

# 2020-21 Sales Assist calendar

Email scheduling and dates were carefully selected based on holidays, school sales calendars and the most common pricing trends we see in our schools nationwide. Coordinate your in-school efforts with this schedule and enter all purchases into eBusiness for the best results!

	<b>UPDATE IN-SCHOOL SALES BY:</b>	<b>SEND DATE*</b>
Send #1	Monday, Aug. 24	Thursday, Aug. 27
Send #2	Monday, Sep. 7	Thursday, Sep. 10
Send #3	Friday, Sep. 11	Wednesday, Sep. 16
Send #4	Thursday, Sep. 24	Tuesday, Sep. 29
Send #5	Monday, Oct. 5	Thursday, Oct. 8
Send #6	Wednesday, Oct. 14	Monday, Oct. 19
Send #7	Monday, Oct. 26	Thursday, Oct. 29
Send #8	Tuesday, Nov. 3	Friday, Nov. 6
Send #9 - Giving Tuesday	Monday, Nov. 16	Thursday, Nov. 19
Send #10 - Giving Tuesday	Wednesday, Nov. 25	Monday, Nov. 30
Send #11	Monday, Dec. 7	Thursday, Dec. 10
Send #12	Tuesday, Dec. 15	Friday, Dec. 18
Send #13 - New Year	Wednesday, Dec. 23	Wednesday, Dec. 30
Send #14	Thursday, Dec. 31	Tuesday, Jan. 5
Send #15	Monday, Jan. 11	Thursday, Jan. 14
Send #16	Wednesday, Jan. 20	Monday, Jan. 25
Send #17 - Groundhog's Day	Thursday, Jan. 28	Tuesday, Feb. 2
Send #18 - Valentine's Day	Tuesday, Feb. 9	Friday, Feb. 12
Send #19	Monday, Feb. 15	Thursday, Feb. 18
Send #20	Tuesday, Feb. 23	Friday, Feb. 26
Send #21	Thursday, Mar. 4	Tuesday, Mar. 9
Send #22	Friday, Mar. 19	Wednesday, Mar. 24
Send #23	Wednesday, Mar. 31	Monday, Apr. 5
Send #24	Friday, Apr. 9	Wednesday, Apr. 14
Send #25	Thursday, Apr. 22	Tuesday, Apr. 27
Send #26	Wednesday, May 5	Monday, May 10
Send #27	Thursday, May 20	Tuesday, May 25

\*Dates listed represent the earliest day the campaign will begin. Campaigns may send over a two day period.