

TAMALE CAPTAIN

¡HICA!
TAMALE
SALE

WE NEED YOUR HELP

WHAT DOES A TAMALE SALE CAPTAIN DO?

As a Tamale Captain, you promote ¡HICA!'s 2020 Tamale Sale to your contacts at work, school, church, etc. Your friends will make their purchase online and list you as their Captain, so there is no need for you to collect money. Pick the tamales on Curbside pick-up VIP Day, (December 9th or December 10th) and deliver them to your group.

YOU WILL MAKE A DIFFERENCE?

This fundraiser is critical to ¡HICA!'s ability to serve more than 5,000 Hispanic families every year. We are helping entrepreneurs open businesses, students apply to college, immigrants become citizens, families find resources, and individuals become leaders.

IT'S EASY

¡HICA!'s tamales are so delicious, they practically sell themselves! Nevertheless, we give you the tools to help us spread the word - including marketing materials, template emails, and social media posts you can share.

COVID-19 TEXT SUPPORT AND TAMALE SALE SWAG

We are grateful for our Tamale Captains and we want you to know that ¡HICA! has established rules and protocols in order to keep you and your love ones safe. Our volunteers will receive a Tamale Sale Captain mask, hand-sanitizer and t-shirt. In addition, we will work closely with you in order to provide you with the text support you need in order to help you with friendly reminders and their HICA tamales EAT of arrival. All pick-ups will be done curbside and by appointment. Most importantly, everyone will know you played an important role in supporting ¡HICA!'s work.

EARN FREE TAMALES

10 separate orders = 1 /2 dozen free tamales

20 separate orders = 1 dozen free tamales

30 separate orders = "All that and a bag of chips (1 dozen tamales, a jar of salsa, soda, and a bag of tortilla chips)

WHAT DATES DO I NEED TO REMEMBER?

November 12- Virtual Tamale Captain Orientation at via Zoom at 5:30 p.m.

November 21 - Tamale Sale opens online

December 7 - Tamale Sale closes online at midnight

December 9 - VIP Curbside pick-up day for Tamale Captains only (by appointment only)

December 10 - Tamale Curbside pick-up day by appointment only

December 11 - Tamale Curbside pick-up day by appointment only

SIGN UP TO BE A TAMALE SALE CAPTAIN TODAY!

Email sespinosa@hicaalabama.org or call our ¡HICA! tamale sale representative at (205) 784-2151.