Presidential Fitness School Innovation Challenge

Informational Webinar

October 27, 2026 | 2:00 PM ET



Welcome & Introductions

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Today's Agenda

01 Welcome & Introductions

02 Challenge Background and Overview

03 Which Track is Right for You?

04 Preparing Your Submission

05 How to Register and Submit

06 Resources

07 Questions and Answers

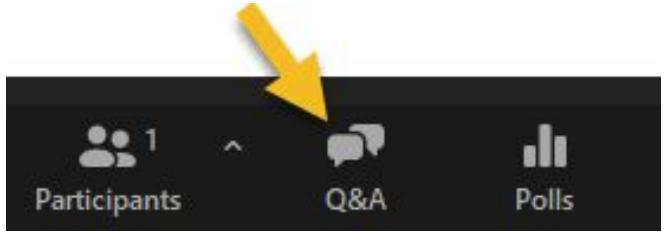
Live Q&A Session

We welcome your questions and feedback during and after today's presentation.

01 During the Webinar

Submit via the Webinar Q&A Section

Attendees can submit questions directly through the built-in Q&A feature on your screen at any time during the presentation.

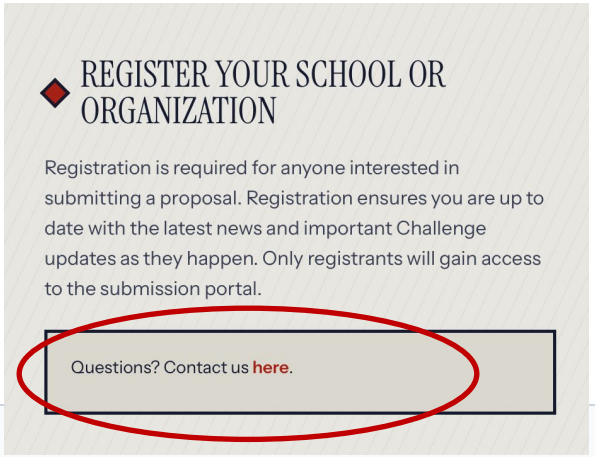


02 After the Webinar

Contact Us via fitness.gov

Visit our online contact form:

fitness.gov/contact-us/



A recording of the webinar will be shared on the Fitness.gov website.

Introducing the Presidential Fitness School Innovation Challenge

We’re inviting schools, districts, and youth-serving organizations to design and execute creative, repeatable models that inspire student participation, teamwork, and enthusiasm for the Presidential Fitness Test (PFT).



Challenge Background

PFT History & Revival

Established 1960s: Promotes youth fitness through Presidential recognition.

Re-established 2025: Renewed via Executive Order to improve national youth health.

3 Fitness Measures

Cardiovascular endurance

Upper-body strength

Core strength

PFT Implementation

Visibility & Reach: Elevate youth fitness within schools nationwide.

Resources: Protocols and implementation resources on **www.fitness.gov**.

Standardization: Official PFT standards and recognition for participants.

Challenge Structure & Prize Tracks

$10,000,000 TOTAL AWARDS AVAILABLE

TRACK 1: PFT Implementation & Innovation

EVIDENCE-BASED PROGRAMMING & SUSTAINABILITY

$7M
TOTAL AWARDS

$20,000 – $1M
AWARD RANGE

TRACK 2: PFT Participation & Equipment

DIRECT EQUIPMENT & RECOGNITION SUPPORT

$3M
TOTAL AWARDS (REDEMPTION CODES)

$1,000 – $5,000
REDEMPTION VALUE RANGE

Participants may submit to both tracks independently based on population reach and organizational capacity.

Track 1: PFT Implementation & Innovation

EVIDENCE-BASED PROGRAMMING & SUSTAINABILITY — $7,000,000 PRIZE POOL

Track Overview & Eligibility

Recognizes **schools, districts, local and state education agencies, and youth-serving organizations** with effective and sustainable PFT models.

Key Highlights:

- **Prizes:** Direct cash funding for winning organizations.
- **Approach:** Integrate PFT into existing programs or new models.
- **Evidence:** Active PFT implementation with student groups.
- **Sustainability:** Clear plan for scaling or replication.
- **Outcomes:** Proven impact via metrics or participant counts.

