

## Early Sell-By Date?

Here are some ideas on planning ahead for your sell-by dates.

- 1) **When can I sell my cookies?** – [Check the sell-by date calculator](#). When you enter the case code in the calculator, it will then provide a month and date. Cookies can be sold until this date (sell-by date).
- 2) **What is a case code?** – A case code is a 6 digit code stamped on the front of your cookie cases. It looks like this: (18065B).
  - a. The first two digits (ex. 18) reflect the year the cookies were produced
  - b. The following three digits (ex. 065) confirm the day of the year the cookies were produced. 065 = March 5<sup>th</sup>
  - c. A, B or C confirms the shift the cookies were produced
- 3) **Dates to benchmark** – Ideally, your unit will finish all your cookie sales and fundraising by the [Payment Date](#) for cookies.
  - a. If your unit plans to sell or has additional cases to sell after this date, make sure all sales are planned before the sell-by date.
- 4) **Inform your parents** – When signing cases out to families make sure to remind them regularly of the following:
  - a. Payment from families is due prior to the campaign [Payment Date](#) (set by units).
    - i. If a family misses this deadline, start the [Parent Not Paid process](#) immediately.
  - b. Set a case return date for families who are unable to sell the cases signed out.
    - i. Make sure to allow enough time for one or two final group sales.
    - ii. Selling all cases will ensure that the unit reaches its fundraising goals.
- 5) **Plan for plenty** – Here are some questions to ask throughout the campaign to make sure you're on top of your cookies:
  - a. How many cases did we sign out? How many are left for group sales?
  - b. How many weekends do we have before the cookie [sell-by date](#)?
  - c. Have we planned alternative selling dates should our scheduled dates fall through or we sold fewer cases than anticipated?
  - d. If we have cases remaining, have we logged our [unsold cases](#) with Ontario Council?
  - e. If we still need help, have we reached out to our ACL, fellow units and the Cookie Department?