



# National Invasive Species Outreach and Education

*Celebrating 10 Years!*



# CLEAN. DRAIN. DRY.

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# EXECUTIVE SUMMARY

For 10 years, Wildlife Forever's coalition of partners have engaged anglers, boaters, hunters and all recreational users to stop the spread of invasive species (IS). During that time, many new and innovative marketing concepts have been used to broaden education of the general outdoor public. This includes targeted marketing using television (first with Silent Invaders, then followed by Nature Warriors), Public Service Announcements (PSA) & DVDs, radio ads, highway billboards, airport dioramas, targeted print ads and products for engaging hands-on public outreach and education. Through this national award winning collaborative, nearly **Two Billion** audited impressions have changed behavior by instilling a Clean Drain Dry conservation ethic.

Creative and consistent marketing efforts focus on the Best Management Practices (BMP) of Clean Drain Dry. Through this unique partnership, the skills, knowledge and leveraged resources of each member, advance and lead the national **Clean Drain Dry Initiative™**. Concise, action based messages are the key focus of direct engagement allowing the public to understand, learn and follow the simple message. Today, the **Clean Drain Dry Initiative** leads America as the "big tent" approach for invasive species outreach and education.

Last year Wildlife Forever hired an independent consultant to research and identify invasive species public outreach messaging. The survey focused on state game and fish agency websites with the goal of identifying how, why and what the public should do to halt the spread. Research showed Clean Drain Dry messages were by far the most widely adopted

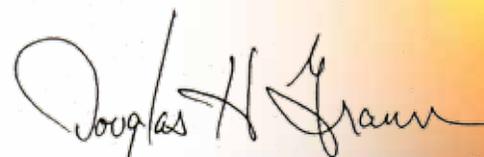
*"Wildlife Forever has been a long standing leader in conservation. Donating the trademark to enable free use and promotion will enhance invasive species outreach and education. We're proud to support these efforts."*

**Ron Regan, President  
AFWA**

prevention practices. The consistent message of Clean Drain Dry creates stewardship and community engagement. Clean Drain Dry can be used and supported with other tag lines or brands yet stands as the clear message understood by all.

To unite national outreach efforts, Wildlife Forever was pleased to register and donate the registered trademark, Clean Drain Dry, to the Association of Fish & Wildlife Agencies (AFWA) in 2015. Free of any and all license fees, everyone is encouraged to actively use the Clean Drain Dry mark at no charge, without limitations for greater use and adoption. Free public use in perpetuity was the only condition of the donation.

Keeping it simple is the key. The **Clean Drain Dry Initiative** takes a proactive outreach approach to community engagement focusing on stakeholders (local businesses, recreational users and community organizations) to unite by protecting local waters. Creating sustainability to ensure healthy and balanced natural resources, Wildlife Forever is uniquely positioned to provide continued leadership with 10-years of on the ground outreach in stopping the spread of invasive species.



President & CEO  
Wildlife Forever



# TELEVISION / TIP SEGMENTS

Television marketing is a rapidly evolving industry as more viewers utilize the internet for their primary source of entertainment and information.

Partnering with WIRED2fish, America's leading television, on-line and social media fishing content provider, the **Clean Drain Dry Initiative** incorporated public service announcements and tip segments. Aired on WIRED2fish Facebook and Lund's Ultimate Fishing Experience TV, the message was broadcast on the World Fishing Network and YouTube.



Clean Drain Dry messaging and content is a key component of the WIRED2fish platform which also premiered the Scout Media outlets. Angling tips, stories, television and a huge Facebook following of half a million followers will educate anglers and sportsmen on how-to become part of the Clean Drain Dry movement.

2016 efforts will include expanded content on multiple national television, cable and internet channels including Wild TV in Canada!



