



Project Sleep's SLEEP IN 2022 Participant Guide

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

What is the Sleep In 2022?

On the weekend of March 18-20, 2022, Project Sleep invites you to join the seventh annual international Sleep In (#SleepIn2022) to raise awareness about sleep health and sleep and circadian conditions. Register at <https://projectsleep.salsalabs.org/sleepin2022> and to take part in the weekend's festivities 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/sleepin2022>, 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 (#SleepIn2022, @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 e-mailed to you and posted on our website by March 8th at: 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 provide critical support for Project Sleep's year-round programming (including the Jack & Julie Narcolepsy Scholarship, Rising Voices of Narcolepsy and sleep advocacy efforts) and help us to expand our efforts 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 2022?

Project Sleep is the 501(c)(3) non-profit organization organizing and hosting the 8th annual Sleep In 2022 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 2022 aims to empower sleep advocates across the globe.

Prizes!!

There are three prize categories:

- **Top Sleep Spirit** – for top individuals demonstrating sleep spirit via participation in the weekend’s *restivities* and scavenger hunt
- **Top Fundraising** – for top individuals raising funds via <https://projectsleep.salsalabs.org/sleepin2022>
- **Top Media Guru** – for top individuals successfully securing local or national media attention surrounding the Sleep In 2022



In partnership with [HEST](#), the top winner in each category will receive a **HEST travel pillow + Project Sleep Prize Pack!** Second and third place winners in each category will also receive Project Sleep Prize Packs after the event.

Connect with us:

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

Registration: <https://projectsleep.salsalabs.org/sleepin2022>

Official Gear: <https://www.bonfire.com/sleep-in-2022/>

Facebook: www.facebook.com/ProjectSleepAwareness

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

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

Official Event Hashtag: #SleepIn2022

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 **#SleepIn2022** 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, #SLEEPIN2022 in progress.
- ~~Stand up~~ Lay down for sleep!
- #SLEEPIN2022 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? 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. #SleepIn2022 @Project_Sleep
- Raising awareness, one dream at a time! #SleepIn2022 @Project_Sleep



Shareable Graphics for Social Media

Download Yours: www.project-sleep.com/sleepin-graphics



Sample Fundraising Message:

Dear Mom,

I'm participating in Project Sleep's international SLEEP IN 2022 over the weekend of March 18-20 to help society make peace with sleep. Learn more & donate: <https://projectsleep.salsalabs.org/sleepin2022>

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 18-20, 2022, 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 2022!