



# 2009 National President's Challenge

National President's  
Challenge:  
Be Active Your Way!

May 1 - July 24

Registration: May 1 - May 29  
at [www.presidentschallenge.org](http://www.presidentschallenge.org)

"Taking the  
President's  
Challenge helped  
our students learn  
that making  
physical activity  
a regular part  
of everyday life  
can be fun and  
rewarding."

*Crystal Gibson, PE Teacher*  
Martin Luther King Jr. Middle School  
Charlotte, NC

## NATIONAL PRESIDENT'S CHALLENGE TIPS FOR SCHOOL ORGANIZERS

Congratulations on rising to the challenge for a healthier America! Here are some tips to help you get others at your school involved and keep them participating.

- **Assign a program coordinator to register and administer the challenge.**

Choose a coordinator who is:

- Organized
- Energetic
- A good communicator
- A good example to others

- **Enter all participants into the system ahead of time.**

You'll want to start with a level playing field. If you get everyone into the system before it's time to start logging minutes of activity, everyone will start on the same page. Be sure all participants know your group number before sign-up.

- **Set up team competitions.**

A friendly competition is a great way to motivate people. Set up competitions between groups that are likely to want to compete:

- Class vs. class
- Sport vs. sport
- Faculty vs. students
- Be creative!

- **Challenge other schools to compete.**

Crushed by your cross-town rivals at the Homecoming game? Take the Challenge to them and rebuild your school's pride. Remember, anyone aged 6 and older can participate, so a middle school can challenge a high school, or a grade school can challenge a college. Use your imagination and make it fun!

- **Communicate.**

Your team will be more successful if you keep them informed:

- Download the Partner Kit and adapt for your audience.
- Provide weekly updates and reminders as well as ideas on how to stay active.
- Start a newsletter to track progress.
- Set aside space on a bulletin board to recognize participants and track progress.

- **Provide incentives for individuals and teams.**

The order center ([www.presidentschallenge.org/order\\_center/index.aspx](http://www.presidentschallenge.org/order_center/index.aspx)) has everything you need:

- T-shirts
- Sport packs
- Medals
- More!

You can also offer your own incentives.

- Profile your top participants by displaying their photos in your trophy case.
- Honor top participants in your school newspaper or website.
- Find local sponsors to provide extra incentives.

For assistance with the Challenge call: 1-800-258-8146