*“Invasive species impact what, where and how we fish. Changes are inevitable, but if we educate fellow anglers and get our industry to support prevention, our fishing future will be brighter.”*

**Todd Hammill, CEO  
WIRED2fish**

# YOUTH EDUCATION

Since 1999 the **State-Fish Art Contest**<sup>®</sup> teaches aquatic conservation education through the arts. The Fish On! lesson plan connects youth to invasive species awareness through the Invader Crusader Award Category providing the Making Waves curriculum for educators.

Free to all grades K-12, State-Fish Art often serves as the first educational moment for youth to learn about invasive species and how to help prevent their spread.



This past year the State-Fish Art Expo was again featured at the Forrest L. Wood Cup, the world championship of bass fishing tournament. The Contest engages thousands of youth across America plus internationally.

## INVADER CRUSADER

*"I've seen the success of Wildlife Forever's State-Fish Art program and know the value it brings to the future of the fishing industry."*

**Dave Washburn, Vice President of Operations  
FLW**



# PRODUCTS & SERVICES

The **Clean Drain Dry Initiative** provides special discounts on products and services while eliminating duplication and the all too familiar, “reinventing of the wheel”.

Our team of marketing and brand experts specialize in media buying (billboards, print ads, television, radio, gas station pump toppers, geo-fencing mobile ads and more) graphic design and strategic outreach planning.

Diverse educational tools provide partners the ability to engage the public through a variety of creative outreach tools. Highly visible outdoor and event banners, new boat ramp signage and Clean Drain Dry branded products reinforce prevention steps and serve as a reminder to take action. The NEW Clean Drain Dry *Product Catalog* showcases proven tools that work!



*“Asian carp are on the door step to many of our Great Lakes. As juvenile fish, Asian carp look very similar to shad and other baitfish so it’s critical anglers put unused bait in the trash to prevent further spread.”*

**John Navarro, Invasive Species Director  
Ohio Division of Wildlife**

# PRINT & RADIO MEDIA

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.

**Clean Drain Dry Initiative** partners have worked together for 10 years creating numerous print ads generating over **44 million impressions**, bringing invasive species awareness to the forefront of America's sportsmen and women.

Through Wildlife Forever's cost share partnerships and added value discounts a 1:1 match often makes print advertising not only targeted but highly cost effective.



Connecting hunters and anglers through radio public service announcements is another effective tool in complementing outreach campaigns. Radio ads reach a wide audience and can be targeted to user group demographics.

*“Invasive species not only directly impact our readers but also our advertisers who rely on healthy resources for tourism and outdoor recreation. Working with the Clean Drain Dry Initiative is a small commitment but big investment in our natural resources.”*

**Rob Drieslein, President**  
Outdoor News



# MOBILE / SOCIAL OUTREACH

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.

Clean Drain Dry Geo-fencing works on smart phones prompting an ad once entering a pre-determined geographical target (boat access, lake or town). The Clean Drain Dry ads pop up on screen preemptively targeting boaters, anglers and the general public, informing them to Clean Drain Dry their recreational equipment.

Coming soon will be the Clean Drain Dry mobile application. Incorporating Augmented Reality into boat access signage, the Clean Drain Dry App will create a new user experience at boat ramps and access points across the country. Opportunities include how-to tip segments, fishing and boating information, and Clean Drain Dry prevention tips.



*“Everyone is on their phone, it only makes sense to use that same technology to help raise awareness and slow the spread. This project is also a good example of collaboration across different sectors of public, private and non-profits working together to fight invasive species.”*

**Tony Brough, Invasive Species Coordinator  
Hennepin County Minnesota**



# OUTDOOR MEDIA

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.

To reinforce billboard messaging, outreach at gas stations and in convenient store restrooms, is another effective way to remind sportsmen or women on the move, to Clean Drain Dry. Cost sharing projects across the country allow partners to “pitch in”, pool funds and work together with consistent messaging that drives behavior change. Our established partner network helps streamline the outreach process delivering results.



