



# TAMALE CAPTAIN

## WE NEED YOUR HELP

**¡HICA!  
TAMALE  
SALE**

### WHAT DOES A TAMALE SALE CAPTAIN DO?

As a Tamale Captain, you promote ¡HICA!'s 2023 Tamale Sale to your contacts at work, school, church, etc. Your friends will make their purchases online and list you as their Captain, **so there is no need for you to collect money**. Pick up the tamales on Curbside Pick-up VIP 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 about 3,500 Hispanic families annually. 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.

### TEXT SUPPORT AND TAMALE SALE SWAG

We are grateful for our Tamale Captains and want you to know that in the past years ¡HICA! has made sure this online shopping process is easier to navigate and friendly. Additionally, we will work closely with you to provide text or email support with friendly reminders to your group about their ¡HICA! Tamales order status. All pick-ups will be done curbside and by appointment. Most importantly, everyone will know you played an essential 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 7 - Tamale Captain Orientation - Hybrid option (in-person or virtual at 5:30 p.m.)

November 24 - Tamale Sale opens online

December 10 - Tamale Sale closes online at midnight

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

December 13 - Tamale Curbside pick-up day by appointment only

December 14 - Tamale Curbside pick-up day by appointment only

**SIGN UP TO BE A TAMALE SALE CAPTAIN TODAY!**

Email [sespinosa@hicaalabama.org](mailto:sespinosa@hicaalabama.org) or call our ¡HICA! tamale sale representative at (205) 942-5505.