

Your 2026 Elf Approved Business Toolkit

2026 recognition badge



Window signage



Elves Have More Fun!



Fillable recognition certificate



Transparent profile frame



Ready-to-post graphics



PLUS Location QR creator • Email signature • Editable publicity copy • Training guide • 12 kindness challenges

Personalize business details and verified social handles. Each location QR requires its assigned live check-in link.



ELVES ACROSS AMERICA

Elf Approved Business Toolkit

The signs, stories and small acts that bring your partnership to life.



Be the Magic. Make a Difference.

2026 PARTNER EDITION

Your 2026 business toolkit

Turn your storefront into a welcoming place to discover holiday kindness.

Welcome to the elf network

This kit helps Elf Approved Businesses introduce their partnership, welcome visiting elves, and connect their teams and customers with ways to help locally. Start with your recognition badge and window sign, then personalize the announcements and set up your location check-in.

Make it yours

Use the business name customers recognize, the full street address, and the city, state and ZIP code. For a business with several locations, create a separate check-in sign for each address.

Your first five moves

1. Confirm your business approval and current location details with Elves Across America.
2. Display the Elf Approved window sign and recognition badge.
3. Add your assigned live check-in link to the QR Creator and test the finished sign.
4. Give your team the training guide and choose a local Elf Lead.
5. Publish your personalized announcement and choose one kindness challenge.

A little invitation goes a long way

"We're an Elf Approved Business! Want to see how you can be part of the holiday magic?"

Everything in the kit

A quick guide to the files and where to use them.

01 Start Here

This guide, a visual preview and the complete kit index.

02 Recognition

A 2026 Elf Approved Business badge in PNG, SVG and PDF, plus a fillable recognition certificate.

03 Signage

Letter and 11 × 17 inch window signs; a 5 × 7 inch counter sign template; a campaign information QR. The campaign QR opens the main website and does not record a location check-in.

04 Social Media

Square announcement, portrait feed graphic, story graphic, landscape announcement, transparent profile photo frame, caption collection and hashtag sets.

05 Email and Publicity

Editable Word copybook, individual text templates, press release, customer email, newsletter blurb, HTML signature and signature banner.

06 Training

Official Elves Across America Training Guide, including launch steps, guest scripts, check-ins, Candy Canes, community activities and a team readiness check.

07 Elves Have More Fun

An illustrated 12-page mini book and 12 printable challenge cards. Read on a phone, share with your team or print for your counter.

08 QR Creator

An offline HTML tool that makes a unique QR and printable sign from a real location check-in link. Open QR_Creator.html in a desktop browser after unzipping.

09 Brand Assets

The green-hat U.S. emblem and coordinated elf artwork used throughout the kit.

Personalize and share

A few details make every asset feel like it belongs to your business.

Replace these fields

[BUSINESS NAME], [CITY, STATE], [STREET ADDRESS], [HOURS], [BUSINESS WEBSITE], [BUSINESS SOCIAL HANDLE], [EAA SOCIAL HANDLE], [LIVE CHECK-IN URL], [CONTACT NAME], [CONTACT EMAIL] and any event details. Delete optional sections that do not apply. Bracketed fields are intentional template fields.

Print and digital sizes

Print PDFs at Actual Size or 100%. Letter signs are 8.5 × 11 inches; large signs are 11 × 17 inches; the counter insert is 5 × 7 inches. Use PNG for social posts and email images. Use SVG for scalable badge artwork. The photo frame is a transparent overlay, not an automatically installed platform frame.

Build the location QR

Ask the EAA team for the assigned check-in URL for this exact location. In QR Creator, enter your business details and paste the URL. Scan a test, check the displayed business and address, complete a permitted test check-in, and confirm it records correctly before displaying the sign. A QR code alone does not create a check-in account, map listing or tracking system.

Keep the invitation welcoming

Customers can choose how to participate. No purchase or donation is needed to check in. Taking an Elfie and posting on social media are optional. Offer the written link or staff help to anyone who cannot scan.

