

2021
NATIONAL
INVASIVE SPECIES REPORT

**CLEAN.
DRAIN.
DRY.**



Preventing Invasive Species to
Protect our Outdoor Heritage



LEADERSHIP MESSAGE

Evaluating the risk, a theme well engrained into our psyche, has become the mainstay for how we live our lives. From politics to conservation, the fear of possible outcomes drives how we eat and breathe. Fear of losing a job, a ticket, or in the world of invasives, fear of a new invading species. Reacting to threats have become so engrained that often we lose sight of opportunity. The chance to Do. Something. Different.

Times have changed. Bold leadership and actions are needed now more than ever.

It is safe to assume more invasive species will continue to affect recreation, the economy, and the basic health of our natural resources. The best defense we have is proactive prevention and that starts with education and tools to get the job done. It is time for smart investments.

Thank you to all our federal, tribal, state, county, local government, academic, and NGO partners who Did. Something. Different. last year. Through our work together, you invested in public education and prevention marketing services that reached 117 million impressions.

Lastly, I want to thank our industry partners for making a commitment to integrate invasive species content into their organization. The Memorandum of Understandings signed in 2021 with key stakeholders is just the beginning as we work to make invasive species more relevant to the American public. Let's get something done, together.

Yours in conservation,



Pat Conzemius, President & CEO



WHAT WE DO BEST



CONSISTENT MESSAGING

Message consistency is key to effectively communicate prevention practices and behaviors.

TARGETING KEY AUDIENCES

Targeted outreach to user groups such as professional anglers, non-motorized users, and shoreland owners teach specific actions to prevent AIS.

TOOLS AND RESOURCES

We offer marketing tools and educational resources to raise awareness 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.

WORKING WITH PARTNERS

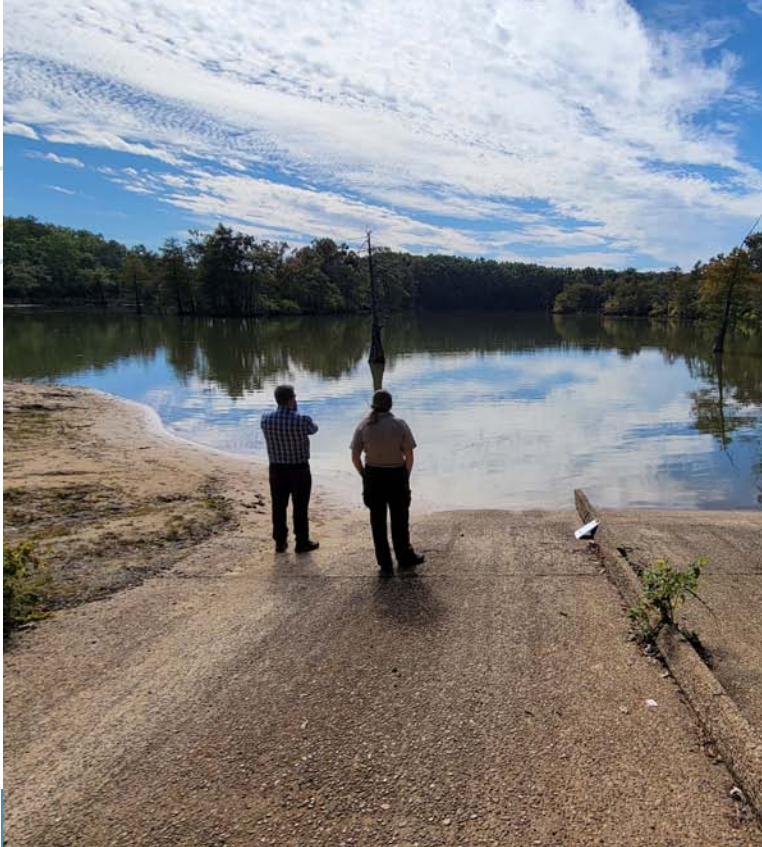
Investments from our network of partner organizations help reach the public and deliver on-the-ground prevention strategies.

NEW TECHNOLOGY

We utilize trends in marketing, work with science professionals, and promote technologies that prevent invasive species.

