

TAMALE CAPTAIN



iHICA!
TAMALE
SALE

WE NEED YOUR HELP

WHAT DOES A TAMALE SALE CAPTAIN DO?

As a Tamale Captain, you promote ¡HICA!'s 2019 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 up the tamales on Pick-up Day, (December 12th or December 13th) 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.

THERE'S SWAG

We are grateful for our Sale Captains' efforts and we want you to know it. Our volunteers will receive a Tamale Sale Captain t-shirt. 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 14 - Tamale Captain Orientation at ¡HICA! at 5:30 p.m. (tamales, salsa, drinks, pick up your promotion materials)

November 23 - Tamale Sale opens online

December 9 - Tamale Sale closes online at midnight

December 12 - VIP pick-up day for Tamale Captains only (by appointment only)

December 13 - Tamale pick-up day at ¡HICA! 8:00 am-6:00 pm

SIGN UP TO BE A TAMALE SALE CAPTAIN TODAY!

Email sespinosa@hicaalabama.org or call our ¡HICA! tamale sale representative at (205) 776-2503.