

2021-22 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!

	UPDATE IN-SCHOOL SALES BY:	DEPLOY DATE:
Send #1	Monday, Aug. 23	Thursday, Aug. 26
Send #2	Friday, Sept. 3	Thursday, Sept. 9
Send #3	Friday, Sept. 10	Wednesday, Sept. 15
Send #4	Friday, Sept. 24	Tuesday, Sept. 28
Send #5	Monday, Oct. 4	Thursday, Oct. 7
Send #6	Wednesday, Oct. 13	Monday, Oct. 18
Send #7	Monday, Oct. 25	Thursday, Oct. 28
Send #8	Monday, Nov. 1	Friday, Nov. 5*
Send #9	Monday, Nov. 15	Thursday, Nov. 18
Send #10	Wednesday, Nov. 24	Monday, Nov. 29
Send #11	Monday, Dec. 6	Thursday, Dec. 9*
Send #12	Tuesday, Dec. 14	Friday, Dec. 17
Send #13	Thursday, Dec. 23	Wednesday, Dec. 29
Send #14	Thursday, Dec. 30	Tuesday, Jan. 4
Send #15	Monday, Jan. 10	Thursday, Jan. 13*
Send #16	Wednesday, Jan. 19	Monday, Jan. 24
Send #17	Thursday, Jan. 27	Tuesday, Feb. 1
Send #18	Tuesday, Feb. 8	Friday, Feb. 11
Send #19	Monday, Feb. 14	Thursday, Feb. 17
Send #20	Tuesday, Feb. 22	Friday, Feb. 25
Send #21	Thursday, March 3	Tuesday, March 8*
Send #22	Friday, March 18	Wednesday, March 23
Send #23	Wednesday, March 30	Monday, April 4
Send #24	Friday, April 8	Wednesday, April 13
Send #25	Thursday, April 21	Tuesday, April 26
Send #26	Wednesday, May 4	Monday, May 9
Send #27	Thursday, May 19	Tuesday, May 24
Send #28	Monday, June 6	Thursday, June 9
Send #29	Wednesday, June 22	Sunday, June 26
Send #30	Friday, July 15	Wednesday, July 20
Send #31	Wednesday, Aug. 3	Sunday, Aug. 7

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