Presidential Fitness School Innovation Challenge

Informational Webinar

November 17, 2026 | 2:00 PM ET



Welcome & Introductions

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Today's Agenda

01 Welcome & Introductions

02 Challenge Background and Overview

03 Challenge Tracks

04 Evaluation Criteria

05 Help Get the Word Out

06 Q&A Series

07 Questions and Answers

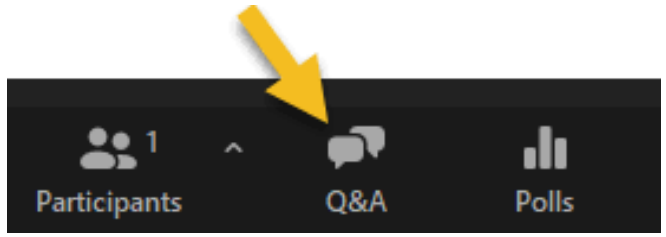
Live Q&A Session

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

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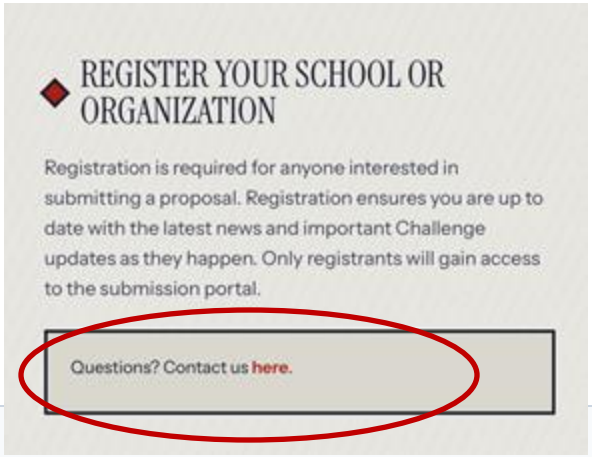


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A recording of the webinar will be shared on the Fitness.gov website.

Presidential Fitness School Innovation Challenge Overview

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.

Updated 2012: Shift in focus to health-related fitness.

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

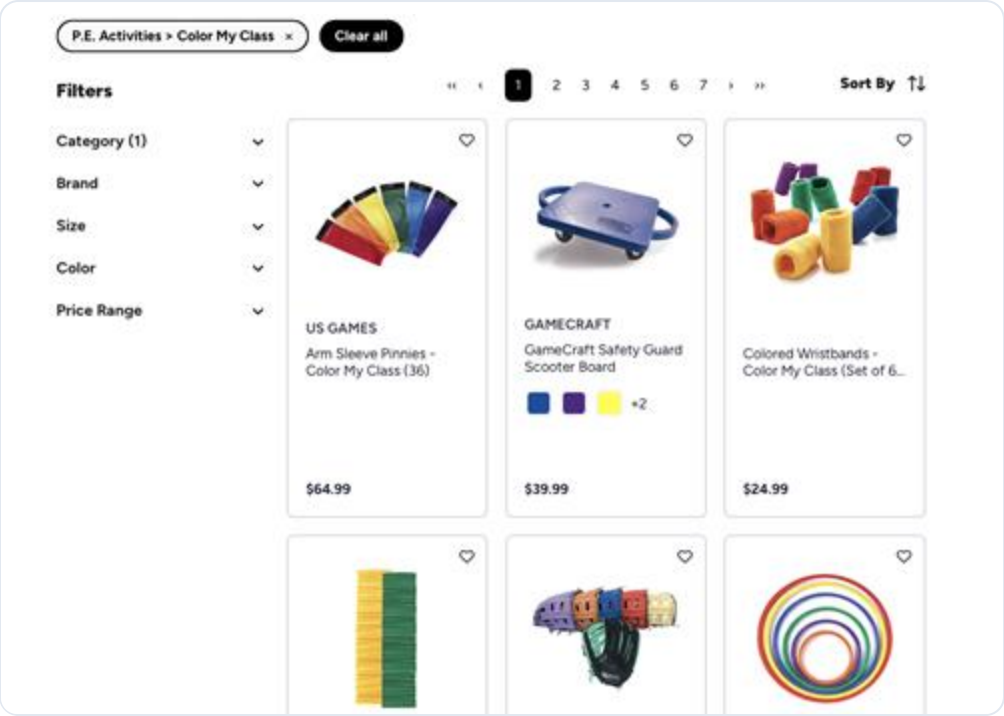
$3,000,000 Total Awards

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)

Track Overview - Two Ways to Win

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.

Maximize Your Impact — Apply for Both Tracks!

TRACK 1 **Cash Prizes ($20K – $1M)**

Implementation & Innovation

- Build comprehensive physical fitness testing programs
- Showcase student reach
- Scale long-term outcomes

TRACK 2 **Equipment Awards ($1K – $5K)**

Participation & Equipment

Equip with needed gear to motivate and award students

- School PE classes and classrooms
- Youth Programs

+ Compete for Both Cash & Equipment Awards

Short, Separate Submissions Required

A distinct narrative is required for each track. Submitting the exact same narrative twice will NOT meet eligibility requirements.