*“Preventing the introduction of aquatic invasive species is critical for healthy lakes and communities. Educating boaters and anglers is one of the best ways to protect our water resources and ensure any new invaders don’t spread.”*

**Kim Bogenschutz, Invasive Species Coordinator  
Iowa DNR**



# RESTORATION FIELD WORK

Wildlife Forever members and partners have been working to remove and control invasive species since 2002. Today efforts focus on prairie habitat restoration and removal of non-native species. Joining efforts with the United Prairie Foundation, thousands of acres of wetland and prairie habitat have been targeted for restoration.

Using native eco-type seed mixes for high diversity and pollinator habitat, on-the-ground efforts complement the Clean Drain Dry outreach and educational commitment in conserving our natural resources for future generations.



*“The impacts of invasive species seriously threaten our resources and the economy of this great country. We’re grateful for state DNR partners, USDA Forest Service, Bureau of Land Management, National Park Service and others who contribute and match funds for on-the-ground outreach and restoration.”*

**Pat Conzemius, Conservation Director  
Wildlife Forever**

# EVENTS & EXHIBITS

At the heart of the **Clean Drain Dry Initiative** is a community focus on implementing on-the-ground strategies that educate, inform and empower citizens to take action. Through local events and public engagement, social norms are reinforced supporting behavior that protect community lakes and waters.

Year after year partners and volunteers participate with numerous youth events, professional fishing tournaments, state and county fairs, boat, sport and travel shows, plus traveling exhibits. Providing hands-on materials through one-on-one engagement makes outreach personal and aligns local, state and national education with a consistent message to Clean Drain Dry.



*“Fishing is my life, if I can help protect it by reinforcing the simple message, it’s the least I can do to ensure a resource I depend on. My truck has a cool new wrap this year and I’m proud to support Clean Drain Dry.”*

**Greg Karch, Professional Angler and Founder  
Learn 2 Fish With Us**



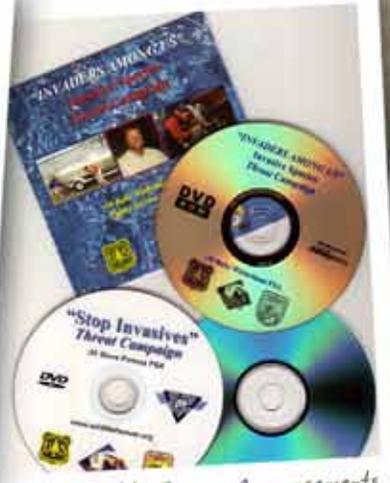
2013 Public Events



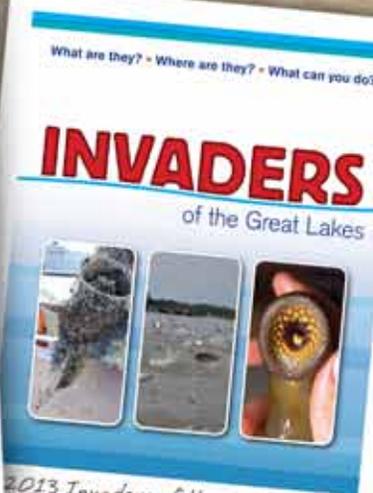
2011 BLM ads  
State GRF Publications



2011 Telly Awards  
Television Programming



2008 Public Service Announcements



2013 Invaders of the Great Lakes  
Published



2010 Carol Mortenson JS Management Award  
Minnesota

# 10 YEARS

## CLEAN DRAIN INITIATIVE™



2009 Pull the Plug  
Clean Drain Dry



2013 Bibber Design  
Clean Drain Dry



2011 Partner Award, Education & Awareness  
US Forest Service



2015 Conservation Leadership Partner of Year  
BLM & USFS



2010 National Recognition Awards



2010 SAH Award, Media Outreach  
ANSTask Force



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2011 Youth AIS Education



2013 Field work  
United Prairie Foundation