Track 1: PFT Implementation & Innovation

EVIDENCE-BASED PROGRAMMING & SUSTAINABILITY — $7,000,000 PRIZE POOL

Prize Structure Tiers

Tier	Student Reach	Est. Prizes	Prize Amount	Total
Tier 1: Local	< 1,000 students	~ 100	**$20,000**	$2M
Tier 2: Mid-Sized	1,000 - 10,000	~ 30	**$100,000**	$3M
Tier 3: Large	> 10,000 students	~ 2	**$500,000**	$1M
Tier 3: Grand	> 10,000 students	~ 1	**$1,000,000**	$1M

$7,000,000 Total Awards

Track 2: PFT Participation & Equipment

DIRECT EQUIPMENT & RECOGNITION SUPPORT — $3,000,000 PRIZE POOL

Track Overview & Requirements

For **schools, districts, local and state education agencies and youth-serving organizations** administering the PFT.

Key Highlights:

- **Prizes:** Store credit for *usgames.com* to purchase equipment & student recognition items
- **Focus:** Positive PFT experience & physical activity participation
- **Impact:** Enhanced infrastructure for school-based physical activity and fitness

Track 2: PFT Participation & Equipment

DIRECT EQUIPMENT & RECOGNITION SUPPORT — $3,000,000 PRIZE POOL

Prize Structure Tiers

Tier	Student Reach	Est. Prizes	Store Credit	Total
Tier 1: Small	< 500 students	~ 1,000	**$1,000**	$1M
Tier 2: Mid-Sized	500 - 1,000	~ 500	**$3,000**	$1.5M
Tier 3: Large	> 1,000 students	~ 100	**$5,000**	$500,000

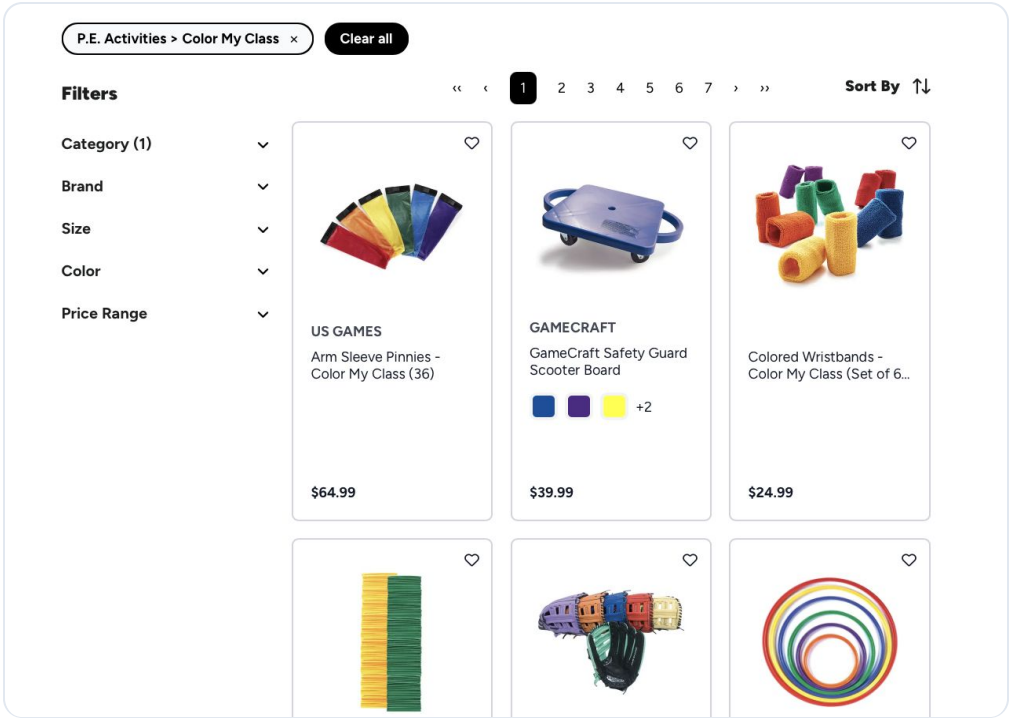
$3,000,000 Total Awards

Track 2: Equipment & Recognition Redemption

DIRECT EQUIPMENT & RECOGNITION SUPPORT — STORE CREDIT REDEMPTION AT USGAMES.COM

PE & Classroom Equipment

Redeem for fitness gear, balls, scooters, cones & PE supplies.