Must Meet Track-Specific Criteria

While dual application is encouraged, each submission must independently satisfy its track's unique evaluation criteria.

Evaluation Criteria - Overview

STAGE 1 Administrative Review

1. Eligibility

✓ Eligible organization type
✓ Recognized standing & U.S. presence
✓ Authorized representative, age 18+

2. Submission Compliance

✓ Registered & submitted by deadline
✓ Complete, properly formatted submission
✓ Correct prize track and tier
✓ Required student population/reach verification

STAGE 2 Merit Review & Selection

1. Expert Panel Scoring
2. Comprehensive Evaluation
3. Final Selection Approval
4. Verification & Award Finalization

Track 1 Scoring Criteria & Evaluation

Reviewers evaluate Track 1 submissions out of 100 total points.

TRACK 1: PFT Implementation & Innovation

CRITERION	POINTS	WHAT REVIEWERS WILL LOOK FOR
Implementation	25	Demonstrated PFT implementation with students
Participation & Student Experience	20	Student reach, effort, & personal growth
Evidence, Results & Learning	25	Evidence of outcomes & key learnings
Replicability & Sustainability	20	Plan for sustainability & expansion
Innovation & Usefulness	10	Unique solutions addressing PFT challenges

Track 2 Scoring Criteria & Evaluation

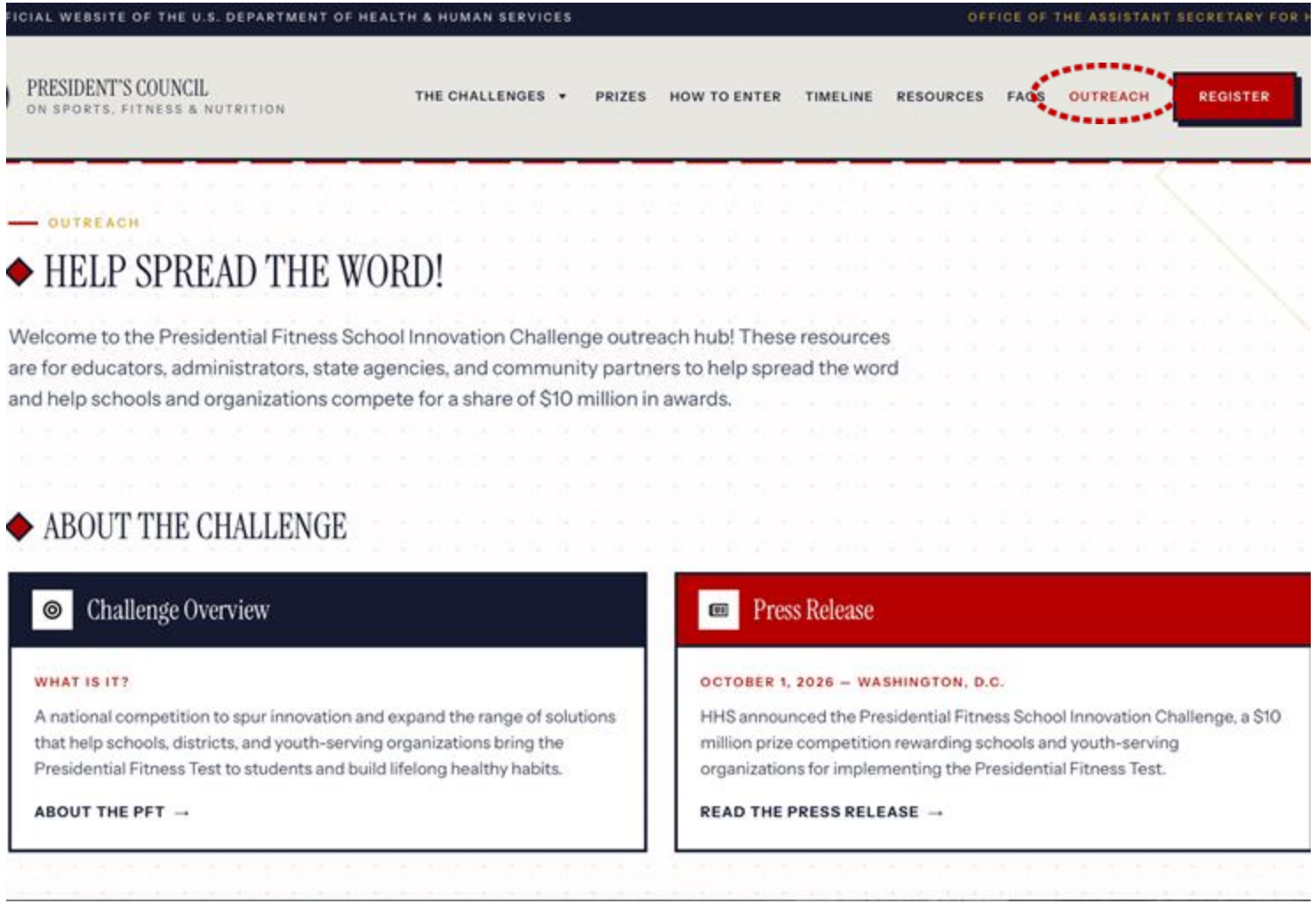
Reviewers evaluate Track 2 submissions out of 100 total points.

