



CASE STATEMENT 2026

E M P O W E R I N G
The Management Of
I N V A S I V E S P E C I E S
Across North America
since 1994

What If...

Over thousands of years, our plant and animal communities have coevolved together into unique ecosystems. They are our irreplaceable natural heritage. In just a few years, they can be degraded and even destroyed by invasive species. But...

What if you had an opportunity to protect the landscapes you cherish, the wild forests, the open prairies, the vibrant wetlands, and the countless natural spaces that make North America so unique? What if you could play a part in preserving these precious ecosystems, ensuring they remain resilient, diverse, and beautiful for generations to come?

This opportunity is not a distant dream; it's real and within your reach. By supporting the North American Invasive Species Management Association, you can actively contribute to efforts to safeguard these treasured landscapes from the silent threats of invasive species. Through programs focused on awareness, education, and action, NAISMA empowers individuals, communities, and organizations to make a lasting impact on the health and vitality of North America's ecosystems.

Orange Hawkweed (*Hieracium aurantiacum*)





American Bullfrog (*Lithobates catesbeianus*)

“Our work at NAISMA is only possible through the dedicated support of individuals, communities, and partners who share our vision to ensure that ALL people have access to the support needed to effectively address the harms of invasive species in North America. Financial contributions fuel our programs, outreach, and partnerships, allowing us to protect ecosystems and biodiversity across the continent. Every dollar invested in NAISMA is a step towards preserving the landscapes we all cherish.”

— Christie Trifone Millhouse,
Executive Director of
NAISMA

Field Experience in Lincoln, NE



Field Experience in Saratoga Springs, NY

Our History

Established in 1994 the North American Invasive Species Management Association (NAISMA) has emerged as a pivotal force in the realm of invasive species management. Founded by a coalition of dedicated professionals, researchers, and conservationists, NAISMA has been steadfast in its commitment to addressing the escalating challenges posed by invasive species across North America. With a rich history spanning decades, our organization has played a central role in promoting awareness, fostering collaboration, and advancing effective strategies for invasive species prevention, early detection, control, and eradication.

Over the years, NAISMA has grown into a dynamic network, connecting individuals and organizations united by a shared passion for environmental stewardship. Through educational initiatives, conferences, and advocacy efforts, NAISMA continues to shape the narrative surrounding invasive species management, influencing policies and inspiring a collective commitment to safeguarding our diverse ecosystems. Today, as a leading authority in the field, NAISMA remains dedicated to building resilient landscapes and ensuring a sustainable future for all of North America.



Paradise Island



Lionfish (*Pterois volitans*)



The Mississippi River

Core Values

- Innovation and Leadership
- Diverse Partnerships on Landscape Levels
- Responsive and Results Driven
- Organizational Excellence
- Inclusivity in all Geographies
- Consistency in Standards
- Adaptability in a Changing World
- Comprehensive Engagement with the International Invasive Species Community

Zebra Mussel (*Dreissena polymorpha*)





Oak Wilt



Investing in Communities

NAISMA is dedicated to empowering millions with the knowledge, tools, and resources needed to prevent and manage invasive species. Through educational programs, community-based initiatives, and partnerships with local organizations, we invest in the resilience of North America's landscapes and biodiversity. By supporting community-driven solutions, NAISMA helps ensure that each region has the capacity to protect its unique ecosystems for generations to come.