Student Participation & Recognition Awards

Motivate students with official medals, ribbons, drawstring bags & recognition items.





Track 2 Prize Pool: $3,000,000 total in store credit awards (~1,600 recipient schools & orgs across Tiers 1–3)

Track 2: Equipment & Recognition Redemption

DIRECT EQUIPMENT & RECOGNITION SUPPORT — STORE CREDIT REDEMPTION AT USGAMES.COM



Shop at US Games

Where to Redeem Store Credit

Redemption Portal

https://www.usgames.com/m/programs/presidential-fitness/

Simple Checkout

Apply your redemption code easily during online checkout at purchase

Code Expiration

Store credit awards are valid through **12/31/2027**

Wide Selection

Redeemable across all PE Equipment, Classroom Supplies, and Student Awards

Track 2 Prize Pool: $3,000,000 total in store credit awards (~1,600 recipient schools & orgs across Tiers 1–3)

Which Track Is Right for You?

Track 1: Implementation & Innovation

- **Demonstrate:** Implemented PFT, reach, outcomes & lessons learned
- **Prize:** Direct Cash Awards ($20K – $1M)
- **Submission:** Evidence-based narrative (up to 11 pages total)
- **Emphasis:** Implementation, evidence, learning & expansion

Track 2: Participation & Equipment

- **Demonstrate:** Student participation & equipment deployment plan
- **Prize:** Store Credit ($1,000 – $5,000) at usgames.com
- **Submission:** Participation narrative (up to 4 pages total)
- **Emphasis:** Student participation & practical equipment use

Eligible organizations may enter both tracks – submissions must independently satisfy each track's criteria.

Track 1: Preparing Your Submission

PFT IMPLEMENTATION & INNOVATION — WRITTEN SUBMISSION GUIDELINES (MAX 11 PAGES)

Submission Requirements

1. **Cover Page (1 Page Max)**
2. **Implementation Narrative Structure (Up to 10 Pages)**
3. **Reach Verification (Required)**

Required Formatting

Format: PDF upload, English only, standard Letter size (8.5" x 11"). Minimum 11-pt font (9-pt for tables/charts).

Tip: Use clear section headings, concise bullet points, tables, and visual displays to organize your narrative.

Track 1: Cover Page

- Length: 1 Page Maximum
- Project Title & Organization Name
- Entrant Type & Contact Info
- Population, Tier & Required Terms Agreement Statement

Track 1: Implementation Narrative

Structure: Up to 10 Pages

1. Implementation
2. Participation & Student Experience
3. Evidence, Results & Learning
4. Replicability & Sustainability
5. Innovation & Usefulness

Track 1: Population or Reach Verification (Required)*

Required Documentation

- **K-12 Schools**: School ID & Enrollment
- **School districts, and local or state education agencies:** documented student reach
- **Youth-serving Organizations:** Enrollment/Impact Record

* Verification documents excluded from page limit.

Track 2: Preparing Your Submission

PFT IMPLEMENTATION & INNOVATION — WRITTEN SUBMISSION GUIDELINES (MAX 4 PAGES)

Submission Requirements

1. **Cover Page (1 Page Max)**
2. **Participation & Equipment Narrative Structure (Up to 3 Pages)**
3. **Reach Verification (Required)**

Required Formatting

Format: PDF upload, English only, standard Letter size (8.5" x 11"). Minimum 11-pt font (9-pt for tables/charts).

Tip: Use clear section headings, concise bullet points, tables, and visual displays to organize your narrative.

