



National Invasive Species Outreach and Education



2014 Annual Report



Reaching Millions Every Year!



TABLE of CONTENTS

Executive Summary.....	Page 3
Television – <i>Nature Warriors</i>	Page 4
Youth Education.....	Page 5
Catalog & Services.....	Page 6
Print Ads & Radio.....	Page 7
Social Media.....	Page 8
Field Work.....	Page 9
Outdoor Media.....	Page 10
Events.....	Page 11
Clean Drain Dry Initiative.....	Page 12

Special thank you to campaign contributors!



Becker County • Bone Lake Association • Destination America • Clear Channel Airports
Great Lakes Boating Publication • Hubbard County COLA • Invasive Species Council of Canada
Itasca Water Legacy League • Kodiak Island Soil and Water Conservation District (KSWCD)
KQRS Radio • MN Sea Grant • Mississippi Interstate Cooperative Resource Association
NBC Sport • On Wisconsin Outdoor • Pursuit Channel • Tennessee Division of Wildlife
The Outdoor Wire • United Prairie Foundation • White Earth Nation
Wichita Mountains Wildlife Refuge • WildTV Canada



EXECUTIVE SUMMARY

Can it get any worse? Invasive species continue to infest our lakes and forests. I have heard it said: “Problems that appear muddy on a grand scale take on color and texture when you talk about waters close to home.” This is certainly true. Today invasive species are seriously threatening our public waters. Communities dependent upon healthy lakes are restricting access complete with gated boat ramps. What’s next? Sentinels standing guard at every boat ramp? What can be done to halt the invasion?

Wildlife Forever leads a nationally recognized campaign to stop the spread of aquatic invasive species (AIS) with local lake associations, state agencies and federal partners from across the nation. Thanks to partnership outreach efforts, social media and a consistent message, anglers, boaters, hunters and recreational users are protecting our lakes, streams and woods.

Through television, radio and even Facebook, the *Threat Campaign* has engaged segmented groups of citizens. These include tournament anglers, lake associations, sportsmen groups and even civic leaders. United under one theme, using the talents, skills and resources of all partners, we are changing behavior and conserving our great outdoors.

Together we have amassed the largest partnership in the nation and reached 1.7 Billion impressions targeted to the outdoor community. As for the future, Wildlife Forever believes a common, simple, consistent message is the key. In the months ahead we will launch the ***Clean Drain Dry Initiative***[™].

The ***Clean Drain Dry Initiative***[™] uses the common denominator found in outreach education to generate behavior-changing practices in recreational users that help protect natural resources from invasive species. Unifying consistent messaging of **Clean Drain Dry** creates stewardship and relevancy locally using nationally approved best management practices (BMPs). It can be used in conjunction with other tag lines or brands yet stands strong as the simple clear message understood by all.

With outdoor experience and knowledge of the market, proven outreach materials and creative marketing tools, Wildlife Forever is committed to stopping the spread of invasive species. We stand ready, willing and able to assist. Join the ***Clean Drain Dry Initiative***[™].



“Thank you for showcasing the outstanding leadership that Wildlife Forever has provided to increase grassroots awareness and action against invasive species across the Nation...”

Thomas Vilsack

Secretary United States Department of Agriculture



TELEVISION

Television is one of the most highly effective tools to reach a huge targeted audience. This past year, Wildlife Forever in partnership with *North American Hunter* television show, unveiled *Nature Warriors*, a two-minute series featured within the program. Reaching 152 million households across America, *Nature Warriors* highlights Wildlife Forever's conservation efforts and showcases a 30-second public service announcement (PSA).

Targeting waterfowl hunters, the PSA shows how easy **Clean Drain Dry** can help stop the spread of invasive species. The show aired for 26 weeks and was viewed on NBC Sports, Destination America, Pursuit Channel and WildTV in Canada.

Collaborating with Wildlife Forever, media partners donate airings of PSAs to reach millions of hunters and anglers. Over \$100,000 in cost savings spreads funds for greater impact. *North American Fisherman TV* also donated FREE commercial spots during Sunday morning primetime reaching millions of viewers.

Hunters and anglers benefit from **Clean Drain Dry** messaging and are stopping the spread.



North American
FISHERMAN
North American
HUNTER





YOUTH EDUCATION

STATE-FISH ART® CONTEST

The future of our outdoor heritage lies in the hands of today's youth. That is why Wildlife Forever has invested in building stewardship in the next generation.

The *State-Fish Art* (SFA) Contest is a K-12 education program teaching aquatic conservation through the arts and engages students to learn about fish and fishing.



A special award provides kids with additional prize opportunities by entering the "Invader Crusader" competition. While learning about invasive species, students create art that shows how AIS impacts their local waters.

INVADER CRUSADER



NORTHERN SNAKEHEAD & STRIPED BASS

"When I sat down and started to draw my fish and write my essay ... the research I conducted showed me just how important wildlife conservation was and, because my fish was an invasive species, just how dangerous invasive species can be to the environment. "

Colleen Malley - Pennsylvania Grade 11

RED LIONFISH & CHANNEL BASS

"If the red lion fish is not removed from our Coastal reefs and rigs then we may lose the native fishes and shrimp that make our marine habitat special. ... So I really thought that it was a great opportunity to make people aware of how beautiful but destructive this fish is through my art."

Erin Werner - Texas Grade 5



This past year the SFA Contest teamed up with FLW, Title Sponsor, for the annual SFA EXPO held in conjunction with the world championship of bass fishing, the FLW Cup. With 60,000 in attendance the SFA "Wall of Fame" featured 1st-Place winners from every state plus the *Invader Crusader* winner. Big stage awards and recognition with fishing rods were awarded to all the winners.

The kids catch some memories!

