Project Sleep’s SLEEP IN Participant Guide

We can’t wait to SLEEP IN with you!
This guide will prepare you to participate.

What is the SLEEP IN?
On the weekend of March 6-8, 2015, Project Sleep invites you to join the first-ever international SLEEP IN (#SleepIn) to raise awareness about sleep health and sleep disorders during National Sleep Awareness Week. Challenge yourself to stay in bed for 12-48 hours and ask your friends and family to sponsor your SLEEP IN to benefit Project Sleep.

Why participate?
Are you sleep-walking through life? Nearly 70 percent of adults report insufficient sleep or rest at least once a month and nearly 70 percent of high school adolescents sleep less than the recommended 8-9 hours a night. An estimated 50 to 70 million Americans chronically suffer from a sleep or circadian disorder.

Sleep is the misunderstood and often-overlooked pillar of health. Sleepiness is NOT laziness. By participating in Project Sleep’s SLEEP IN, we are waking up the world to the importance and power of sleep.

Who can participate?
Anyone can participate. Whether you are sleepy teen, person with a sleep disorder, supporter, sleep professional or sleep enthusiast, your SLEEP IN matters. Use your voice, and bed, to shine light on the night.

What does it cost?
It’s FREE to register and participate, but we encourage you to make the first donation on your own fundraising page to inspire your friends and family to support your page. Once your fundraising page is set up, email your friends and family to challenge them to donate or participate too. See sample fundraising message on pg. 5.
What will I do in bed all day?
Make posters, invite friends and the local media to join you, post photos (#SleepIn @Project_Sleep), join our twitter and video events, take a nap, do yoga, catch up on reality TV, read a book. Take another nap. Rest, relax and have fun!

Project Sleep will be in bed all weekend, flooding social media and connecting with participants around the world via twitter chats and google hangouts (#SleepIn @Project_Sleep). Plus, Kendall Patrick and the Headless Bettys will perform for SLEEP IN participants via Google Hangout on Sunday!

Can I get out of bed?
Yes, of course, please get out of bed to eat, stretch, use the restroom, etc. Have fun incorporating the SLEEP IN theme into your weekend in a way that makes sense for you, your health and your family’s schedule. This is supposed to be a fun opportunity to reflect on sleep, not a health hazard or prison sentence.

How long should I participate in the SLEEP IN?
Consider pledging to participate at least 12 hours, but longer participation is encouraged. We know life is busy, make your SLEEP IN make sense for you.

Example SLEEP IN schedules:
12 hours - Friday 10pm – Saturday 10am
18 hours - Friday 10pm – Saturday 2pm
24 hours – Saturday 12noon – Sunday 12noon
36 hours – Friday 10pm – Sunday 10am
48 hours – Friday 10pm – Sunday 10pm

Saturday or Sunday?
On Saturday March 7th, SLEEP IN to celebrate National Narcolepsy Day/“Suddenly Sleepy Saturday”. Or join us on Sunday March 8th - after losing an hour of sleep due to the daylight savings time change.
Exclusive SLEEP IN Concert:
On Sunday, March 8th, Kendall Patrick and the Headless Bettys will be performing via Google Hangout in a special performance for SLEEP IN participants. The band is supported by their manager Ciro DiRuocco, who is a person with narcolepsy. For more information: www.KendallPatrick.com.

Why fundraise?
Some people run or walk to raise funds, but why not receive support and encouragement to SLEEP IN? Funds raised support Project Sleep is a 501(c)(3) nonprofit organization dedicated to raising awareness about sleep health and sleep disorders. See sample fundraising message on pg. 5.

Who organizes the SLEEP IN?
The SLEEP IN is an international awareness and fundraising event of Project Sleep. By inviting participants to stay in bed, the SLEEP IN offers a relaxing and restorative alternative to events that require participants to expend energy to participate. Connecting people via twitter and video chats, the SLEEP IN aims to empower sleep advocates across the globe.
Got SLEEP SPIRIT?

If you like arts, crafts and costumes, GO CRAZY! Make a fort, decorate your bedroom with posters and dream-catchers. Wear fun pajamas. **Flood social media - #sleepin and @project_sleep.**

**Fun Taglines for posters and social media:**

- Let’s make peace with sleep!
- Sleepiness is NOT laziness.
- Love your body, get more sleep.
- Sleep in and speak out for sleep health.
- I #SLEEPIN for ________ (your sleep disorder).
- Give sleep a chance!
- Celebrate sleep by… sleeping in!
- Do not disturb, #SLEEPIN in progress.
- Stand up Lay down for sleep!
- Join our international movement!
- #SLEEPIN for sleep health & sleep disorders.
- Start school later! Kids need sleep too.
- Sleep disorders are real.
- #SLEEPIN for Suddenly Sleepy Saturday!
- Sleep matters.
- Sleep: the other 1/3rd of life.
- I #SLEEPIN to support my ________(child/spouse/friend)
Sample Fundraising Message:

Dear Mom,

To celebrate National Sleep Awareness Week, I’ve pledged to stay in bed for ___ hours, as part of Project Sleep’s international SLEEP IN. Here’s the link to learn more & donate: http://www.crowdrise.com/sleepin

This is so important to me because ______ (I have a sleep disorder, our teens need more sleep, I love sleep).

“Sleeping in” is often considered lazy. We are constantly fighting sleep, so on March 6-8, 2015, we are taking to our beds to MAKE PEACE WITH SLEEP.

I challenge you to participate or sponsor an hour of my sleep in! Donations are tax-deductible, benefitting Project Sleep, a 501(c)(3) non-profit organization dedicated to making sleep cool.

Thank you so much for supporting my SLEEP IN.
Do Not Disturb

in progress!

Brought to your bedroom by:

project sleep