

2024-2025

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 and your Send and Sell messages with this schedule and enter all purchases into eBusiness for the best results!

AD SALES HIGH SCHOOLS ONLY: Ad Sales Assist sends to parents of grade 12 students.

SEND # UPDATE IN-SCHOOL SALES: DEPLOY DATE:

CAMPAIGN ONE

1	Thursday • Aug. 8, 2024	Tuesday • Aug. 13, 2024
2	Wednesday • Aug. 28, 2024	Tuesday • Sept. 3, 2024
3	Thursday • Sept. 19, 2024	Tuesday • Sept. 24, 2024
4	Thursday • Oct. 10, 2024	Tuesday • Oct. 15, 2024

CAMPAIGN TWO

5	Thursday • Oct. 31, 2024	Tuesday • Nov. 5, 2024
6	Thursday • Nov. 21, 2024	Tuesday • Nov. 26, 2024
7	Thursday • Dec. 12, 2024	Tuesday • Dec. 17, 2024
8	Thursday • Jan. 2, 2025	Tuesday • Jan. 7, 2025

CAMPAIGN THREE

9	Thursday • Jan. 23, 2025	Tuesday • Jan. 28, 2025
10	Thursday • Feb. 13, 2025	Tuesday • Feb. 18, 2025
11	Thursday • March 6, 2025	Tuesday • March 11, 2025

CAMPAIGN FOUR

12	Thursday • March 27, 2025	Tuesday • April 1, 2025
13	Thursday • April 17, 2025	Tuesday • April 22, 2025

EMAIL DEPLOY NOTE: Dates listed represent the earliest day the campaign will begin. Campaigns may send during a two-day period.

BOOK SALES

SEND # UPDATE IN-SCHOOL SALES: DEPLOY DATE:

1	Monday • Aug. 26, 2024	Thursday • Aug. 29, 2024
2	Friday • Sept. 6, 2024	Wednesday • Sept. 11, 2024
3	Friday • Sept. 13, 2024	Wednesday • Sept. 18, 2024
4	Monday • Sept. 23, 2024	Thursday • Sept. 26, 2024
5	Friday • Oct. 4, 2024	Wednesday • Oct. 9, 2024
6	Thursday • Oct. 17, 2024	Tuesday • Oct. 22, 2024
7	Thursday • Oct. 24, 2024	Tuesday • Oct. 29, 2024
8	Friday • Nov. 1, 2024	Wednesday • Nov. 6, 2024
9	Friday • Nov. 8, 2024	Wednesday • Nov. 13, 2024
10	Friday • Nov. 15, 2024	Wednesday • Nov. 20, 2024
11	Friday • Nov. 22, 2024	Wednesday • Nov. 27, 2024
12	Thursday • Nov. 28, 2024	Tuesday • Dec. 3, 2024
13	Thursday • Dec. 12, 2024	Tuesday • Dec. 17, 2024
14	Friday • Dec. 20, 2024	Thursday • Dec. 26, 2024
15	Friday • Jan. 3, 2025	Wednesday • Jan. 8, 2025
16	Monday • Jan. 13, 2025	Thursday • Jan. 16, 2025
17	Friday • Jan. 17, 2025	Thursday • Jan. 23, 2025
18	Monday • Jan. 27, 2025	Thursday • Jan. 30, 2025
19	Thursday • Feb. 6, 2025	Tuesday • Feb. 11, 2025
20	Monday • Feb. 17, 2025	Thursday • Feb. 20, 2025
21	Monday • Feb. 24, 2025	Thursday • Feb. 27, 2025
22	Thursday • March 6, 2025	Tuesday • March 11, 2025
23	Thursday • March 13, 2025	Tuesday • March 18, 2025
24	Thursday • March 20, 2025	Tuesday • March 25, 2025
25	Friday • March 28, 2025	Wednesday • April 2, 2025
26	Thursday • April 10, 2025	Tuesday • April 15, 2025
27	Thursday • April 17, 2025	Tuesday • April 22, 2025
28	Thursday • April 24, 2025	Tuesday • April 29, 2025
29	Friday • May 2, 2025	Wednesday • May 7, 2025
30	Monday • May 12, 2025	Thursday • May 15, 2025
31	Friday • May 23, 2025	Wednesday • May 28, 2025
32	Monday • June 2, 2025	Thursday • June 5, 2025