Brand and recognition

Use the full name Elves Across America and the 2026 artwork. Keep the emblem intact and readable. The certificate and badge recognize participation in the EAA campaign; they are issued for approved businesses and are not a general product or service certification.

Before you send

Confirm all business details, links and social handles. Use only activities your location actually offers. Have the named spokesperson approve any quotation. Keep earned Candy Cane claims aligned with the current program rules.

Need a hand

Contact headelf@elvesacrossamerica.com. Let's Make the Holidays Brighter, Together.



ELVES ACROSS AMERICA

Certificate of Recognition

OFFICIAL ELF APPROVED BUSINESS 2026

Proudly recognizes

BUSINESS NAME

CITY AND STATE

For joining a nationwide movement of compassion and inviting
your community to spread holiday cheer through kindness, giving and volunteering.

DATE ISSUED

AUTHORIZED EAA REPRESENTATIVE

PARTNER ID IF ASSIGNED

Be the Magic. Make a Difference.

ELVES ACROSS AMERICA



**ELF APPROVED
BUSINESS**

2026

OFFICIAL COMMUNITY PARTNER

YOU'RE IN THE ELF NETWORK



A little more magic happens here.

Kind hearts welcome. Elf hats optional.



Ask our team how to get involved.

elvesacrossamerica.com

Be the Magic. Make a Difference.

YOU'RE IN THE ELF NETWORK



A little more magic happens here.

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Be the Magic. Make a Difference.

ELVES ACROSS AMERICA

Elf stop!

Scan here to check in.

[BUSINESS NAME]

**PLACE YOUR LIVE
LOCATION QR HERE**

Generate it with [QR_Creator.html](https://www.qrcreator.html)

[SHORT CHECK-IN LINK]

No purchase or donation required.

Need help? Ask an elf on our team.

2026 ELF APPROVED BUSINESS

TEMPLATE • PERSONALIZE BEFORE DISPLAY



ELVES ACROSS AMERICA

Discover the magic.



Scan to explore the campaign.

elvesacrossamerica.com

Campaign information only.

This code does not record a location check-in.

Social graphics and email signature

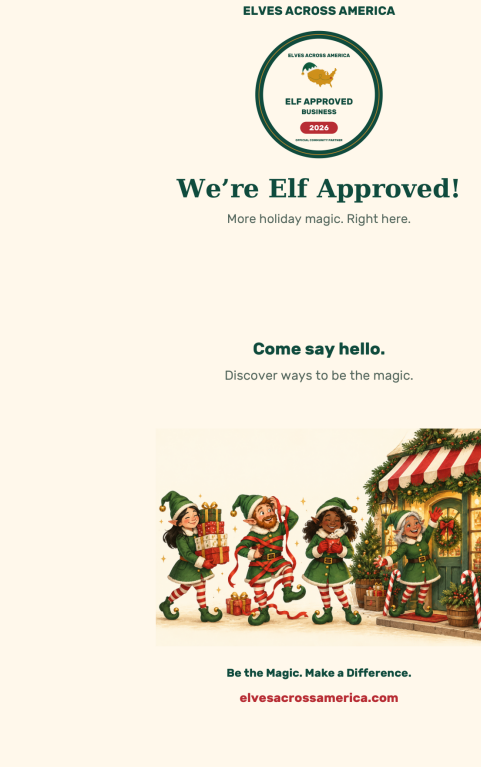
Square • 1080 × 1080



Portrait • 1080 × 1350



Story • 1080 × 1920



Landscape • 1200 × 627



Email signature banner



Elf Approved Business Communications

Editable announcement and publicity templates for 2026

Use these templates to introduce your Elves Across America partnership to customers, local media and your community. Replace bracketed fields, remove optional sections that do not apply, and use verified links before sharing.

