



2024-25 SCHOOL YEAR

## SCHOOL SUPPLY SALE KEY DATES

As the leader of school supply packs programs, we have the best experience to help guide you throughout the program. Below are the key dates most groups follow to help ensure they run a perfect sale.

May Last Day	Key Activity
Fall 2023	Complete the 2024 Online Reservation Form.
Jan / Feb	Request materials to promote to incoming Kindergarten parents.
3/18	<b>Submit your lists for all grades.</b> Work with your EPI representative to select the items and brands for each pack.
3/27	Determine your plan to promote the program to parents. EPI provides FREE marketing tools such as social media and email images and videos, posters, flyers and yard signs.
4/8	<b>Approve the final school supply lists &amp; request your delivery date*.</b> <i>*Delivery dates are limited and based on the date you finalize your lists. The sooner you finalize your lists, the more likely we will be able to give you your first-choice for your delivery date.</i>
4/8	Determine the price parents will pay for each pack and complete the Startup Questionnaire.
4/16	<b>Start promoting your sale.</b> Send flyers home with students or share them digitally. We recommend you promote the sale at least 1x per week throughout your sale... even more in the final two weeks.
5/15	Collect paper order forms before your last day of school and email quantities by grade to your EPI representative.
May	Your last day of school.
5/21	<b>Main Sale ends.</b>
5/24	Promote your Late Order Sale at least 1x per week.
6/16	<b>Late Order Sale ends.</b>
6/18 to 8/25	Promote the Direct-to-Parent packs to those that missed the sale and newly registered parents. You earn 3% profit on sales during this time. <i>**See program details for minimums.</i>
July/Aug	Review the delivery details with your EPI representative.
9/1	Payment is due to EPI. View your invoice on the EPI Customer Portal.
9/15	Complete and submit your Return Product Form for any unsold packs.
11/1	EPI will send profit checks by this date if you earned a profit.