



Paws4Fun Agility 2015 Business Plan

Vision (*What are we building?*)

Paws4Fun Agility promotes the recreational and competitive sport of canine agility through training, teaching, demonstrations, fun matches, social events and Agility Association of Canada (AAC) sanctioned trials; to encourage responsible dog ownership and safe participation; and to educate the public on the sport of agility.

Mission (*Why do we exist?*)

Paws4Fun Agility provides all dogs with agility activities, in a fun, safe and positive learning environment to strengthen the bond between handler and dog.

Objectives (*What will we measure?*)

- Attract new members to increase membership enrolment at about 75 members
- Hold four K9Kup trials, a Training Open House and two weekend AAC sanctioned trials
- Participate in demonstrations in the community
- Offer several free social events to members and their dogs
- Provide at least one training session per week at each of the Foundation 1 and 2, Intermediate, Starters, Advanced and Masters levels

Strategies (*What will make us successful over time?*)

- Build/attract membership base by promotion, advertising and organization
- Increase performance by offering diverse teaching and training programs, fun matches and trials, increasing frequency and marketing
- Encourage, engage and educate junior handlers by offering junior handler training classes
- Attract/retain volunteer base by membership, marketing and flexible programs
- Improve the teaching and training program by exploring new techniques through instructor attendance at seminars and clinics

Action Plans (*What is the work to be done?*)

- Update the Board Orientation Manual, Financial Procedures Manual and an Operations Manual by 10/15
- Prioritize expenditures to purchase equipment, power supply, etc.
- Conduct demonstrations in the community; Canada Day, Christmas Parade & other events
- Host four K9Kups, one Training Open House and two AAC sanctioned trials
- Produce an equipment book to list all equipment details and when it was AAC inspected
- Distribute a membership information kit to increase advertizing
- Have a membership and/or training drive to attract new members and students