Learn how you can help educate youth about AIS prevention at:

www.StateFishArt.org



CATALOG & SERVICES

Wildlife Forever specializes in media buying. With in-house billboard designs, print ads for newspaper and magazines, television and radio commercials, our established corporate partners provide deep discounts and savings. We handle contracting, billing, placement and reporting. As a non-profit organization, we save time and resources passing those savings on to you.

Diverse educational tools give partners the ability to engage in public outreach and education. Banners, new boat ramp signs and many **Clean Drain Dry** branded products use repetition to reinforce prevention and serve as a reminder to take action. The *Product Catalog* showcases unique marketing tools. New items are added frequently and available to partners at discounted prices. Group buying is a win-win for everyone. Available on-line at www.CleanDrainDry.org.

Signage at water accesses have always been the #1 most effective source for AIS information. A captive audience at the ramp is a great opportunity for education. A simple, clear message is the key. **Clean Drain Dry**.

Wildlife Forever is your source for **Clean Drain Dry** outreach marketing services. We have designed and outsourced materials with trusted vendors. Let us assist your state, county or lake association.



New popular products for community outreach:

- Banners & Signs
- DVD & TV PSAs
- Handouts: key chains, buttons, decals, brushes
- Pocket Field Guides
- Brochures
- Posters

We can save you time & money!





PRINT ADS & RADIO

Magazine and newspaper ads are a great source for providing AIS information to a targeted audience. This past year, utilizing pooled resources from the U.S. Forest Service, National Park Service, Bureau of Land Management and EPA, print ads in regional and national publications showcased **Clean Drain Dry** prevention messages. Appealing to boaters, sportsmen and women, AIS prevention becomes a relevant conservation message.

Wildlife Forever has extensive experience in discounted print ads, marketing/outreach efforts and works with national media partners to negotiate deep discounts. Print ads in 2014 targeted over **9.5 million readers** in 74 publications across the country. Partner savings exceeded \$162,000 making tailored print ads to outdoor audiences very effective and cost efficient.

Working with the Bureau of Land Management and nine western state game and fish agencies, Wildlife Forever helped to secure invasive species awareness ads in hunting and fishing regulations as well as popular outdoor publications.



A full scale marketing campaign would not be complete without the use of radio ads. Targeting fall Waterfowl Hunters, two 30-second **Clean Drain Dry** commercials reached an audience of **19.5 million listeners**. Wildlife Forever and partners teamed up with 92 KQRS in Minneapolis, Minnesota, and stations throughout Wisconsin.



SOCIAL MEDIA

Times are changing. Do you remember fax machines and direct mail? What was once effective has become all but obsolete.

Today digital technology (Facebook, Twitter, Instagram...) is at the center of how society communicates, runs businesses and shares information. It is an integral means of staying connected and networking.

On Facebook, Wildlife Forever began weekly and even daily posting of AIS news, information and outreach updates. We spotlight specific invaders, interesting facts and real-time information critical to stop the spread. Engaging partners across the country, we can inform, educate and even motivate the outdoor community.

Partners in Action is a special feature highlighting active lake associations, individuals and clubs working hard in the battle to stop invasive species. By recognizing the citizens and professionals in the field doing the heavy lifting, FB shares information, provides ideas and inspires others to join the **Clean Drain Dry** movement.

It has never been easier. Facebook! Social Media! Let's get connected!





FIELD WORK

Wildlife Forever's on-the-ground, shovel ready partnership with the United Prairie Foundation is coming full circle to stopping the spread. Invasive species have inundated wetlands and drastically altered the prairie landscape across the Midwest. Foreign plants eliminate biodiversity, shift wildlife patterns and alter the natural balance of the prairie.



Through the use of heavy equipment, chainsaws and prescribed fires, Wildlife Forever is removing invasive trees and shrubs, replanting with native ecotype seeds (often hand-picked) to restore hundreds of acres of prairie. The result is productive habitat for deer, waterfowl and pollinators.

Through the use of *Minnesota's Clean Water, Land and Legacy Amendment*, restoration projects are on-going and remain an integral part of conserving our wildlife heritage.





OUTDOOR MEDIA

Highway billboards are part of the landscape and send a “Big” message to boaters, hunters and anglers headed into the great outdoors. Posted on known travel routes, billboards are often geo-targeted providing eye-catching prompts to **Clean Drain Dry**.

Research shows billboards remain highly effective in messaging AIS prevention. Outdoor marketing can often reach 1000 people for only \$1. Through fundraising and partnership support from the U.S. Forest Service, National Park Service, EPA, MN DNR and IA DNR, over 100 million impressions were reached in 2014. Using audited traffic counts and strategic placement near lakes and river access, partners can benefit from a tailored **Clean Drain Dry** message.



Working to simplify buying, we create a streamlined approach for lake associations and agencies. Group discounts are available for multiple partner buying and savings have greater reach than individual efforts alone. Wildlife Forever’s media purchasing and marketing experience often creates a 75% savings for partner funds.

Taking advantage of great graphics and targeted outreach, while keeping a consistent message to **Clean Drain Dry**, leads to increased traveler recognition. Designs can also be customized to raise awareness of specific invaders in geographic sections of the country.



EVENTS

Clean Drain Dry success happens with boots-on-the-ground and grassroots community engagement. Partners and volunteers attend countless youth events, professional fishing tournaments, state and county fairs and sporting conventions. Consistent messaging focused on Clean Drain Dry promotes a united prevention movement.



New for 2015 Join America's Top Partnership



Help Stop the Spread of Invasive Species!

**✓ CLEAN ✓ DRAIN ✓ DRY
EVERY TIME!**



www.CleanDrainDry.org

Pat Conzemius
2700 Freeway Blvd. #1000
Brooklyn Center, MN 55430
Phone: 763-253-0222
PConzemius@WildlifeForever.org