Personalization fields

[BUSINESS NAME]

[CITY, STATE]

[STREET ADDRESS]

[BUSINESS WEBSITE]

[BUSINESS SOCIAL HANDLE]

[EAA SOCIAL HANDLE]

[LIVE CHECK-IN URL]

[CONTACT NAME] and [CONTACT EMAIL]

[NONPROFIT], [ACTIVITY] and [DATE/TIME] when relevant

Campaign wording

Elves Across America

Official Elf Approved Business 2026

Be the Magic. Make a Difference.

Let's Make the Holidays Brighter, Together.

elvesacrossamerica.com

Before publication

Use confirmed business approval and activity details. Check social handles on the actual profiles. A hashtag is not an account handle. Quotes require the named speaker's approval. No press or customer messages are sent by this kit.

Press release

FOR IMMEDIATE RELEASE

[BUSINESS NAME] Joins Elves Across America as a 2026 Elf Approved Business

[CITY, STATE] — [MONTH DAY, 2026] — [BUSINESS NAME] is joining the 2026 Elves Across America campaign as an Official Elf Approved Business, inviting customers and neighbors to help make the holidays brighter through kindness, giving and volunteering.

Elves Across America connects individuals, families, businesses, schools, civic groups and nonprofits around a shared invitation: “Be the Magic. Make a Difference.” Participating businesses help introduce their communities to ways to get involved and support local holiday needs.

Visitors to [BUSINESS NAME] at [STREET ADDRESS, CITY, STATE ZIP] will find the official 2026 Elf Approved sign and information about the campaign. Customers can learn more at elvesacrossamerica.com.

[OPTIONAL — INCLUDE ONLY AFTER YOUR LOCATION CHECK-IN IS ACTIVE: Visitors can also scan the business’s onsite QR code to check in at this location. No purchase or donation is required to check in.]

[OPTIONAL — INCLUDE ONLY FOR A CONFIRMED ACTIVITY: The business will support [NONPROFIT NAME] through [ACTIVITY] on [DATE/TIME]. Participation details are available at [LINK].]

About [BUSINESS NAME]

[TWO FACTUAL SENTENCES ABOUT THE BUSINESS, ITS SERVICES AND COMMUNITY.]

About Elves Across America

Elves Across America is a nationwide movement of compassion that brings people and organizations together to spread holiday cheer and meet essential needs through kindness, giving and volunteering. Learn more at elvesacrossamerica.com.

Media contact

[CONTACT NAME] | [TITLE] | [BUSINESS NAME]

[CONTACT EMAIL] | [PUBLIC BUSINESS PHONE, OPTIONAL]

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Social media launch

We've got some very merry news: [BUSINESS NAME] is an Official Elf Approved Business for Elves Across America 2026!

We're inviting our [CITY/COUNTY, STATE] neighbors to help make the holidays brighter through kindness, giving and volunteering. Look for the green hat and our Elf Approved sign when you visit.

Everyday people can bring a little holiday magic to someone else's day. We'd love for you to be part of it.

Learn more: elvesacrossamerica.com

Visit us: [BUSINESS WEBSITE]

Be the Magic. Make a Difference.

#ElvesAcrossAmerica #ElfApprovedBusiness #BeTheMagic

Professional announcement

[BUSINESS NAME] is joining Elves Across America as an Official Elf Approved Business for 2026. We're inviting our team, customers and neighbors to connect with opportunities for holiday kindness, giving and volunteering. Learn about the campaign at elvesacrossamerica.com and look for our Elf Approved sign when you visit.

#ElvesAcrossAmerica #ElfApprovedBusiness #BeTheMagic

Three story frames

1. We're officially Elf Approved for 2026!
2. We're joining Elves Across America to help our community discover holiday kindness.
3. Come say hello at [BUSINESS NAME]. Learn more at elvesacrossamerica.com.

Suggested image description

A green, cream, red and gold Elves Across America graphic with a 2026 Elf Approved Business badge and friendly elves beside a holiday shop. Text invites viewers to discover ways to get involved.

