



Project Sleep's SLEEP IN 2016 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 11-13, 2016, Project Sleep invites you to join the second annual international SLEEP IN (#SLEEPIN2016) to raise awareness about sleep health and sleep disorders during National Sleep Awareness Week. Register at www.crowdrise.com/sleepin2016 and challenge yourself to stay in bed for 12-48 hours. Ask your friends and family to join you or 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. 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 2016, 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 www.crowdrise.com/sleepin2016, however 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 5.



What will I do in bed all day?

Make posters, invite friends and the local media to join you, post photos (#SLEEPIN2016 @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. ***Full schedule of events coming soon!***

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 12th, SLEEP IN to celebrate National Narcolepsy Day/“Suddenly Sleepy Saturday”. Or join us on Sunday March 13th - after losing an hour of sleep due to the daylight savings time change.

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.



What do the funds support?

Funds raised will provide critical support for Project Sleep's current programming (including the Jack & Julie Narcolepsy Scholarship, Sleep Walk series 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 organizes the SLEEP IN?

Project Sleep is the 501(c)(3) non-profit organization organizing and hosting the SLEEP IN 2016 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, the SLEEP IN 2016 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/sleepin2016.
- **Top Media Gurus** – for successfully securing local and national media attention discussing the SLEEP IN 2016 before and during the event.

Three winners in each category will receive SLEEP IN prize packs!
One grand-prize winner in each category will also receive a one-on-one VIRTUAL HANGOUT with Project Sleep's founder, Julie Flygare (a 30-minute conversation via Skype to discuss advocacy, awareness and any other questions you'd like to ask her).

Connect with us:

www.project-sleep.com

www.facebook.com/ProjectSleepAwareness

Twitter & Instagram: @Project_Sleep

Official Event Hashtag: #SLEEPIN2016

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 - #SLEEPIN2016 and @project_sleep.

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, #SLEEPIN2016 in progress.
- ~~Stand up~~ Lay down for sleep!
- Join our international movement!
- #SLEEPIN2016 for sleep health & sleep disorders.
- Start school later! Kids need sleep too.
- Sleep disorders are real.
- #SLEEPIN2016 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!



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 2016. Learn more & donate: www.crowdrise.com/SleepIn2016

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 for supporting my SLEEP IN 2016!