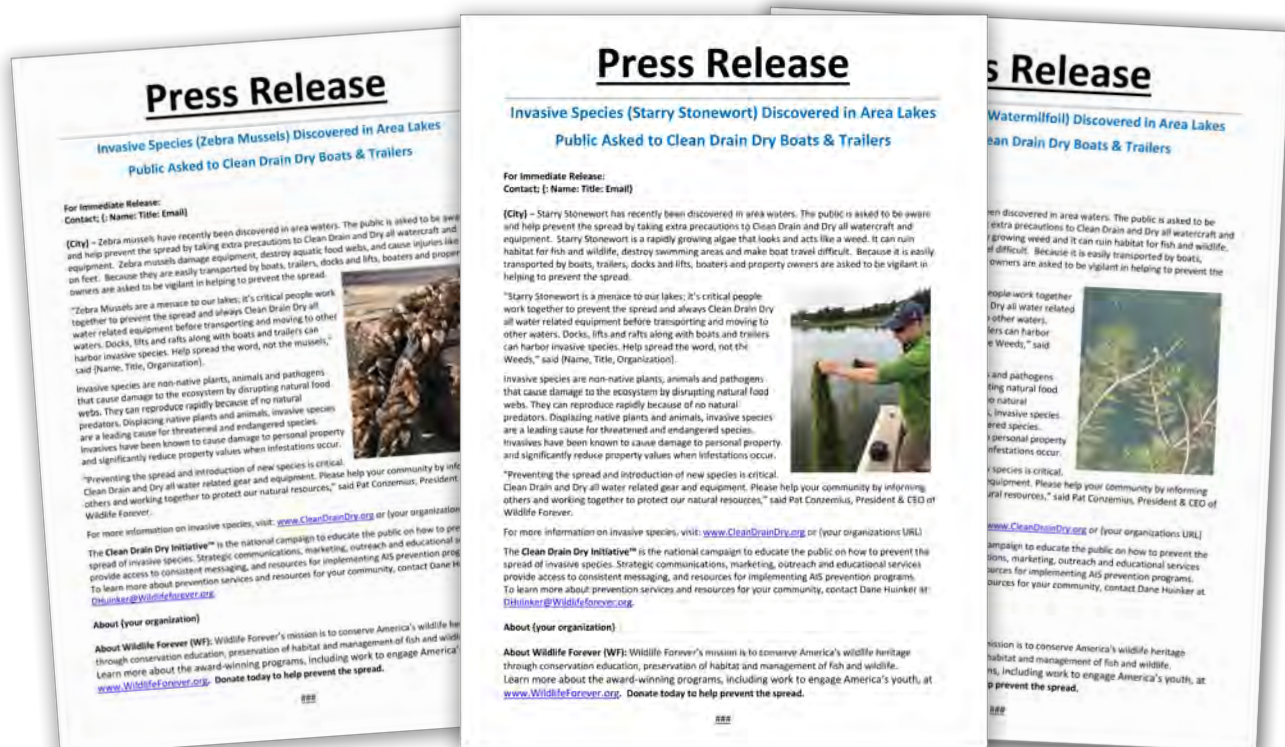
Put your plan together with any combination of the media and communications tools referenced on these pages. Once you've decided the best tools for you, simply get in touch with us and we'll help you bring your plan to the public. You can reach us at:

phone: 763-253-0222

email: info@wildlife forever.org

Press Releases

Press releases are an effective first step in spreading the word of a new infestation without breaking the bank to reach your target audience. We have a prepared press releases for your use. With our tailored copy, your press release will let you build trust and authority with the public.



Television/Videos

The media frenzy of The Super Bowl and unveiling of new commercials is proof of the effectiveness of television marketing. Partnering with the US Forest and Wildlife Forever, the Clean Drain Dry Initiative created new video content and public service announcements (PSAs) for television. These ground-ready PSAs are available to air in your local area. PSA's are available in both broadcast and web quality versions.


Species Specific PSAs include:

1. Zebra Mussels 
2. Eurasian Water Milfoil 
3. Starry Stonewort 
4. Invasive Carp 
5. Red Swamp Crayfish 
6. New Zealand Mudsail 



Radio

Connecting with sportsmen and women through radio is a vital tool in complementing marketing and outreach campaigns. Public service radio ads deliver regionally targeted messages to tailored demographics and interest groups. We can help you customize these 30 second radio PSAs to sound in your local area. We have created radio ads for the following species:

1. Zebra Mussels 
2. Eurasian Water Milfoil 
3. Starry Stonewort 
4. Invasive Carp 
5. Red Swamp Crayfish 
6. New Zealand Mudsnail 



Social Media

Smart phone apps, pop-up ads and Facebook have become 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. Posts with attention grabbing visuals and minimal text have the ability to go viral!

