Non-Motorized Boater Outreach

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INVASIVE SPECIES ACTION NETWORK
The Problem

Non-motorized boaters often fail to practice Clean, Drain & Dry

Many boaters are unaware that they need to stop at watercraft inspection stations
Defining the Audience

We often group all non-motorized boaters into a single group - but they do not fit in one!

anglers

paddlers

Photo courtesy of Confluence
Angler Outreach

Clean Angler

PROTECTING OUR WATERS

Stop Invasive Species - inspect, clean, dry

www.cleanangling.org
Industry Partners

Clean Angling Advisory Committee
- American Fly Fishing Trade Association
- Major companies (Simms Fishing Products, Dan Bailey’s Fly Fishing, Scientific Anglers)
- Active Retailers
- Travel company
- Trout Unlimited

Revised cleanangling.org website
Assisted in development of graphical products
STOP INVASIVE SPECIES

CLEAN. DRAIN. DRY.
No matter where you fish, make sure you fish with clean gear.

www.cleanangling.org
Magazine Advertisement

Placed in Angling Trade Magazine multiple times in 2017

Currently seeking opportunities for additional print or online placement
Hang Tags

Hang tags are attached to product by the manufacturer

Companies can also choose to use a text only hang tag

ISAN offers to work with companies to design “company specific” graphics
Online presence
Paddler Outreach

Photo courtesy of Confluence
Stickers

5 styles of stickers developed

Testing shows that all styles are popular

States invited to participate in group order
  ◦ 20,000 ordered annually by partners

Great handout and reminder
Primary Insert Card

Two-sided insert post card.

Used by manufacturers and retailers

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**CLEAN DRAIN DRY**

No matter what kind of boat you like to float, you should always: Clean, Drain, Dry.

**Clean**: Clean your boat and gear off with the water you just floated in. That means no mud, sand or invertebrate hanging before you leave the water.

**Drain**: Drain standing water out of your boat and gear. Sop up any standing water hiding in the nooks and crannies with a towel or a sponge.

**Dry**: Let the sun do its work. Your chances of spreading invasive species are much lower if everything’s dry to the touch—boat, straps and all.

**And Don’t Forget**: Stop at boat check stations. They’re there as another set of eyes to make sure your gear’s clean, so if you’ve cleaned and drained, stopping should be pretty painless.

Make sure you clean your gear before you hit your next watershed!
Vertical Ads or Hang Tags

CLEAN DRAIN DRY

Stop the spread of invasive species. All non-motorized boaters must stop at watercraft inspection stations.

PROTECT your WATERS!
cleanboater.org

STOP INVASIVE SPECIES

CLEAN, DRAIN, DRY.

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Industry Partners

Working with companies to promote the message

Paddlesports Retailer

Major Successes - 2018
- Confluence Outdoor (Dagger, Mad River, Perception, Harmony, more) – 215,000 cards per year
- Northwest River Supply – 60,000 cards per year
- Total for all partners more than 300,000

Other Partner Companies

Cataract Oars & Paddles
Pakboats
Folding Boat Co.
Sol Paddleboards
Oru Kayak
Jack's Plastic Welding
Down River Equipment
Sawyer Paddles
Stohlquist
AIRE Rafts
+ many more
Cleanboater.org
Success Presents a Problem
Google Ad Grant

Up to $10,000 per month in Google search advertising

Limited to $300 per day

Needs support and attention to achieve significant results
Moving Forward

Expand effort to work with retailers and boat swaps

Work with all permitted rivers to incorporate AIS messaging
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ISAN
INVASIVE SPECIES ACTION NETWORK

U.S. FISH & WILDLIFE SERVICE