



Project Sleep's SLEEP IN 2017 Participant Guide

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

What is the Sleep In 2017?

On the weekend of March 10-12, 2017, Project Sleep invites you to join the third annual international Sleep In (#SleepIn2017) to raise awareness about sleep health and sleep disorders during National Sleep Awareness Week. Register at www.crowdrise.com/sleepin2017 and challenge yourself to stay in bed for 12-48 hours. Ask your friends and family to join or sponsor you 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. Almost 70 percent of high school adolescents are not getting enough sleep. An estimated 50 to 70 million Americans chronically suffer from sleep or circadian disorders.

Sleep is the misunderstood and often-overlooked pillar of health. **Sleepiness is NOT laziness.** By participating in Project Sleep's Sleep In 2017, we are waking up the world to the importance and power of sleep.

Who can participate?

Calling on sleep-loving humans *and* pets! Whether you are sleepy teen, person with a sleep disorder, supporter, sleep professional, or sleep enthusiast – your Sleep In matters. Use your voice, and your bed, to shine light on the night.

What does it cost?

It's FREE to register at <http://www.crowdrise.com/sleepin2017>, however **we encourage you to make the first donation** on your fundraising page to inspire your supporters. Once your fundraising page is set up, email your friends and family to challenge them to participate or donate. Sample fundraising message on page 7.



What will I do in bed all day?

Make posters, invite friends and the local media to join you, post photos (#SleepIn2017 @Project_Sleep), join our twitter & video events, take a nap, do yoga, 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 Facebook, Twitter, Instagram and video events. Plus, **DJ Fe** will close out the weekend with the **REM Dance Party** on Sunday!

Sleep In 2017 - Schedule of Events:

Friday 3/10/17 @ Your Bedtime – **InstaSleepIn**

Saturday 3/11/17 @ 12noon ET – **Live Broadcast w/ Julie Flygare**

Saturday 3/11/17 @ 5pm ET – **Twitter Chat**

Sunday 3/12/17 @ 7pm ET – **REM Dance Party w/ DJ Fe**

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 2017 make sense for you.

Example Sleep In 2017 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 11th, Sleep In to celebrate National Narcolepsy Day/"Suddenly Sleepy Saturday". Or join us on Sunday March 12th - after losing an hour of sleep due to daylight savings time change.

Exclusive REM Dance Party:

On Sunday, March 12th at 7:00 p.m. ET, Project Sleep will broadcast the REM Dance Party with DJ Fe via Facebook Live for Sleep In participants.



DJ Fe is one of the hottest DJ's out of the Hudson Valley, New York area and a person with narcolepsy. She was diagnosed with the disorder in 2013 and as a result, was forced to retire from both her military career & civilian career as an automotive technician. This led her back to her first love & hobby, music. Fe has always loved music & since a young age has been mixing and blending all styles and genres.

After her diagnosis, she decided to give DJing a try as a career. The nighttime, short hours & energetic environment, along with her love of music, all seem to work well for her while living with narcolepsy. Fe first got involved with Project Sleep's Sleep In two years ago and is excited to be the featured performance for Sleep In 2017!

Connect with DJ Fe:

Facebook: www.facebook.com/Theoneandonlydjfe/

Instagram: [@theoneandonlydjfe](https://www.instagram.com/theoneandonlydjfe)

Twitter: [OfficialDJFe](https://twitter.com/OfficialDJFe)

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, a 501(c)(3) nonprofit organization dedicated to raising awareness about sleep health and sleep disorders. See sample fundraising message on pg. 7.



What do the funds support?

Funds raised will provide critical support for Project Sleep's current programming (including the Jack & Julie Narcolepsy Scholarship and NARCOLEPSY: NOT ALONE campaign) and help us to expand our efforts in the future to reach even more sleepy people. Project Sleep is a SMALL non-profit, so your contributions make a HUGE impact. *Thank you!*

Who hosts the Sleep In 2017?

Project Sleep is the 501(c)(3) non-profit organization organizing and hosting the third annual Sleep In 2017 as an international sleep awareness and fundraising event. By inviting participants to stay in bed, this event offers a relaxing and restorative alternative to events that require expending precious energy. Connecting people via twitter and video chats, Sleep In 2017 aims to empower sleep advocates across the globe.

Prizes? Really?

Yes, there will be very special prizes in three categories:

- **Top Sleep Spirit** – for enthusiastic social media participation before and during the event.
- **Top Fundraising** – for raising funds via www.crowdrise.com/sleepin2017.
- **Top Media Gurus** – for successfully securing local and national media attention discussing the Sleep In 2017 before and during the event.

Winners in each category will receive a Sleep In prize pack!

Connect with us:

www.project-sleep.com

www.facebook.com/ProjectSleepAwareness

Twitter: [@Project_Sleep](https://twitter.com/Project_Sleep)

Instagram: [@Project_Sleep](https://www.instagram.com/Project_Sleep)

Official Event Hashtag: #SleepIn2017

Questions? Email us at info@project-sleep.com.



Got SLEEP SPIRIT?

If you like arts, crafts and costumes, GO CRAZY! Make a fort, decorate your bedroom with posters and giant dream-catchers. Wear fun pajamas. Flood social media – tag **#SleepIn2017** and **@Project_Sleep** so we can find you!

Fun Taglines for posters and social media:

- Let's make peace with sleep!
- Waking up the world to sleep... one snooze at a time!
- 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, #SLEEPIN2017 in progress.
- ~~Stand up~~ Lay down for sleep!
- Join our international movement!
- #SLEEPIN2017 for sleep health & sleep disorders.
- Start school later! Kids need sleep too.
- Sleep disorders are real.
- #SLEEPIN2017 for Suddenly Sleepy Saturday!
- Sleep matters.
- Sleep: the other 1/3rd of life.
- I #SLEEPIN to support my _____ (child/spouse/friend)
- The SNUGGLE is real.
- Will you SLEEP IN with me?
- Sweet dreams are made of Zzz's!



- If you love me, let me sleep.
- I love to fiesta... and by fiesta I mean siesta.
- Eat, sleep, nap, repeat.
- Dear naps, I'm sorry I didn't like you as a kid.
- Dream big. Sleep in.
- We double-dare you to sleep in!
- Did you know? Narcolepsy is not a joke, it's a real neurological disorder affecting 1 in 2,000 people.
- Did you know? Narcolepsy affects 3 million people worldwide.
- Did you know? Narcolepsy affects kids too.
- Did you know? People with narcolepsy do NOT sleep all the time.
- You are not alone with narcolepsy. I understand. <3
- I #SLEEPIN for _____ (insert sleep disorder).
- I love someone with _____ (insert sleep disorder). Happy Sleep Week!
- Will you Sleep In with me? Join the international movements.
- Did you know? Narcolepsy is more than sleepiness, including complex terrifying symptoms.
- Struggle with sleep? We understand. #SleepIn2017 @Project_Sleep
- Raising awareness, one dream at a time! #SleepIn2017 @Project_Sleep



New! Shareable Graphics for Social Media
Download Yours: www.project-sleep.com/sleepin-graphics



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 2017. Learn more & donate: www.crowdrise.com/SleepIn2017

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 10-12, 2017, 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 for supporting my Sleep In 2017!