



Project Sleep's SLEEP IN 2020 Participant Guide

We can't wait for #SleepIn2020! This guide will prepare you to participate.

Key Event Links:

Registration & Your Fundraising Page: <https://projectsleep.salsalabs.org/sleepin2020>

Event Details & Schedule of Events: www.project-sleep.com/sleepin

Social Media Graphics: www.project-sleep.com/sleepin-graphics

What is the Sleep In 2020?

On the weekend of March 13 - 15, 2020, Project Sleep invites you to join the sixth annual international Sleep In (#SleepIn2020) to raise awareness about sleep health and sleep and circadian conditions during Sleep Awareness Week. Register at <https://projectsleep.salsalabs.org/sleepin2020> and challenge yourself to stay in bed for 12 - 48 hours. Ask your friends and family to join OR sponsor your Sleep In to benefit Project Sleep!

Why participate?

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, 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, 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 6.

What will I do in bed all day?

Make posters, invite friends and the local media to join you, post photos (#SleepIn2020, @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. **We will release the full Schedule of Events within a week of the event here: www.project-sleep.com/sleepin**

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 10 p.m. – Saturday 10 a.m.
18 hours - Friday 10 p.m. – Saturday 2 p.m.
24 hours – Saturday 12 noon – Sunday 12 noon
36 hours – Friday 10 p.m. – Sunday 10 a.m.
48 hours – Friday 10 p.m. – Sunday 10 p.m.

Why fundraise?

Running or walking to raise funds is popular, but why not receive support 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 page 6.



What do the funds support?

Funds raised will provide critical support for Project Sleep's current programming (including the Jack & Julie Narcolepsy Scholarship, Rising Voices of Narcolepsy and sleep research and awareness advocacy efforts) 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 support makes a huge impact. *Thank you!*

Who hosts the Sleep In 2020?

Project Sleep is the 501(c)(3) non-profit organization organizing and hosting the sixth annual Sleep In 2020 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 2020 aims to empower sleep advocates across the globe.

Prizes? Yezzzz!!!

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
<https://projectsleep.salsalabs.org/sleepin2020>
- **Top Media Guru** – for successfully securing local and national media attention discussing the Sleep In 2020 before and during the event.

Winners in each category will receive a very special Sleep In prize pack – mailed out to winners after the Sleep In!

Connect with Project Sleep:

Website: www.project-sleep.com

Facebook: www.facebook.com/ProjectSleepAwareness

Twitter: @Project_Sleep

Instagram: @Project_Sleep

Official Event Hashtag: #SleepIn2020

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 **#SleepIn2020** 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, #SLEEPIN2020 in progress.
- Stand up Lay down for sleep!
- Join our international movement!
- #SLEEPIN2020 for sleep health & sleep disorders.
- Start school later! Kids need sleep too.
- Sleep disorders are real.
- 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. #SleepIn2020 @Project_Sleep
- Raising awareness, one dream at a time! #SleepIn2020 @Project_Sleep



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 2020. Learn more & donate: <https://projectsleep.salsalabs.org/sleepin2020>.

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 13-15, 2020, 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 2020!