**ALPHA DOG RUNNING CLUB**

* **WHY ALPHA** ***– Being that Staunton is the home of the Bulldogs and Terriers, we found it fitting that we parallel the goals of the club metaphorically with that of the canine world. The “alpha”, whether Male or Female, is deemed the “leader of the pack”, and is sought after because of their wisdom, experience, work ethic, and ability to lead others!***
* **VISION (What does it look like?)**
	+ Alpha Dog Running Club (ADRC) is a focused and passionate effort to create a community in which running and the health benefits of running become ingrained in the culture. From the young toddler learning his or her first strides, through the competitive high school athlete, and all the way to the seasoned senior runner, the project hinges on the ideals, challenges, and rewards that all ages can enjoy with a lifestyle that involves running.
* **MISSION (Why are we here?)**
	+ The mission of Alpha Dog Running Club is to create a fun, health-conscious, and competitive atmosphere for Staunton students and the community as a whole. ADRC also strives to provide leadership and service opportunities for its members through training, character development, and volunteerism.
* **GOALS (What do we want to do?)**
	+ Create a positive running and leadership culture throughout the school district.
	+ Expose youngsters to the benefits of a healthy lifestyle through the medium of running.
	+ Engage community members who are not currently being reached by the district.
	+ Bring together students, staff, and the community in a fun and healthy cause while increasing the mental, physical, and social well-being of ADRC members.
	+ Increase the knowledge base of ADRC members regarding training methods, dietary needs, etc.
	+ Have the biggest (number of runners) and the best (competitive success) high school and junior high cross country and track programs of any school of similar size in the area.
	+ Establish ADRC apparel as an established and sought-after brand.
* **OBJECTIVES (What specifically will help us reach our goals?)**
	+ Apply for Kids Run the Nation (available August-October 2016) and/or U.S. Department of Education grants (due May 20, 2016).
	+ Establish an annual Alpha Dog Running Club 5K/10K race.
	+ Establish an annual K-6th grade “Friday Night Tykes” track meet.
	+ Implement a junior high cross country program.
	+ Hire an assistant high school cross country coach who would also direct the aforementioned junior high program.
	+ Reach out to potential volunteers who will help with event planning.
	+ Reach out to potential community members, organizations, and other sponsors who will help with fundraising.
	+ Promote the club to students, staff, and the community through appropriate marketing activities.
	+ Create, organize, and manage an ADRC website to promote the ideals and events, as well as provide resources for the club and community regarding training, diet, upcoming running programs/camps, etc.
	+ Create an Alpha Dog Running Club activity account through the district office.