ACCESS ENHANCEMENT

INFRASTRUCTURE ENHANCEMENT PROTOCOL (IEP)



Most accesses across the country remain underdeveloped for implementing Clean Drain Dry prevention. With proper tools and signage at the access, recreational users are empowered to do the right thing. User led prevention and education is the only sustainable way to prevent invasive species.

In 2021, Wildlife Forever, in cooperation with the U.S. Fish and Wildlife Service Refuge Program developed an Infrastructure Enhancement Protocol (IEP). Through a baseline evaluation, user demographics, AIS risks, and needed infrastructure were assessed to determine needed tools and signage for enhanced prevention.



PUBLIC SERVICE ANNOUNCEMENTS

CONNECTING WITH RECREATIONISTS

In 2021 three new television PSAs were created to extend our mission to three key new audiences: shoreland owners, shore anglers, and non-motorized boaters. Using major T.V. broadcast networks, we reached over 10 million impressions. These PSAs are free for public use.

Ask us about our video production services.

Non-Motorized User groups



Shoreline Anglers



Shoreland Owners



INDUSTRY ENGAGEMENT

EXPANDING PARTNERSHIPS

Investing and partnering in the Clean Drain Dry Initiative is a key step in uniting stakeholders. Last year, Wildlife Forever signed important Memorandum of Understandings (MOUs) to integrate invasive species prevention marketing and educational resources into leading industry operations including Major League Fishing, Yamaha Rightwaters, American Sportfishing Association, and USAngling.



“Since 1933, ASA has been a leader in fisheries conservation. Working with the national Clean Drain Dry Initiative reaffirms our commitment to both the resource and our members by integrating programs that educate our customers. Together, we’re safeguarding our fisheries for future generations,”

- Glenn Hughes, President of
American Sportfishing Association



AMBASSADOR OF THE YEAR

Congratulations to Curt Quesnell from MN! As a popular fishing guide and radio host of North Country Outdoor Radio near Minnesota's famous Lake of the Woods, Curt's commitment to invasive species public awareness and fisheries conservation is very visible. Curt educates his clients and radio listeners about invasive species, and uses the Clean Drain Dry Boat and Vehicle wrap to educate his clientele and people throughout the community on the importance of AIS prevention.



NOW ACCEPTING NOMINATIONS FOR 2022

Wildlife Forever established the "Ambassador of the Year" program to acknowledge the people and organizations who work to increase public awareness of invasive species. Winners of the award demonstrate community engagement and public outreach of conservation best practices.