Social media blurbs one

Short launch

It's official: [BUSINESS NAME] is Elf Approved for 2026! We're joining Elves Across America to spread holiday cheer and invite our neighbors to be part of the magic. elvesacrossamerica.com

Playful storefront

Our dress code just got a little more jingly. [BUSINESS NAME] is an Elf Approved Business with Elves Across America! Look for the green hat, bring your kind heart, and say hello.

Local invitation

Hey, [CITY/COUNTY, STATE] — your community has room for more magic. Visit [BUSINESS NAME] and discover Elves Across America, a holiday movement built on kindness, giving and volunteering.

Active check-in only

Elf stop ahead! Scan our onsite QR at [BUSINESS NAME, LOCATION] and follow the prompts to check in. No purchase or donation required. Elfies are optional; friendly faces are always welcome.

Optional Elfie

Caught being elfish at [BUSINESS NAME]? Add our 2026 photo frame to your Elfie and tag [BUSINESS SOCIAL HANDLE] and [EAA SOCIAL HANDLE] if you'd like. Please share only photos you have permission to post.

Team activity

Our Elf Squad is showing up for [NONPROFIT] on [DATE] to help with [CONFIRMED ACTIVITY]. Want to lend a hand? Find the details here: [LINK]. A little time can mean a lot.

Social media blurbs two

Confirmed needs spotlight

[NONPROFIT] has asked for [SPECIFIC NEED] by [DATE]. Here's the confirmed way to help: [LINK/INSTRUCTIONS]. Thank you for helping useful kindness reach the right place.

Mini-book invitation

Important elf research: cocoa tastes better after a kind deed. Our "Elves Have More Fun!" mini book is full of smiles, silly words and little challenges. Ask our team for a peek.

Challenge invitation

Today's elf challenge: give someone a specific, sincere thank-you. No grand gesture needed. "I noticed what you did, and it helped" is a pretty magical place to start.

Thank-you update

Hats off to our community! Together, our team completed [VERIFIED HOURS] volunteer hours with [NONPROFIT] during [DATES]. Thank you to everyone who helped. We're proud to be part of Elves Across America.

Reel caption

POV: you came in for [PRODUCT/SERVICE] and discovered your inner elf. We're Elf Approved for 2026! Learn about Elves Across America at elvesacrossamerica.com.

Season close

The lights may come down, but kindness gets to stay. Thank you to everyone who made holiday magic with [BUSINESS NAME] and Elves Across America this season.

Customer email announcement

Subject: We're Elf Approved — and you're invited to be the magic!

Preview text: A little holiday cheer has arrived at [BUSINESS NAME].

Hi [FIRST NAME OR "friends"],

We have some cheerful news to share: [BUSINESS NAME] is an Official Elf Approved Business with Elves Across America for 2026!

The campaign brings people, businesses and nonprofits together to spread holiday cheer and connect with ways to help in their own communities. We're excited to invite our customers and neighbors to take part.

Look for our Elf Approved sign the next time you visit. Ask our team about the campaign, bring your curiosity, and discover how a little kindness can make someone's holidays brighter.

[OPTIONAL — IF CONFIRMED: This month, we're supporting [NONPROFIT] with [ACTIVITY]. Join us on [DATE/TIME] at [LOCATION]. Details: [LINK].]

Learn about the movement: <https://elvesacrossamerica.com>

Thank you for being part of our community. We can't wait to make some holiday magic with you.

[NAME]

[TITLE], [BUSINESS NAME]

[BUSINESS WEBSITE]

Be the Magic. Make a Difference.

Alternative subject lines

A little more holiday magic is coming to [BUSINESS NAME]

Your inner elf is invited

We're Elf Approved for 2026

Newsletter and email signature

Newsletter blurb

There's a little extra holiday magic at [BUSINESS NAME]! We're an Official Elf Approved Business with Elves Across America for 2026, joining a nationwide movement of kindness, giving and volunteering. Look for our Elf Approved sign and ask our team how you can get involved. Together, we can help make the holidays brighter for our neighbors. Discover the campaign at elvesacrossamerica.com. Be the Magic. Make a Difference.