Track 2: Cover Page

- Length: 1 Page Maximum
- Project Title & Organization Name
- Entrant Type & Contact Info
- Population, Tier & Required Terms Agreement Statement

Track 2: Participation & Equipment Narrative

Structure: Up to 3 Pages

1. How You Made the PFT Encouraging
2. Equipment
3. How You Will Keep Students Engaged

Track 2: Population or Reach Verification (Required)*

Required Documentation

- **K-12 Schools**: School ID & Enrollment
- **School districts, and local or state education agencies:** documented student reach
- **Youth-serving Organizations:** Enrollment/Impact Record

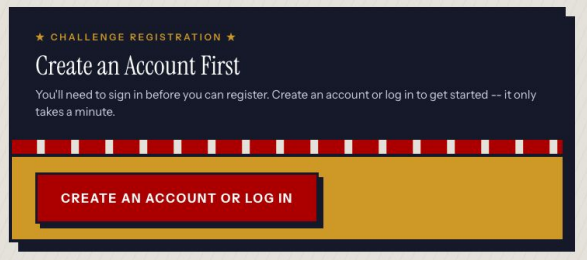
* Verification docs excluded from page limit.

How to Register & Submit

You must register an account and log in to access forms on fitness.gov. Below are the required steps.

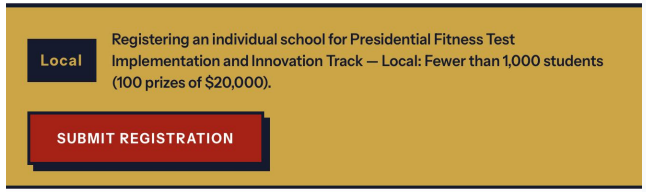
01 Create Account

All entrants must create an official account and log in to access the submission portal.



02 Complete Registration Form

All entrants must complete the registration form for eligibility and compliance purposes.



03 Upload Your Submission

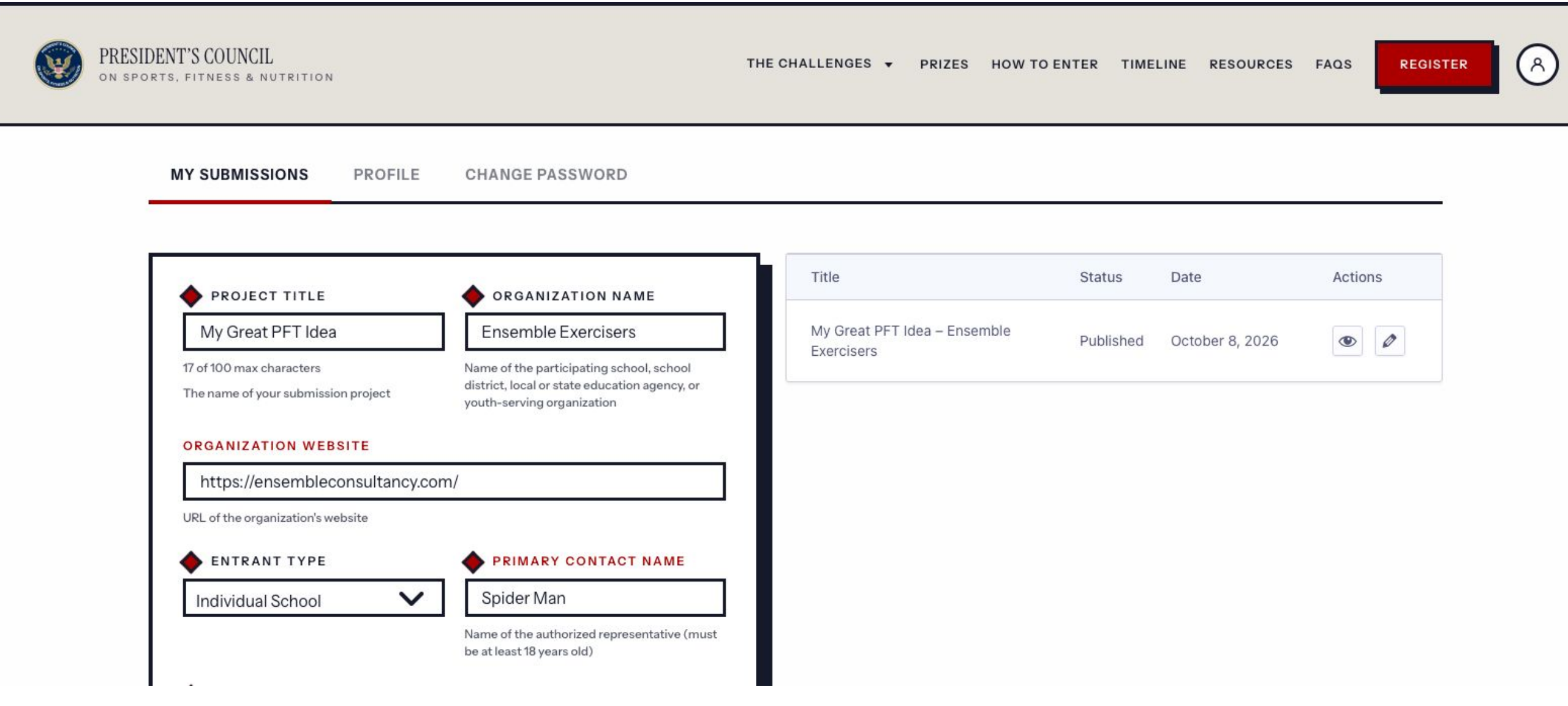
Log in and click on the Member Portal Icon.



