

Frequently Asked Questions

When and where does Light The Night take place?

Thursday, October 5th, 2017

- **Southeastern – Veterans Park**
1010 N. Lincoln Memorial Drive, Downtown Milwaukee
- Registration/Check-In begins at 4:30 pm, Lantern Lighting at 6:45pm, Walk begins after lantern lighting at 7:00 pm

Parking available at Veterans Park. Parking volunteers will be onsite to help direct.

Friday, October 6th, 2017

- **Fox Valley – Neuroscience Group Field at Fox Cities Stadium**
2400 North Casaloma Drive, Appleton
- Registration/Check-In begins at 4:30 pm, Lantern Lighting at 6:45pm, Walk begins after lantern lighting at 7:00 pm

Ample parking available in on-site lot.

Thursday, October 12th, 2017

- **Madison – The Duck Pond at Warner Park**
2920 North Sherman Avenue, Madison
- Registration/Check-In begins at 4:30 pm, Lantern Lighting at 6:45pm, Walk begins after lantern lighting at 7:00 pm

Ample parking available in on-site lot.

It's Walk Night! Day of Walk Details

How long is the walk? Is it competitive?

The walking routes at each site are about 2 miles or so in length, and should take less than an hour to complete. The walks are not competitive. The pace and path is family friendly.

What food will be available?

Food and beverage are available to all participants at each site. The food will vary by walksite.

Are pets allowed at the Walk?

Southeastern/Milwaukee Walk: While dogs are permitted, it is at the discretion and responsibility of the owner and is generally advised against unless the animal is a service animal. Dogs must be leashed and cleaned up after. Please keep in mind that there are 2000 people attending and there may be fireworks after walkers have completed the route.

Sorry, no pets are allowed at the Madison and Fox Valley walks.

What happens before the walk?

Festivities for each site take place before the start of the actual walk. Entertainment, children's activities, food, an inspirational lantern lighting and more contribute to the experience of Light The Night. The Walk kicks off at dusk (6:45/7 p.m.)

How do I prepare my family for Walk day?

You can never be too sure about Fall weather in the Midwest, so bring layers, sunscreen and any other necessities you may need. And, don't forget your flashlights to help "Light the Night"! Volunteers and staff are available onsite to help you have an amazing experience. Site maps will be available online the week before the walk. We encourage all teams to establish a time and place for your team to convene the night of the walk.

Are strollers and wheelchairs allowed on the Walk Route?

Yes. Strollers, wheelchairs and wagons for the little ones are all welcome.

Are bikes, rollerblades, scooters or skateboards allowed at the walk?

For everyone's safety, we cannot allow any of these items.

What happens if it rains on the day of the walk?

The Light The Night Walk will take place rain or shine.

Where can I get a Light the Night Lantern?

Anyone who is registered for the Light The Night Walk is welcome to carry an illuminated lantern. You can collect red, white, and gold lanterns at the Lantern Tent. Red lanterns are for supporters, white lanterns are for survivors and gold lanterns are in memory of loved ones lost.

How much do I need to raise to receive a Light the Night T-Shirt?

All walkers who turn in a minimum of \$100 will receive a ticket (1 ticket = 1 t-shirt) and may collect the Light The Night T-Shirt at the T-Shirt Tent. All children must also be registered with \$100 allocated under their name. Be a Champion For Cures and let everyone know you're helping cure cancer!

Funds must be raised by individual walkers NOT as a team effort, meaning that a team who collectively raises \$1000 does not automatically receive 10 t-shirts. Each member must have \$100 allocated in their account to receive the t-shirt.

*All patients and survivors will receive shirts regardless of their fundraising levels.

Can I purchase a Light the Night T-Shirt?

T-shirts are an incentive to encourage walkers to actively fundraise to further the mission of LLS and are not available for purchase. Those walkers who wish to receive an event t-shirt must raise at least \$100. Donations can be made the day of the Walk at the Registration/Check-In area.

Where do I pick up my survivor T-Shirt?

Survivor T-Shirts can be found in the Mission Tent.

Can I volunteer at the walk?

Yes. You can reach out to Megan at Megan.Kreuter@lls.org or [click here to register](#).

DONATIONS

When can I start fundraising?

You can begin fundraising NOW! Customize your fundraising page and send the link to your family, friends and coworkers and ask them to support your fundraising. Set a goal for you and your team.

When I start receiving offline donations (cash/checks), what should I do with them?

Please include a note with your walksite and your team name or the individual's name that the donation should be applied towards. Donation checks can be dropped off to our office or mailed to:

The Leukemia & Lymphoma Society

Attn: Light The Night (note the Walk Site you are participating in)

200 S. Executive Drive, Suite 203

Brookfield, WI 53005

Or send in this [form](#) along with your donations, to designate where they are allocated to.

Who should donors write their checks to?

All donation checks can be made to: The Leukemia & Lymphoma Society or LLS.

What should I do if I receive a donation check paid to the order of me?

Don't worry. The check can be endorsed by LLS by signing the back of the check and writing "Endorse to LLS."

Where can I find fundraising ideas to help me reach my goal?

Light The Night staff would love to speak to you about fundraising ideas. Please reach out to us:

Naomi Gould – (262) 785-4229, naomi.gould@lls.org

Kim Lanzel – (262) 785-4261, kim.lanzel@lls.org

Megan Kreuter – (262) 785-4232, megan.kreuter@lls.org

You can also find fundraising tips on our website: <http://www.lightthenight.org/wi/localchapter/tools>

Where do I bring Donations on Walk Night?

All donations and matching gift forms can be brought to the Registration/Check-In area to each walksite. Donations should be inserted into a Light The Night collection envelope, filled out and sealed.

When will I receive my incentives?

All earned incentives beyond the Champions For Cures level will be available later this fall after the walk so please continue to fundraise as incentives are available to be earned until the end of the year. All participants raising \$250 or more will receive notification post event with details on selecting one item at or below the level achieved. The exclusive Light The Night recognition items are offered as a thank you for your efforts and you may choose to donate back to The Leukemia & Lymphoma Society at no cost to the organization. Visit: <http://www.lightthenight.org/wi/what/incentives/> to learn more about the great incentives you can earn.

Thank you for your participation – we cannot wait to see you at Light the Night!!