Short newsletter line

[BUSINESS NAME] is Elf Approved for 2026! Discover Elves Across America and ways to spread holiday kindness at elvesacrossamerica.com.

Text signature

[NAME] | [TITLE]

[BUSINESS NAME]

[BUSINESS WEBSITE] | [BUSINESS EMAIL]

Official Elf Approved Business 2026

Elves Across America

Be the Magic. Make a Difference.

<https://elvesacrossamerica.com>

Install the signature

Open Email_Signature.html and replace the bracketed details in your email signature editor. Use Email_Signature_Banner.png as an optional image, inserted through the editor's image control at about 320 pixels wide. Link the image to <https://elvesacrossamerica.com>. Local image links do not travel with an email unless the email editor embeds the image. Send yourself a test and check it on a phone. The plain-text signature works without images.

Add your profile frame

In your preferred image editor, place your photo on a 1080 × 1080 canvas. Place Profile_Photo_Frame_1080.png above it and keep the face inside the transparent central opening. Export as PNG or JPG and upload the finished picture. Review the circular crop before saving.

Hashtags and a simple launch schedule

Core campaign set

#ElvesAcrossAmerica #ElfApprovedBusiness #BeTheMagic

Kindness and volunteering

#MakeADifference #HolidayKindness #VolunteerTogether #CommunityKindness

Business and neighborhood

#SupportLocal #CommunityPartner #ShopLocal

Elf fun

#ElvesHaveMoreFun #ElfSquad #Elfie #HolidayMagic

Suggested launch combination

#ElvesAcrossAmerica #ElfApprovedBusiness #BeTheMagic #CommunityKindness

Suggested service combination

#ElvesAcrossAmerica #BeTheMagic #VolunteerTogether #MakeADifference

Local addition

Add one accurate local hashtag, such as #PalmBeachCounty or your city and state. Use only locations relevant to the post.

Suggested two-week rhythm

Day 1: publish the launch announcement.

Day 3: introduce your team or Elf Lead.

Day 5: share a confirmed local need.

Day 7: invite an optional Elfie or kindness challenge.

Day 10: highlight an approved activity.

Day 14: thank participants and share verified results, if available.

Official Elves Across America Training Guide

Elf Approved Businesses • 2026

Your role in the movement

Elves Across America brings individuals, families, businesses, schools, civic groups and nonprofits together to spread holiday cheer and meet essential needs through kindness, giving and volunteering. An Elf Approved Business gives people a friendly local place to discover that movement and get involved.

What your team should be able to do

- Explain the partnership in one sentence.
- Welcome a visitor and help them find the location check-in.
- Describe an optional local activity accurately.
- Explain Candy Canes without inventing rewards.
- Know who to contact when a link or check-in needs help.

The one-sentence introduction

"We're an Elf Approved Business with Elves Across America, helping our community discover ways to spread holiday cheer and support local needs."

Choose your Elf Lead

Name one staff member and a backup to keep the display current, answer team questions and coordinate with EAA. Put their names on your internal shift notes. All staff can welcome guests; the Elf Lead handles changes to the location setup.

A warm welcome from the Head Elf

Thank you for making room for a little more kindness in your business. A smile at the door, a helpful introduction or a team volunteer shift can be someone's first step toward getting involved. Let's help them take it.

Maria Tofts • Head Elf, Elves Across America

Prepare your location

A practical launch sequence for the Elf Lead.

1 Confirm your business details

Check the displayed name, full address, county and state, hours, website and social links. If a listing is available, verify that its map pin points to the correct entrance. Use separate check-in links for separate locations.

2 Set up your display

Place the window sign where customers can see it before entering. Place the check-in sign at an accessible, well-lit counter with enough room to pause. Keep the QR flat, uncovered and free of glare.