NAISMA Members during Field Experience in Missoula, MT

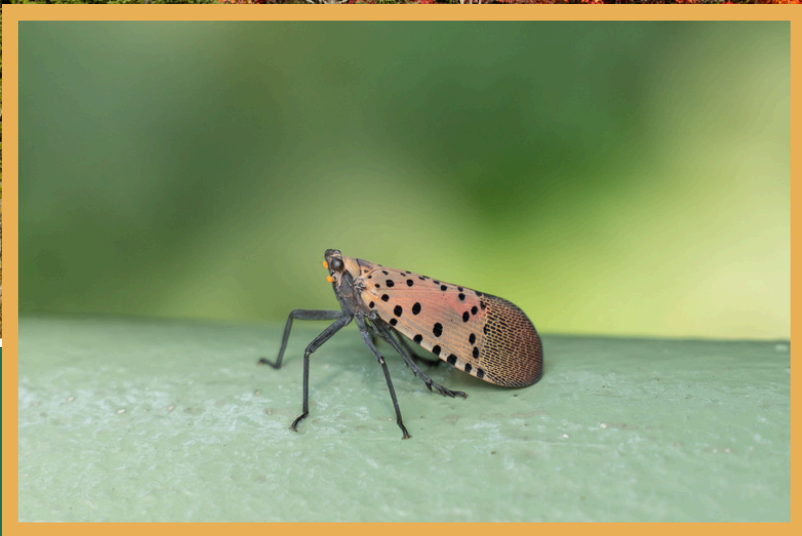


PlayCleanGo® Boot Brush Station
North Shore Land Alliance in New York





Maple Trees in Ontario Canada



Spotted Lanternfly (*Lycorma delicatula*)

Impacts

An invasive species is a non-native organism that, when introduced to a new environment, can cause harm to the environment, economy, or human health. Because invasive species have not coevolved within our ecosystems, they are not controlled by natural competition. They can dominate entire ecosystems. Invasive species exclude other species from the resources they need to survive, and some prey upon native species directly.

Ash trees are vital to North American forests, but the invasive emerald ash borer has killed tens of millions, devastating ecosystems and urban landscapes. Its larvae burrow under the bark, cutting off water and nutrients, ultimately causing tree death.



Ash Cave, Hocking Hills State Park, Ohio



Emerald Ash Borer (*Agrilus planipennis*)

Education and Prevention

Field Experience in Rochester, MN





Weed Manager in the field



NAISMA
Academy

Invasive Species cross jurisdictional boundaries and so must our efforts to stop them. This takes coordination and communication.

NAISMA's education and prevention programming provide invasive species professionals, researchers, leaders, students, outdoor recreationists, and anyone else interested in prevention and management, with the education and tools they need to prevent and manage invasive species in North America. Education programs lead by experts in the field provide opportunities for learning and collaboration and include:

- **Monthly Webinars**
- **Virtual Summits**
- **Annual Conference**
- **NAISMA Academy**
- **Special Events**



