



## Project Sleep's SLEEP IN 2021 Participant Guide

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

### **What is the Sleep In 2021?**

On the weekend of March 12 - 14, 2021, Project Sleep invites you to join the seventh annual international Sleep In (#SleepIn2021) to raise awareness about sleep health and sleep and circadian conditions during National Sleep Foundation's Sleep Awareness Week. Register at <https://projectsleep.salsalabs.org/sleepin2021> and to take part in the weekend's activities and scavenger hunt! Ask your friends and family to join 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 1 out of 5 Americans chronically live with a sleep or circadian disorder yet the majority are undiagnosed.

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 at <https://projectsleep.salsalabs.org/sleepin2021>, however **we encourage you to make the first donation** on your fundraising page to inspire others. Once your 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?**

**You are not required to stay in bed all day.** The Sleep In is a theme to focus public attention on the importance of sleep, rest and recovery but we know that rest comes in many forms. Make posters, zoom with loved ones, post photos (#SleepIn2021, @Project\_Sleep), join our events and scavenger hunt, take a nap, do yoga, read a book. Take another nap. Rest, relax and have fun!

Project Sleep will be flooding social media and connecting with participants around the world via Facebook, Twitter, Instagram and video events. **The full Schedule of Events and Scavenger Hunt Details will be posted on our website at least one week in advance of the Sleep In at: [www.project-sleep.com/sleepin](http://www.project-sleep.com/sleepin).**

### **Can I get out of bed?**

Yes, please get out of bed to eat, stretch, take a bath, get outdoors for a walk, 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, rest and relaxation, not a health hazard or prison sentence. 😊

### **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 page 6.

### **How do I login to edit my fundraising page and thank donors?**

To log-in to your fundraising page, go to the [Sleep In Registration Page](#) and scroll all the way to the bottom, there's a prompt to log-in to manage your page. From here, you can make edits, track your goal progress, share your page with friends and family, post updates, and thank your donors!

### **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 2021?**

Project Sleep is the 501(c)(3) non-profit organization organizing and hosting the seventh annual Sleep In 2021 as an international sleep awareness and fundraising event. By inviting participants to reflect on sleep and rest, this event offers a re-energizing alternative to events that require expending precious energy. Connecting people via various platforms over the weekend, Sleep In 2021 aims to empower sleep advocates across the globe.

### **Prizes!!**

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

- **Top Scavenger Hunt Individuals and Teams** – for the individuals and teams who complete scavenger hunt activities demonstrating sleep spirit
- **Top Fundraising** – for raising funds via <https://projectsleep.salsalabs.org/sleepin2021>
- **Top Media Guru** – for successfully securing local or national media attention discussing the Sleep In 2021 before and during the event

Winners will receive a prize pack after the event!

### **Connect with us:**

Sleep In Details and Schedule of Events: <https://project-sleep.com/sleepin/>

Sleep In Registration: <https://projectsleep.salsalabs.org/sleepin2021>

Facebook: [www.facebook.com/ProjectSleepAwareness](http://www.facebook.com/ProjectSleepAwareness)

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

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

Official Event Hashtag: #SleepIn2021

Questions? Email us at [info@project-sleep.com](mailto: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 **#SleepIn2021** and **@Project\_Sleep** so we can find you!

### Fun Taglines for posters and social media:

- Let's make peace with sleep!
- We're hunting for a good night's sleep. Join us!
- 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).
- Rest is best.
- Celebrate sleep by... sleeping in!
- Do not disturb, #SLEEPIN2021 in progress.
- ~~Stand up~~ Lay down for sleep!
- #SLEEPIN2021 for sleep health & sleep disorders.
- Start school later! Kids need sleep too.
- Sleep disorders are real.
- #SLEEPIN2021 for Suddenly Sleepy Saturday! #Narcolepsy awareness matters!
- Sleep matters.
- Sleep: the other 1/3<sup>rd</sup> 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? 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.
- Narcolepsy is more than sleepiness, including complex terrifying symptoms.
- Struggle with sleep? We understand. #SleepIn2021 @Project\_Sleep
- Raising awareness, one dream at a time! #SleepIn2021 @Project\_Sleep



### Shareable Graphics for Social Media

Download Yours: [www.project-sleep.com/sleepin-graphics](http://www.project-sleep.com/sleepin-graphics)



## Sample Fundraising Message:

Dear Mom,

I'm participating in Project Sleep's international SLEEP IN 2021 over the weekend of March 12-14 to help society make peace with sleep. Learn more & donate: <https://projectsleep.salsalabs.org/sleepin2021>.

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 12-14, 2021, we are prioritizing rest and recovery.

I challenge you to join me in participating or sponsor 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 2021!