3 Test the check-in

Use the QR Creator with your assigned live URL. Confirm the destination shows this location, complete a permitted test and verify the record in the actual EAA system. Test on two phones if available. Confirm any test-record cleanup with the EAA team.

4 Brief the team

Allow 15 minutes to review the welcome script, demonstrate a check-in, choose this week's activity and name the person who handles problems. Role-play a guest without a smartphone.

5 Announce your participation

Personalize the launch caption, customer email and newsletter blurb. Share the business website or verified listing link. Add the badge to your email signature and profile artwork.

6 Check weekly

Scan the sign, review the hours and look for damage or stickers covering the QR. Remove expired activity details. Share any schedule or location changes with EAA before reprinting.

Welcome elves and guide check-ins

Make it easy, friendly and optional.

The 20-second welcome

"Welcome! We're part of Elves Across America. You can scan this sign to check in at our location and discover the campaign. There's no purchase required. Would you like a hand?"

The guest journey

1. The guest scans the code or opens the written link.
2. They confirm the business name and address on the page.
3. They follow the live check-in prompts and current participation rules.
4. They wait for the actual confirmation before treating the check-in as complete.
5. They may take an Elfie, explore local needs or join an activity if they wish.

When a code does not work

Check the sign's link on your own device. Offer the written address or general campaign website. If the check-in cannot be confirmed, say so and contact the Elf Lead. Do not tell a guest that a scan has earned credit when the system has not confirmed it.

When a guest has no phone

"You're still welcome to take part. Let me show you our activity information." Ask EAA about an approved alternative verification method when needed. Do not collect passwords or ask a guest to use a staff account.

When a family visits

Speak to the accompanying adult about participation. Keep photos and public location sharing optional. Follow the campaign's current family participation rules and your location's normal supervision practices.

Before check-ins are active

Display the welcome sign and use the separately labeled campaign information QR. Tell guests it opens the campaign website. Replace it with the location-specific sign once that check-in flow is active.

Candy Canes and thoughtful sharing

Recognize participation accurately.

The confirmed volunteer rule

Approved volunteer time earns 10 Candy Canes per hour. Two approved hours earn 20 Candy Canes. The nonprofit or authorized host confirms the service using the campaign's current process.

The eligible social bonus

A qualifying, approved social post may earn an additional 10 Candy Canes. Use the required image or approved alternative, tags and permissions for the related activity. Posting by itself does not automatically establish eligibility.

Business check-ins

Use the amount, timing, limits and verification requirements shown in the current live program rules. This kit intentionally prints no fixed check-in award. A QR scan opens a page; the platform's confirmed check-in is what matters.

No custom point promises

Do not assign a Candy Cane value to a joke, purchase, review, challenge card, donation amount or staff activity. Activities in the mini book are for fun. Approved volunteer time and qualifying social participation follow the official rules.

An optional Elfie invitation

"Want to remember your visit with an Elfie? You can use our frame and tag us if you'd like. You're just as welcome if you prefer to keep your visit private."

Share with care

Ask before photographing or reposting anyone. Get the appropriate adult's permission for children. Focus on the activity and the people who choose to be pictured; do not expose the circumstances or identifying details of families receiving help. Use confirmed business and campaign handles.

Celebrate together

Share verified team participation and collective kindness. Keep the tone welcoming, with no rankings, leaderboards or naughty-and-nice labels.

Plan a useful local activity

Let the nonprofit's actual needs shape the idea.

Start with a need

Choose an EAA-participating nonprofit and ask what it needs now. Confirm the requested items or volunteer role, dates, drop-off instructions, capacity and a contact person. Do not assume every business is a toy drop-off location.

Choose a manageable format

Team volunteer shift: arrange an approved shift that fits your staff's availability.

Requested-item collection: collect only the items and quantities the nonprofit has agreed to accept.

Kindness counter: invite customers to write optional encouraging notes approved by the receiving organization.

Community spotlight: share a current need or volunteer opportunity with a clear link.