Complete your submission form no later than 5pm ET on February 5, 2027.

03 Upload Your Submission

On the ‘My Submissions’ Tab, you can upload your submission, save, edit, update, and lock your submission.



Challenge Timeline

Fall 2026
October 1, 2026

Challenge Launch & Submission Portal Opens

Fall 2026
October 27, 2026 2 PM ET

Informational Webinar

We are here

Fall 2026
November 17, 2026 2 PM ET

Informational Webinar #2

Winter 2027
February 5, 2027 5 PM ET

Submission Deadline

Spring 2027
Dates To Be Announced

Announcement of Winners

Important Reminder: Submission Deadline

Key target date for the Presidential Fitness School Innovation Challenge.

February 5, 2027

5:00 PM ET

Official Submission Deadline

All final submissions must be uploaded through the official challenge portal prior to the deadline. Late submissions will not be reviewed or considered.

Ensure your team completes registration and system verification early to avoid technical delays.

Prepare your organization to submit solutions and make a lasting impact on youth physical fitness nationwide.

Presidential Fitness Test Resources on fitness.gov

Explore tools, protocols, and materials organized by category to support your PFT implementation.

01 Planning for the PFT

Find tools and guidance to help plan testing logistics, select assessments, and manage students efficiently across your school or organization.

VIEW RESOURCES →

02 Administering the PFT

Find step-by-step protocols for all components of the Presidential Fitness Test, as well as at-a-glance station cards and scorecards.

VIEW RESOURCES →

03 Accessibility & Adaptations

Explore guidance for adapting the Presidential Fitness Test to meet diverse student needs and support participation for every student.

VIEW RESOURCES →

04 Engaging Students & Families

Support family engagement and student motivation through materials that explain fitness testing, encourage goal setting, and make results clear.

VIEW RESOURCES →

Access free downloadable guides, printables, and instructional videos for all Presidential Fitness Test tracks.

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01 Planning for the PFT

Find tools and guidance to help plan testing logistics, select assessments, and manage students efficiently across your school or organization.