These Facebook ads are available for any species upon request:



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. Through repetition and increased awareness of the action-based prevention brand, the public learns to Clean Drain Dry. Print advertising not only has the ability to be extremely targeted but also highly cost effective.

WE CAN ALSO
CUSTOMIZE
ANY OF
THESE ADS
TO YOUR
SPECIFIC
LAKE FOR AN
EVEN HARDER
HITTING
MESSAGE.



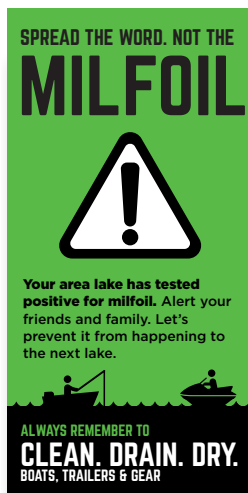
Highway Billboards

America's highways have long been prime targets for outdoor marketing. Billboards undeniably are recognized and send a big message if done right. As a highly cost effective and targeted method for educating the public, Clean Drain Dry Initiative partners have utilized billboards to reach over One Billion aquatic invasive species prevention impressions.



Digital Advertising

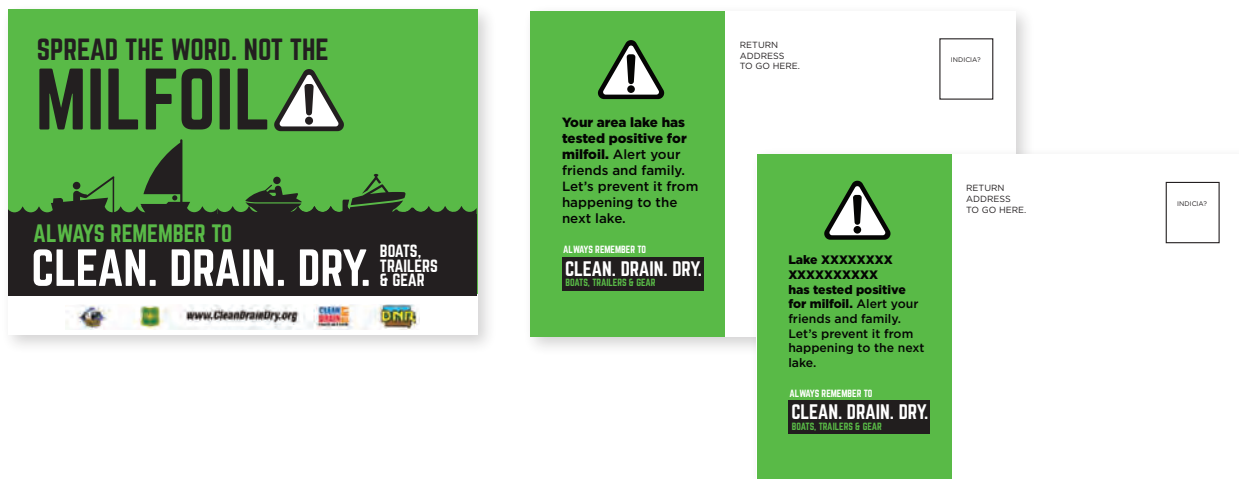
We have created digital banner ads in 3 sizes: 300x600, 300x25 and 728x80. These are currently available for any species.



Community Engagement Tools

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 the public access, community events and fairs, you can turn the Clean Drain Dry message into action.

Brochure, Posters, Signs, post card mailers, and more...



Cleaning Stations

CD³ Watercraft Cleaning Station



NEW TRAILERED VERSION

Empower boater action to stop invasive species with user operated CD³ Watercraft Cleaning Stations.

USER OPERATED

- Waterless cleaning system
- Free public use
- Low maintenance equipment

REMOTE SENSING & MAINTENANCE

- Cellular connection to internet
- Software monitors use
- Optional alerts

AIS WI-FI PLATFORM

- Instructional videos
- AIS watch list species
- How to report AIS
- Customizable messaging

ABOUT WILDLIFE FOREVER®

Wildlife Forever provides many full-scale, turnkey, media, marketing and advertising services. Industry contacts save partners time while taking advantage of deep discounts. Wildlife Forever also pools funds to coordinate regional and multi-agency outreach programs.



Video Services and Production

We provide professional videographer and production services from script and concept development to direction and post production editing.

Full-Service Graphic Design

Full-scale graphic design capabilities allow us to customize campaigns and collateral while maintaining consistent messaging and brand standards.



PARTNERSHIP FUNDING

Wildlife Forever remains diligent in writing and securing grant dollars to help local communities. If you have an idea, or need assistance with grant management, we are here to help.

For more information, product quotes or outreach services information, visit:

www.CleanDrainDry.org

Or contact us at: info@WildlifeForever.org

Wildlife Forever

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