Make the invitation specific

"Our team is supporting [NONPROFIT] with [CONFIRMED ACTIVITY] on [DATE]. Here's how to join: [LINK OR INSTRUCTIONS]." Include access details, hours and any age or supervision requirements supplied by the host.

Close the loop

Confirm delivery or attendance with the host. Thank participants and share only verified totals. Keep any record needed for verification through the approved process, and avoid public lists of personal participant details.

If someone asks for help

Listen kindly and offer the nonprofit's published contact information or the campaign's local needs resources. Do not promise eligibility, appointments or assistance on another organization's behalf.

Suggested weekly rhythm

Monday: check the sign and current need. Midweek: share one useful update. Weekend: host or join a confirmed activity. Afterward: thank people and verify the outcome.

Your team is ready

Use this final rehearsal before welcoming the first elf.

Five questions to practice

1. What does Elf Approved mean? Campaign participation recognized by Elves Across America.
2. Does a customer need to buy something to check in? No.
3. Does scanning the code automatically prove a check-in? No. Look for the actual confirmation.
4. How many Candy Canes do two approved volunteer hours earn? 20.
5. Who fixes a wrong address or broken link? The Elf Lead coordinates with EAA.

Team readiness checklist

Our business approval and location details are confirmed.

The correct signs are displayed and the live QR has been tested.

Staff can explain the partnership and help a guest who cannot scan.

Our activity details and nonprofit contact are current.

We know that photos and social sharing are optional.

We have removed all unfilled template fields from public materials.

Internal handoff

Elf Lead: _____

Backup: _____

Location: _____

Last QR test date: _____

This week's activity: _____

Campaign support

headelf@elvesacrossamerica.com

elvesacrossamerica.com

Keep this guide current

2026 business toolkit • Version 1.0 • Prepared September 9, 2026. Live campaign rules govern verification and awards. Contact EAA when a program detail or location setup changes.



ELVES ACROSS AMERICA

Elves Have More Fun!

A pocket-sized guide to big-hearted holiday mischief.



Be the Magic. Make a Difference.

A LITTLE BOOK FROM ELVES ACROSS AMERICA

Welcome to your inner elf

You do not need pointy ears. Curiosity will do.

The very unofficial elf theory

Somewhere between holding a door and finding the end of the tape, a person becomes an elf. The hat helps people recognize the situation.

Three useful supplies

A kind heart. A willingness to help. One pen that has not mysteriously joined the ribbon drawer.

A tiny promise

I will notice people. I will help when I can. I will ask what is needed. I will leave room for laughter, and a little more kindness than I found.

Field note

No one is required to sing. Some of us are doing the community a favor by humming.

The elf dictionary

Words for situations ordinary English forgot.

Elfie • noun

A picture of you in your elfish element. Best taken with permission and an escape route from the wrapping paper.

Jinglebrain • noun

The moment you remember twelve things, then walk into a room and forget all of them.

Wrap battle • noun

A peaceful disagreement between you, a roll of paper and a box with too many corners.

Cocoa confidence • noun

The brief belief that you can organize the entire supply closet before your drink gets cold.

Tinsel tumble • noun

A decorating plan that becomes a seated activity halfway through.

Cheer-mail • noun

A thank-you message that is more enjoyable to receive than another meeting invitation.

More words from the workshop

For advanced conversational elfing.

Sleigh delay • noun

Arriving a few minutes later than planned because you stopped to help someone.

Ribbonnesia • noun

Forgetting where you put the ribbon while actively holding the ribbon.

Kindness confetti • noun

Small helpful acts scattered through an otherwise ordinary day.

Elf-esteem • noun

The quiet confidence that your small contribution matters.

Peppermint pivot • noun

Changing the plan after asking a nonprofit what it actually needs.

Jingle break • noun

A short pause to breathe, stretch and remember that the tape dispenser is not your enemy.

Extremely serious elf research

Entirely made up. Suspiciously relatable.

Finding number one

The last piece of tape can sense when you are in a hurry.