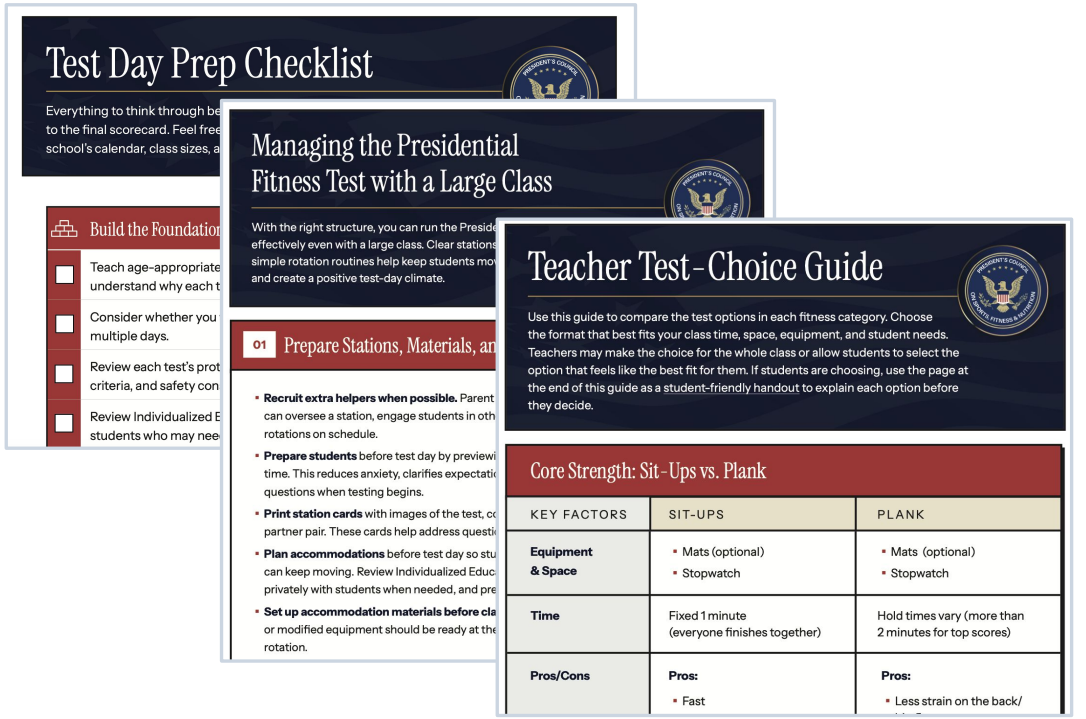
DOWNLOADABLE RESOURCES

- Preparation Checklist
- Teacher Test Choice
- Large Class Facilitator Tips

BEST PRACTICES FOR POSITIVE TESTING EXPERIENCES

VIEW RESOURCES →

RESOURCE EXAMPLES: A LIBRARY OF OPTIONS



Checklists • decision guides • protocols • scorecards • student tools

Presidential Fitness Test Resources on fitness.gov

Explore tools, protocols, and materials organized by category to support your PFT implementation.

02 Administering the PFT

Find step-by-step protocols for all components of the Presidential Fitness Test, as well as at-a-glance station cards and scorecards.

DOWNLOADABLE RESOURCES

- Test Protocols & Guides
- Station Cards
- Scorecards

VIEW RESOURCES →

RESOURCE EXAMPLES: TEST PROTOCOLS



Presidential Fitness Test Resources on fitness.gov

Explore tools, protocols, and materials organized by category to support your PFT implementation.

03 Accessibility & Adaptations

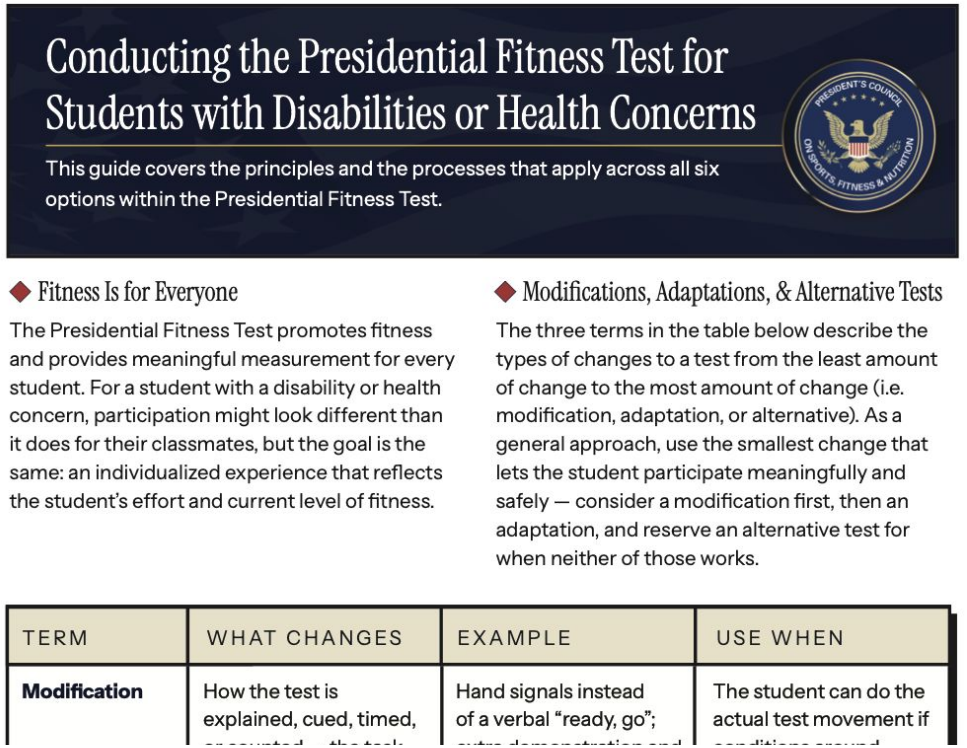
Explore guidance for adapting the Presidential Fitness Test to meet diverse student needs and support participation for every student.