Invasive Species Eradication Efforts

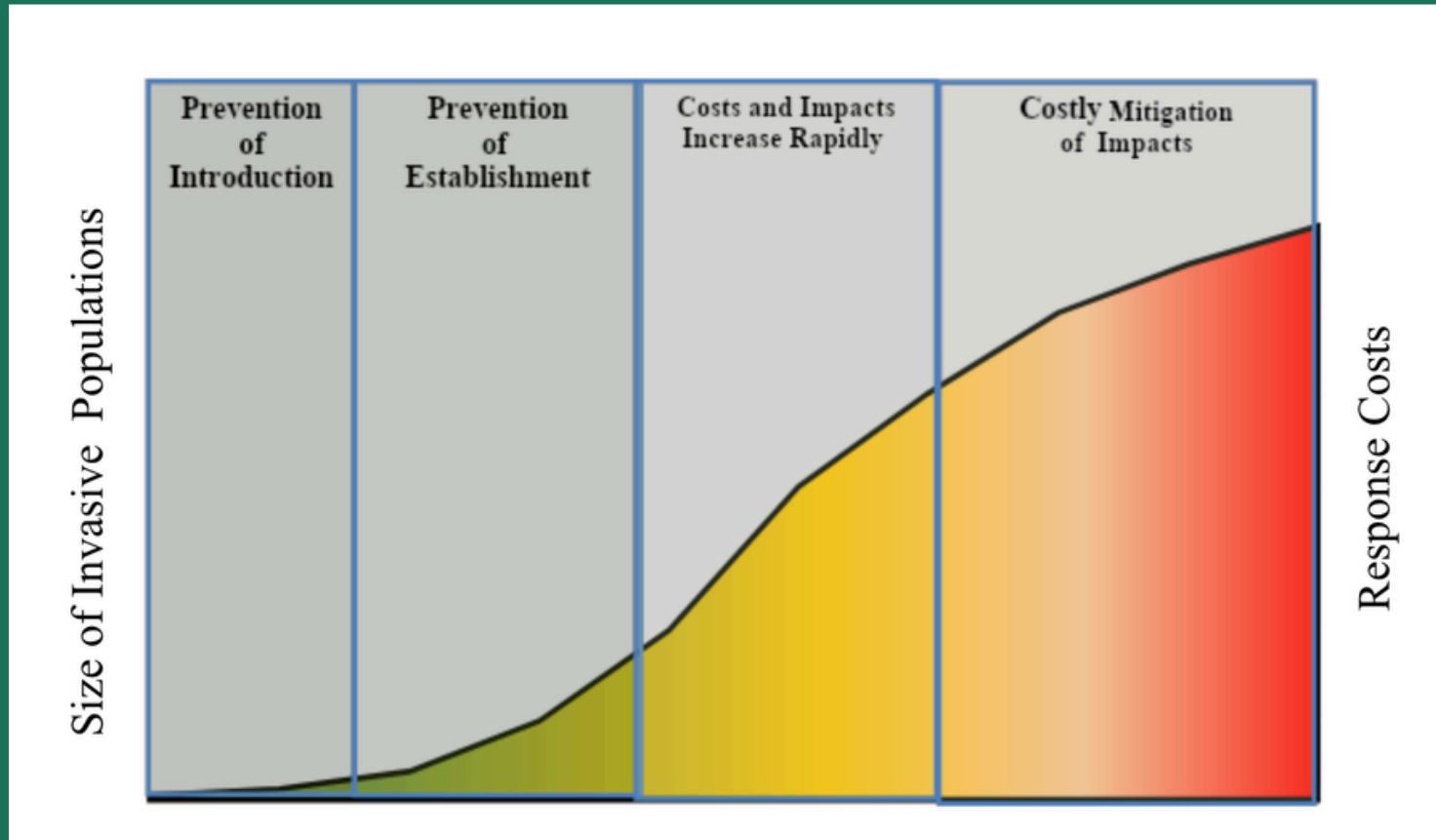
NAISMA Academy is NAISMA's exclusive asynchronous online learning library intended to provide professionals, students, and interested individuals with the knowledge and tools necessary to prevent, detect, and manage invasive species in North America. Course offerings include the most current invasive species identification courses covering the most current invasive species identification, control, and management techniques.

NAISMA's monthly webinar series covers all taxa in addition to policy topics. It is free to attend live events. Webinars are recorded and made available for paid members in an online webinar library. Summits provide an all-day experience for attendees to go more in-depth on topics such as biological control and invasive species and climate change.

Burmese pythons (*Python bivittatus*)



The Invasion Curve



NAISMA offers programming that focuses on all aspects of the invasion curve. We know firsthand the importance of having the right tools at the right time. A representation of relative invasive species population size and response costs.

Government Relations and Advocacy

Feral Hogs (*Sus scrofa*)



Big Bend National Park, Sotol Vista



NAISMA
NISAW

National Invasive Species
Awareness Week

NAISMA's Government Relations and Advocacy work includes organizing Congressional briefings, organizing virtual webinars to educate the public on invasive species concerns, publishing policy/position papers, submitting comments on federal policies, and sending letters to elected officials or agency leadership on timely actions and funding opportunities to increase capacity for invasive species prevention and management across the nation. Supported by our Legislative Committee, our government relations work is non-partisan. Invasive species impact all individuals and all industries including but not limited to: agriculture, industry, conservation/climate change, energy, environmental protection, forestry, natural resources, outdoor recreation, tourism, and water.



Common carp (*Cyprinus carpio*)

The Chattahoochee River in Georgia





Ft Myers, FL Annual Conference



The Certified Weed Free Products (WFP) program is the only program in North America that provides land managers with assurance that invasive species will not spread through the movement of forage/hay, mulch, compost, or gravel/aggregate industry products. The WFP program maintains a list of standards, provides guidelines, ensures uniform training, and coordinates participation across jurisdictions.

