

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!

	UPDATE IN-SCHOOL SALES BY:	SEND DATE*
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	Monday, June 14	Thursday, June 17
Send #27	Wednesday, June 23	Sunday, June 27
Send #28	Friday, July 16	Wednesday, July 21
Send #29	Wednesday, Aug. 4	Sunday, Aug. 8

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