DOWNLOADABLE RESOURCES

- **Disabilities and Adaptations Guide** – A practical guide for safely and meaningfully including students with disabilities or health concerns in the PFT.

VIEW RESOURCES →

RESOURCE EXAMPLE: DISABILITIES & ADAPTATIONS GUIDE



Conducting the Presidential Fitness Test for Students with Disabilities or Health Concerns

This guide covers the principles and the processes that apply across all six options within the Presidential Fitness Test.

◆ Fitness Is for Everyone

The Presidential Fitness Test promotes fitness and provides meaningful measurement for every student. For a student with a disability or health concern, participation might look different than it does for their classmates, but the goal is the same: an individualized experience that reflects the student's effort and current level of fitness.

◆ Modifications, Adaptations, & Alternative Tests

The three terms in the table below describe the types of changes to a test from the least amount of change to the most amount of change (i.e. modification, adaptation, or alternative). As a general approach, use the smallest change that lets the student participate meaningfully and safely — consider a modification first, then an adaptation, and reserve an alternative test for when neither of those works.

TERM	WHAT CHANGES	EXAMPLE	USE WHEN
Modification	How the test is explained, cued, timed,	Hand signals instead of a verbal "ready, go";	The student can do the actual test movement if

Presidential Fitness Test Resources on fitness.gov

Explore tools, protocols, and materials organized by category to support your PFT implementation.

04 Engaging Students & Families

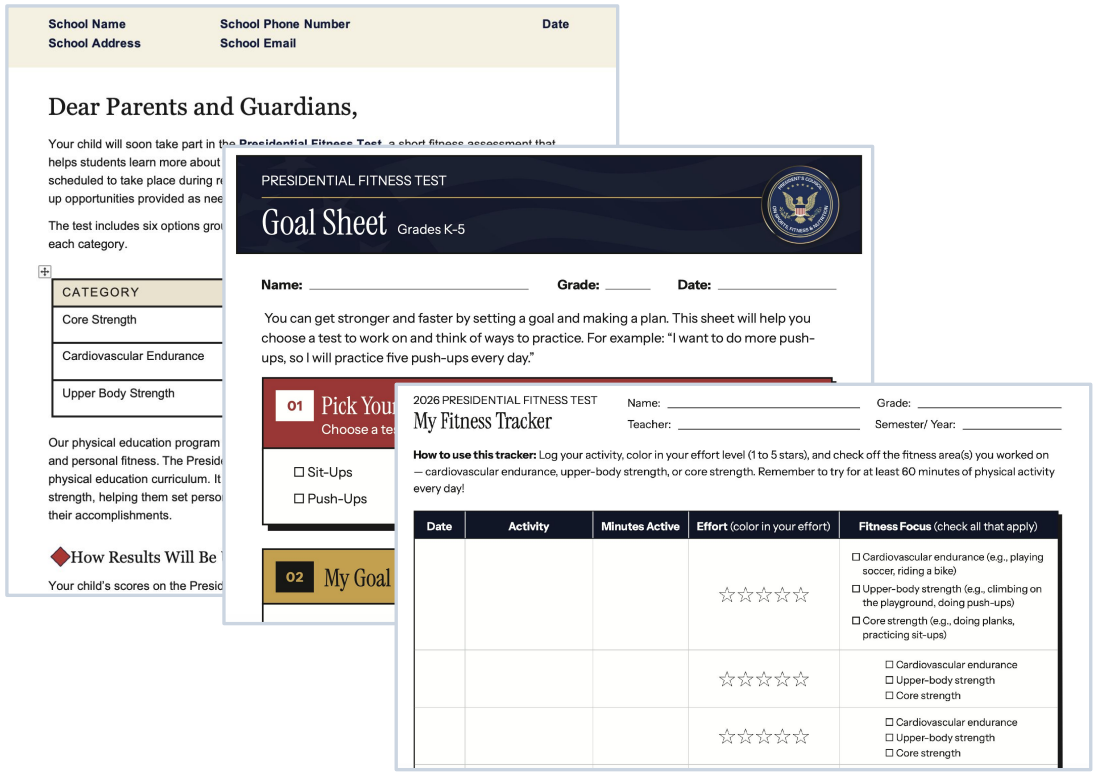
Support family engagement and student motivation through materials that explain fitness testing, encourage goal setting, and make results clear.