Many federal, provincial, state, and local lands require the use of certified weed free forage, gravel or mulch on their properties. Partnering agencies are welcome to include additional species and standards to their own programs. MOU holders are simply required to meet the minimum standards as described. The Weed Free Products standards are designed to provide some assurance to all participants that products certified through this program meet a minimum acceptable standard; to provide continuity between the various provinces and states in the program; and to limit the spread of invasive species.

Certified Weed Free Forage





**STOP INVASIVE
SPECIES IN
YOUR TRACKS.**

PlayCleanGo.org

PlayCleanGo® is a patented and branded campaign to prevent invasive species from entering recreational or other pathways in nature: hiking, boating, hunting, fishing, biking. The campaign's goal is to protect valuable natural resources while encouraging recreationists and workers in the field to enjoy the great outdoors and to remind them of their role to be stewards of the places they love and manage.

Key messaging is to (1) Play in the outdoors; (2) Clean your gear and pets before you leave; then (3) Go to your next adventure. The PlayCleanGo® campaign works tirelessly to stop invasive species from harming North America's lands and waters. Through partnerships with environmental and recreational organizations, clear messaging and community-based social outreach, we raise awareness of how and why invasive species are spread every year. To stop the spread, PlayCleanGo® and its partners provide easy, actionable information and prevention tools in the hands – or near the feet – of individuals to help everyone enjoy our beautiful natural resources responsibly.



Cowiche Canyon Conservancy Bootbrush Station in partnership with Washington Invasive Species Council.

Annual Conference

Montana Field Experience



The logo for NAISMA Conference features a stylized human figure composed of four interlocking shapes in green, orange, blue, and green, with a small green circle above the head. To the right of the logo, the word "NAISMA" is written in a bold, green, sans-serif font, and the word "Conference" is written in a larger, green, sans-serif font below it.

NAISMA Conference

"The level of networking and interaction with other professionals in similar fields is unmatched and [I] would definitely recommend everyone to attend." - Lucas Casias

Each year, NAISMA's Annual Conference brings together professionals, researchers, and advocates from across

North America to tackle the complex challenges of invasive species management.



Minnesota Field Experience

Funding plays a crucial role in making this event impactful by supporting expert-led sessions, networking opportunities, and field experiences. Thanks to contributions from our community, we can keep registration costs accessible, expand our programming, and bring in leading voices who share innovative strategies and research. This funding not only enhances the conference itself but strengthens the ongoing work of NAISMA members and partners in preserving and protecting our precious ecosystems year-round.

Building Continental Advocates

NAISMA's Premier Partner Program offers organizations and corporations the highest level of year-round visibility and recognition across all of NAISMA's programs.