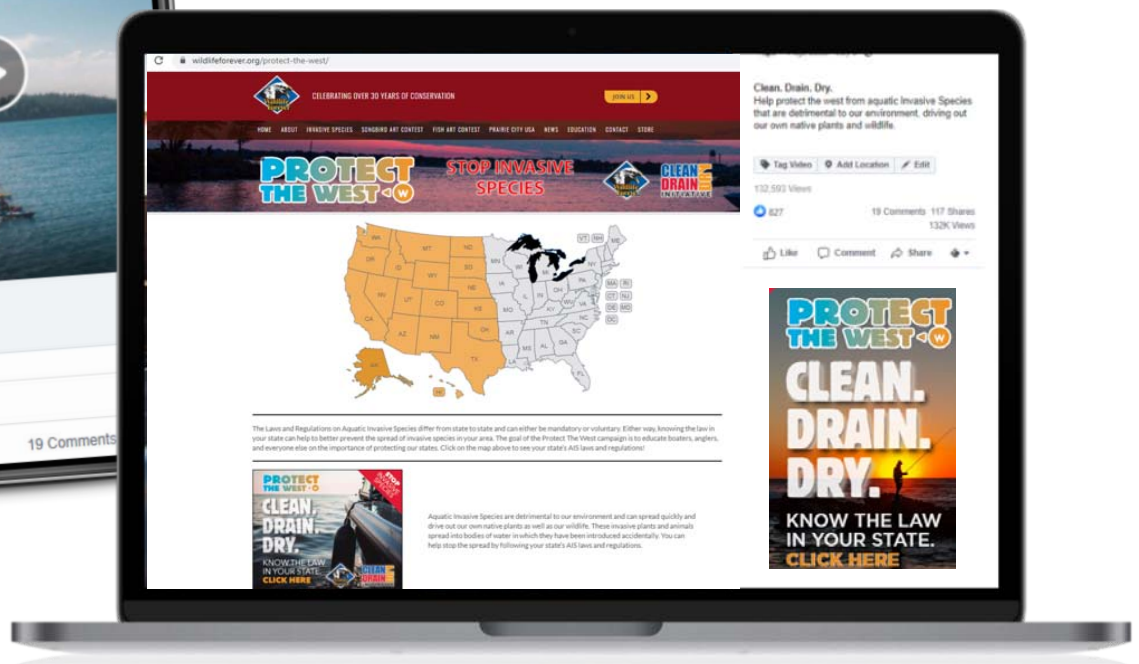
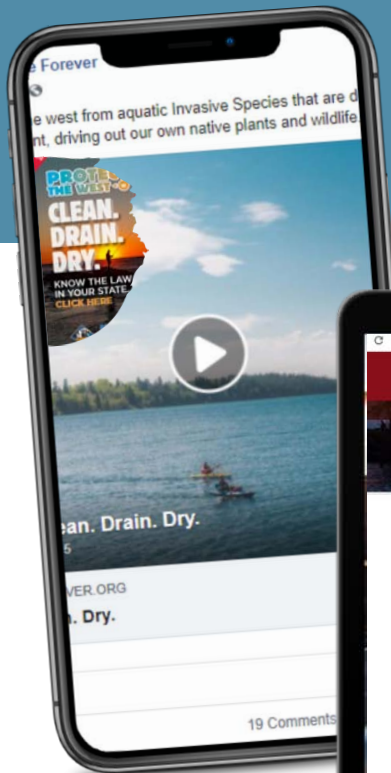
WORKING WITH PARTNERS

**PROTECT
THE WEST** 

Effective, personable, and simplistic messaging have always been key elements of the Clean Drain Dry partnership efforts.

The 2021 “Protect the West Initiative” used interactive maps and online resources to inform boaters of local AIS laws. Digital advertising on social media and state agency websites utilized interactive maps to locate cleaning and decontamination services. 3 million impressions were reached over the boating season.

This project was made possible through QZAP funding.



EDUCATION AND OUTREACH

SCALABLE OUTREACH & EDUCATION WITH A CONSISTENT MESSAGE

On average, a viewer of a commercial, advertisement, or display will need to see the same message seven times before an action is taken. For over 16 years, Wildlife Forever has used this industry standard of multi-faceted marketing services to educate, inform, and empower action.

SOCIAL/DIGITAL
TARGETED OUTREACH IN A
MODERN DAY FORMAT

TELEVISION
PROFESSIONAL PSA
DISTRIBUTION TO THE
LOCAL COMMUNITY

RADIO/PRINT
MESSAGE REPETITION &
REINFORCEMENT

OUTDOOR MEDIA
A COST EFFECTIVE WAY TO
SPREAD AWARENESS

OUTREACH MATERIALS
REINFORCING THE
MESSAGE

JOINING FORCES

INVESTING IN PARTNERSHIPS

The Clean Drain Dry Initiative uses an expansive network of partners to integrate and deliver AIS prevention messaging. Our goal in leveraging partnerships is to streamline AIS prevention communication, marketing, and outreach efforts. By uniting under a common theme and reaching millions of people each year, we are actively helping to slow the spread of invasive species.



Join our Growing Team



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

Message In Action



2021

BY
THE
NUMBERS



6.4 MILLION
FUEL STATIONS & BAIT
SHOP IMPRESSIONS

13.9 MILLION
TELEVISION IMPRESSIONS

18.6 MILLION
DIGITAL AND SOCIAL
MEDIA IMPRESSIONS

49.4 MILLION
PRINT AD IMPRESSIONS

3.8 MILLION
RADIO IMPRESSIONS

20.7 MILLION
BILLBOARD IMPRESSIONS



117 MILLION
TOTAL IMPRESSIONS
IN 2021

\$1.13 MILLION
INVESTED IN AIS PREVENTION
& MANAGEMENT

OVER 2.3 BILLION IMPRESSIONS
SINCE 2006

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or find us online: CleanDrainDry.org