



Clean.Drain.Dry.

2025

A cooperative educational campaign led by Grow Wild.

Introduction

The Upper Gallatin Watershed is home to some of the country's most ecologically and economically vital resources, offering essential habitat and water for fish, plants, wildlife, and the communities that live and recreate in the area.

With aquatic invaders like curly-leaf pondweed found in both the lower reaches of the Gallatin River and in nearby Hebgen Lake, and New Zealand mud snails discovered in Bozeman Creek, further introduction and spread of aquatic invasive species (AIS) could have a catastrophic effect on the health of the local watershed and the fisheries it supports.

Since 2016, Grow Wild has led the effort to promote "Clean.Drain.Dry." to prevent the spread of AIS due to human activity. We seek to reach residents and the increasing number of visitors with the clean recreation message and build upon Montana's conservation ethos, ultimately contributing to a culture of caring for our shared landscape.

**CLEAN.
DRAIN.
DRY.**
MONTANA FWP



Partners



Collaboration is core to our mission, so it's no surprise that our partners are essential to our work.

From providing funding to engaging in hands-on outreach and education, our partners allow us to continue improving and expanding our program's efficacy and reach.





Gallatin Canyon Signs

With signs placed at the entrance to the Gallatin Canyon and near Storm Castle, both locals and visitors are exposed to Clean.Drain.Dry.'s messaging during their commute on this heavily used highway.

Estimated 9,774,700 impressions over a 12-month period.

Print Media

We created and placed Clean.Drain.Dry. ads in the following media outlets—collectively reaching local, regional, and national audiences and resulting in **857,750 impressions**.



**Outside Bozeman • Cast • Bozeman Chronicle •
Explore Big Sky • Big Sky Journal • Visit Big Sky**

As part of an ongoing column in Explore Big Sky, we also published an article on clean recreation!



Promotional Items

We distributed **697 Clean.Drain.Dry. promotional items** at annual weed pulls, youth education events, partner nonprofits, farmers markets in Big Sky and Manhattan, and more.

**Dry Bags • Fish Carabiners • Stickers •
Temporary Trout Tattoos • Water Bottles •
Conservation-themed Coloring Books**

Clean.Drain.Dry. Coasters



Lockhorn Cider House



Big Sky Visitor Center



We distributed Clean.Drain.Dry. coasters with a QR code directing folks to FWP's AIS landing page. **5,655 coasters** were distributed to **42 bars, breweries, and restaurants**—from Big Sky to the Gallatin Valley. We even dropped some off at Big Sky's Visitor Center!

2040



Adults

73



Classes & Events

2486



Youth

We actively promote clean recreation practices to safeguard our waters during our events wherever possible. By educating participants and providing actionable steps, we aim to inspire a collective effort toward preserving the health and beauty of our waterways for future generations.

Education & Outreach

River Rat Outreach Campaign

River Rat:

A person who finds joy being in or around rivers and therefore makes the effort to be a responsible steward of them.



With support from the Gallatin River Task Force and the Invasive Species Action Network, we coordinated and conducted AIS outreach along the Gallatin River at these locations:

- **Moose Creek Flat Campground**
- **Storm Castle**
- **Gallatin Whitewater Festival (Lava Lake)**

Recreators were invited to learn about AIS, grab free swag, a cold, bubbly drink, and sign a pledge to always practice Clean.Drain.Dry. when recreating in the water.

Recreators placed their pledge on the kayak and added their picture to the scrapbook of fellow River Rats. Recreators were able to flip through the book and see who they knew who had made the same pledge!



**3 locations on the
Gallatin River**



**5 outreach
days from
May-June**



**50 conversations
25 pledges**

Supplies

- 1 Trusty kayak
- 1 Scrapbook
- 1 Mini printer
- Many pledge stickers



Social Media



Short video highlighting the campaign and Clean.Drain.Dry.



36,025 impressions

Social posts during and after.





Cooper's Contributions

As our designated Clean Recreation Ambassador, Cooper has been hard at work attending outreach events (when appropriate!) to spread the word about Clean.Drain.Dry. via a hand-embroidered Clean Recreation vest. He first debuted it at the Gallatin Valley Earth Day Celebration and has since joined the team at Farmers Markets, on Wildflower & Weed Hikes, and at River Rat Outreach days along the Gallatin River.

Cooper is a "working" dog, and thankfully this work includes getting lots of pets. Passersby are initially pulled in by his fluffy tail and charming personality, but what makes them stay? His heartfelt entreaty to practice Clean.Drain.Dry. every time they recreate on the water.

"What's my secret? Being too cute to ignore—and sharing my love for the wild places and waters that make Montana amazing, so we can all help protect them."

– Cooper, Clean Recreation Ambassador