PLATINUM PARTNERS



GOLD PARTNERS



SILVER PARTNERS



BRONZE PARTNERS

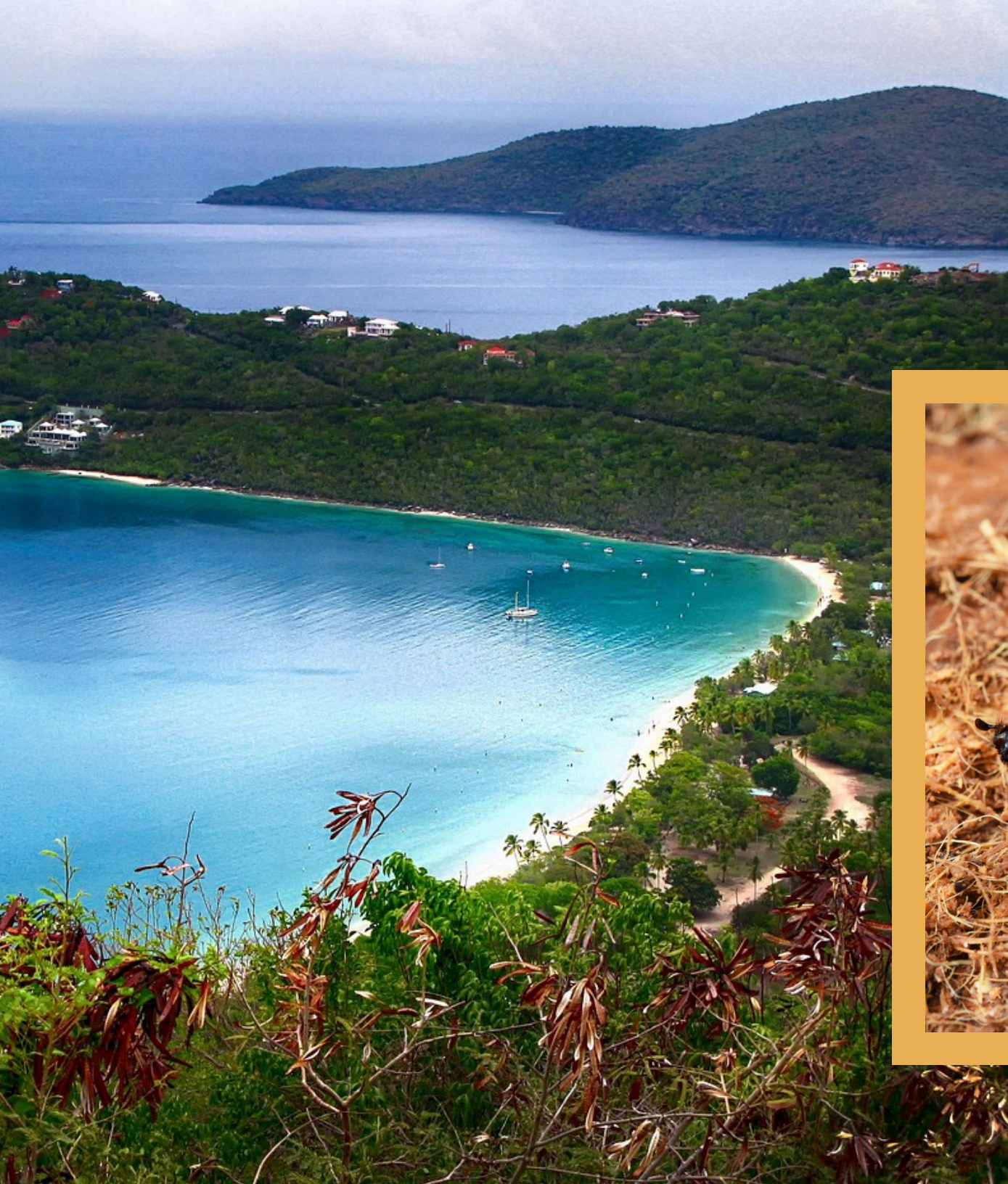


NAISMA PARTNERS



SUPPORTING AGENCIES AND FOUNDATIONS





Caribbean Islands



Coconut Rhinoceros Beetle (*Oryctes rhinoceros*)

Urgency of Now

Invasive species continue to pose some of the most immediate and complex threats to North America's ecosystems, biodiversity, and economies. From rapidly spreading plants like cogongrass to destructive pests like the invasive carp, each invasive species introduces unique challenges that require targeted management. Funding for these critical initiatives allows NAISMA and its partners to implement rapid response strategies, advance biocontrol research, and support local prevention efforts. With urgent support, we can equip communities and land managers with the tools and knowledge needed to protect North America's most vulnerable landscapes and native species.

Great Smokey Mountain National Park



Joro Spider (*Trichonephila clavata*)