TRACK 2: Participation & Equipment

CRITERION	POINTS	WHAT REVIEWERS WILL LOOK FOR
Encouragement & Student Experience	**50**	Positive focus celebrating effort & removing barriers
Equipment Use	**35**	Practical plan for sports & fitness equipment
Continued Engagement	**15**	Strategy for ongoing activity post-PFT

Help Spread the Word: Challenge Outreach

Encourage districts, schools, and partners to share these promotional resources.



AVAILABLE PROMOTIONAL RESOURCES

Press Release

Official announcement detailing the $10M challenge to share with local media and community networks.

One-Page Promotional Flyer

Print-ready overview designed for distribution to school administrators, P.E. teachers, and staff.

Newsletter Blurbs

Ready-to-use text snippets for district newsletters, emails, and partner communications.

Challenge Timeline

Fall 2026
October 1, 2026

Challenge Launch & Submission Portal Opens

Fall 2026
October 27, 2026
2 PM ET
Informational Webinar

Fall 2026
November 17, 2026
2 PM ET
Informational Webinar #2

★ **We are here**

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.

General Information / Eligibility

Frequently Asked Questions (FAQ)

01 Do we need to have a brand-new program to enter?

02 Who is eligible to submit an application for the challenge? / Who is eligible to participate in the challenge?

03 Can an organization that receives other federal funding such as funds from RHTP participate in the Challenge?

04 Can youth-serving organizations affiliated with colleges or universities, or organizations operating within schools, apply?

Challenge Tracks / Prizes & Awards

Frequently Asked Questions (FAQ)

01 Can a school or youth serving organization submit to both tracks? / Can a team/lead submit more than one submission?

02 How is the student population or participant reach used to determine a prize tier?

03 What conditions apply to receiving and using Challenge prizes?

Registration and submission requirements

Frequently Asked Questions (FAQ)

01 Is there a deadline to register?

02 Should applicants submit early or use the available time to gather additional implementation evidence?

03 What is the page limit for the final submission?

04 What documentation must applicants provide to verify student population or participant reach?

05 Must an innovation be fully implemented before submission, or may an entry include future plans?

Presidential Fitness Test

Frequently Asked Questions (FAQ)

01 What is the Presidential Fitness Test?

02 What does the test measure?

03 What do “Presidential,” “National,” and “Participation” achievement categories mean?

04 Where can educators find more guidance or materials?

05 When must the Presidential Fitness Test (PFT) be administered, and is preparation to do the PFT alone sufficient?

06 Are both pre-test and post-test completion required for a Challenge submission?

07 Can the Presidential Fitness Test be incorporated into an existing fitness program or supplemented with other assessments and activities?

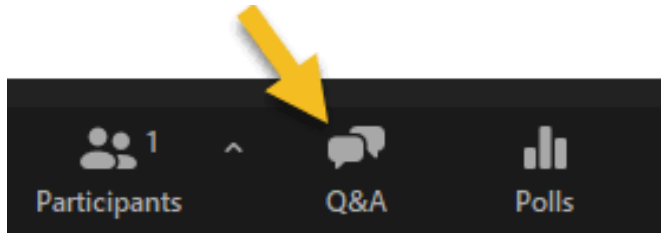
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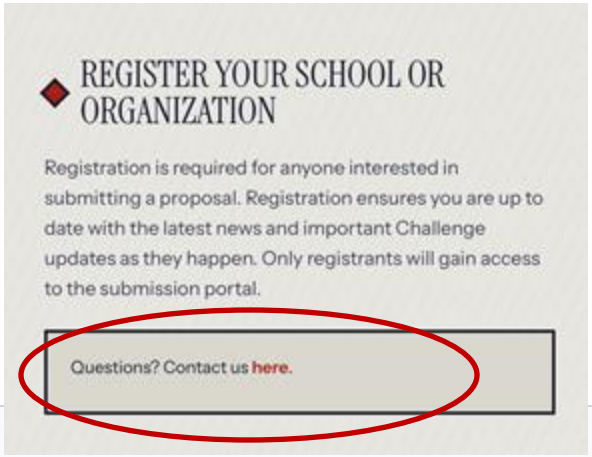


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Presidential Fitness Test Resources on fitness.gov

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.

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.