

# NISAW 2024 Public Service Announcement Templates

*You can provide a copy of this public service announcement to your local radio or television news outlet. Many outlets support nonprofits by reading the PSA on-air free of charge, or they might request a follow-up interview with you or another member of your organization. If your station charges for airtime, try seeking a sponsor to cover the cost.*

**For promoting events your local organization has planned:**

“Our friends at [your organization name] need YOU to help slow the spread of invasive species during National Invasive Species Awareness Week, February 26 – March 3, 2024.

Learn about [name two local invasive species], and [come to this volunteer event?] at [where, when], open to [who's it for?].

[Add a little history here, such as: For the past X years, [org name], based in [city, if locality is relevant], has engaged more than [x] volunteers to [what's your mission?], [accomplishing this impressive goal].

You can help them stop the spread of invasive species by visiting [organization website URL] to learn about volunteer events or make a donation.”\*

*\*Instruction to NISAW participants: If your organization does not have a website, or you want to offer a more generalized message, you may replace the last sentence with “Learn about invasive species by visiting NISAW.org.”*

**For sharing a general NISAW message:**

Your friends at [your organization name] love North America’s lands and waters and want them to remain resilient to climate change and other biological challenges. You are invited to join them during National Invasive Species Awareness Week February 26 – March 3, 2024.

The term "invasive" is used for non-native species that spread and reproduce rapidly, displace native species, and causes major disturbance to the areas in which they are present. Invasive species can cause irreversible harm to the environment and the economy, and often pose a threat to plant, animal, and human health. The good news is that solutions start at home.

By taking some basic care, you can greatly reduce the risk of spreading invasive species to the places that you love. Here’s how\*:

*\*Instruction to NISAW participants: Choose the top 3 bullet points that make sense for your local community.*

* Ask your political representatives at the state, local and national levels to support invasive species funding for prevention and management efforts.
* Clean, drain, and dry all watercraft, trailers, and equipment when boating or fishing. Comply with watercraft inspection and decontamination requirements.
* Clean hiking boots, waders, boats and trailers, off-road vehicles, and other gear in between outings.
* Avoid dumping aquariums or live bait into waterways.
* Clean your fishing equipment and don’t dump live bait.
* Buy firewood where you’ll burn it or gather on site when permitted.
* Buy forage, hay, gravel, and mulch that are certified as “weed free.”
* Take extra care when traveling, gardening, or moving plant material. Buy your plants from a reputable source and plant native species to support your local ecosystem. Avoid using invasive plant species at all costs.
* Volunteer to help remove invasive species from public lands and natural areas.