Investing in Our Future

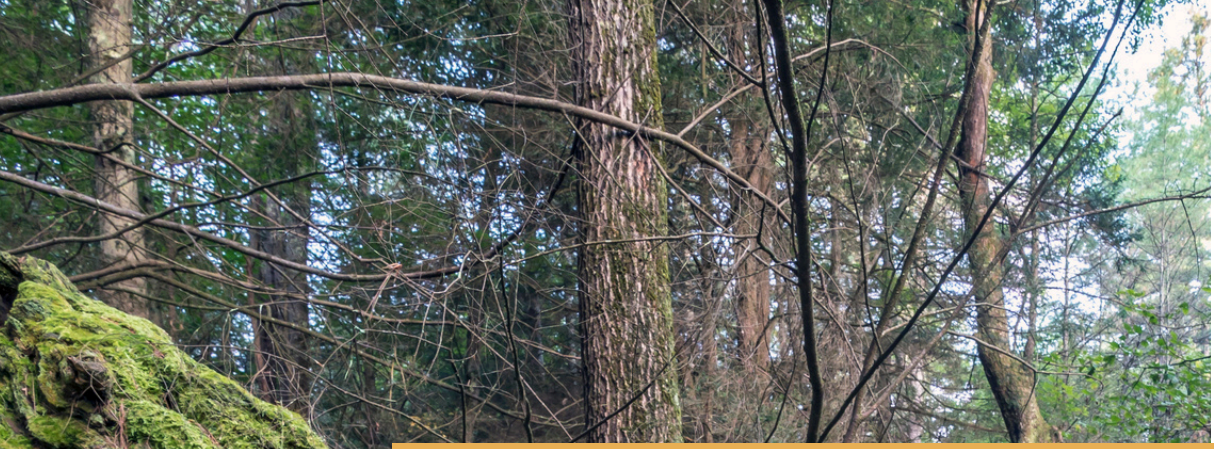
Organizations and individuals can Steward Our Mission for Future Generations by supporting NAISMA through planned giving and other legacy gifts. These contributions provide essential resources for our programs, enabling us to combat invasive species and protect North America's landscapes for generations. Below are several ways to steward NAISMA's mission through thoughtful giving options:

- **Estate Giving/Bequests:** Including NAISMA in your will or trust allows you to designate a portion of your estate to support our initiatives, leaving a legacy that helps safeguard biodiversity.
- **Life Insurance Gifts:** Naming NAISMA as a beneficiary on your life insurance policy is a simple and meaningful way to support our mission beyond your lifetime.
- **IRA Rollovers:** Direct transfers from your IRA to NAISMA (available for donors age 70½ or older) are a tax-efficient way to contribute while reducing your taxable income.
- **Real Estate Gifts:** Donating real estate, such as homes, land, or commercial property, provides valuable support to NAISMA, enabling us to expand our impact on conservation.
- **Planned Giving:** Tailoring a giving strategy that fits your financial goals while supporting NAISMA's long-term work can include any combination of the above options.
- **Grant Funding:** Partner with NAISMA through grant funding to help us expand our programs and tackle the urgent challenges of invasive species management across North America.

Whether through a bequest, IRA rollover, or a gift of real estate, your support makes a difference. Together, we can build a future where North America's natural landscapes are free from the threat of invasive species.

Through NAISMA's mission we can all ensure that our cherished landscapes remain resilient, thriving, and rich in native biodiversity. Together, we can empower invasive species management in North America.





European Starling (*Sturnus vulgaris*)



Forest in Upstate New York, Sullivan County

Imagine North America's most cherished landscapes: our forests, prairies, wetlands, and waterways—disappearing under the relentless advance of invasive species. When invasive plants, animals, and pathogens spread unchecked, they overwhelm native ecosystems, pushing out native plants and animals and fundamentally altering the landscapes we rely on for clean water, recreation, and biodiversity. Without effective management, these treasured places face permanent transformation or loss.

NAISMA's work in invasive species management is critical to preserving these landscapes for future generations. With your support, we can continue to protect North America's ecosystems, ensuring that these cherished environments remain resilient, thriving, and rich in native biodiversity.

It's Our Turn

Invasive species are spreading rapidly, threatening our forests, wetlands, grasslands, and waterways. Their unchecked growth puts biodiversity, water quality, agriculture, and recreation at risk. Now more than ever, we need collective action to protect our ecosystems. You can be part of the solution; follow NAISMA on social media to stay informed, share our mission, and help amplify the importance of invasive species management. Your engagement helps spread awareness, build community, and inspire action.

Together, we can safeguard native species, restore balance to our natural landscapes, and ensure a thriving environment for future generations.

Follow, share, and support us today because protecting what matters starts with showing up.

Facebook: @NAISMAorg

Instagram: @naismaorg

Twitter: @naisma



Your Donation is Tax Deductible
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naisma.org