DOWNLOADABLE RESOURCES

- Parent letters
- Student Goal Setting
- Fitness Tracker

VIEW RESOURCES →

RESOURCE EXAMPLES: STUDENT & FAMILY TOOLS



Parent letters • goal sheets • fitness trackers

Coming Soon: Curriculum & Educator Training Challenge

An upcoming $2.5M FAR-based competitive procurement to acquire solutions for nationwide deployment.

01 Challenge Overview

- **Competitive Challenge:** Solutions for nationwide deployment.
- **Educator Training:** Professional development.
- **Instructional Curricula:** Preschool to Grade 12.
- **Goal:** Freely available nationwide resources.

02 Impact & Key Details

- **Focus:** Safe PFT implementation & physical activity.
- **Total Prize Pool:** **$2.5M**

03 Timeline & Next Steps

- **Stay Informed:** Sign up for updates at Fitness.gov

Prepare your organization to deliver transformative PFT curriculum and educator training nationwide.

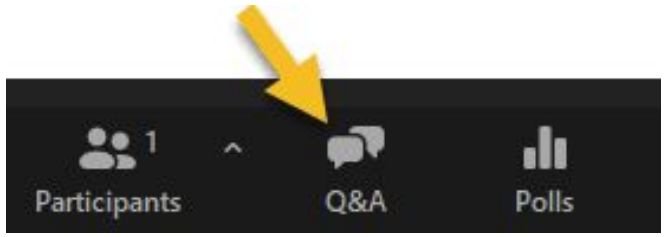
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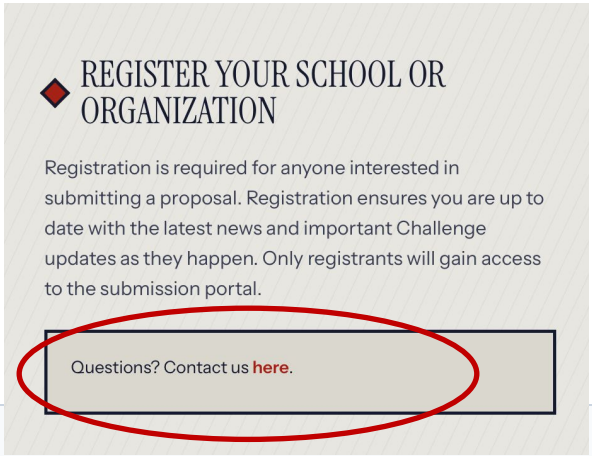


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Thank You for Joining Us!

Take the next steps to get involved and make a lasting impact on youth physical fitness.

01 Explore Fitness.gov

Discover Resources & Guidance

Access comprehensive tools, protocols, and materials designed to support physical fitness education and testing implementation in your school or community.

Visit Fitness.gov →

02 Register for the Challenge

Join the Innovation Challenge

Prepare your organization to submit to the School Innovation Challenge. Sign up today to receive updates and submission portal alerts.

Register & Stay Informed →

Together, let's inspire the next generation toward lifelong health and fitness.