Finding number two

A bow becomes “rustic” at precisely the moment you stop trying to fix it.

Finding number three

The person who says “I’m not creative” is often excellent at finding a better way to carry six boxes.

Finding number four

Singing into a wrapping-paper tube improves neither acoustics nor scheduling. Morale results may vary.

Finding number five

The most powerful holiday decoration is a person making someone feel welcome.

Jokes from the break room

Read aloud at your own jingle risk.

Why did the elf bring a ladder to work?

The team asked for a little more holiday spirit.

What is an elf's favorite spreadsheet function?

SUM more kindness.

Why was the ribbon promoted?

It kept bringing everything together.

What do elves call an empty calendar?

A wrap opportunity.

Why did the elf take a pencil to the bakery?

To draw a little attention to the cookies.

What is the official sound of a finished volunteer shift?

"Great work. Where did we park?"

Find your elf name

Entirely optional. Surprisingly hard to stop using.

Choose your first word

Pick your current mood:

Ready to help = Peppermint

A little sleepy = Cocoa

Feeling social = Jingle

Feeling crafty = Tinsel

Quietly determined = Evergreen

Here for the snacks = Gingerbread

Choose your second word

Pick your favorite helpful role:

Welcoming = Welcome

Organizing = Tidyboots

Carrying things = Parcel

Making people laugh = Giggles

Sharing the word = Spark

Solving problems = Fixit

Introduce yourself

"Hello, I'm _____. My specialty is
_____."

Peppermint Pixel's note

If your elf name becomes your team nickname, please direct all complaints to the nearest cookie.

The five-minute magic menu

Choose one. There is no score to keep.

Acknowledge

Thank someone for a helpful thing that usually goes unnoticed.

Invite

Ask a quiet teammate whether they would like to join an activity.
Make “no thanks” easy.

Notice

Ask what would make someone’s next task easier.

Connect

Share one accurate local volunteer opportunity with someone who asked how to help.

Encourage

Leave a kind note where its recipient will actually find it.

Reset

Put the shared supplies back where the next person can find them. This may qualify as advanced magic.

Twelve little challenges

Pick a pace that suits your team.

Days 1 to 4

Deliver a specific compliment. Start a thank-you relay. Set up an agreed note-writing activity. Ask a nonprofit what it needs.

Days 5 to 8

Help fulfill a confirmed need if you choose. Join an approved volunteer shift. Offer an optional Elfie moment. Write a local appreciation post.

Days 9 to 12

Make your welcome display easier to use. Help a busy teammate. Share a respectful kindness story. Plan one activity after the holidays.

Keep it light

The separate challenge cards include steps and supplies. These are invitations, not contests, and have no automatic Candy Cane awards.

Your next small act

I will _____
for _____
on _____

A meeting of the elf minds

A very short workplace scene.

Elf One

"We need something that will make people feel appreciated."

Elf Two

"A twelve-foot rotating candy cane?"

Elf One

"We have seven dollars and one outlet."

Elf Two

"A seven-dollar rotating candy cane?"

Elf Three

"What if we told people exactly why we appreciate them?"

Narrator

There was a thoughtful silence. Then someone labeled the idea "high impact, zero assembly."

Try it with your team

Take turns giving someone a sincere, specific thank-you. The rotating candy cane can wait.

Things an elf may say today

Borrow freely. Deliver warmly.

At the door

"Come on in. Your inner elf can park anywhere."

At the counter

"We're elf-approved. The printer is still under observation."

During setup

"That is not a crooked bow. That is a bow with personality."

When asking for help

"Calling all available opposable thumbs."

After a kind act

"That right there? Excellent elf work."

At closing time

"Hats off, feet up, kindness still on."

Take the magic with you

The next kind thing can be small.

The invitation

Notice someone. Ask what would help. Do one useful thing. Invite another person to join you if they would like.

A reminder for your pocket

Your hat does not need to fit perfectly. Your wrapping does not need to win anything. You can still make someone feel remembered.

Find your community

Visit elvesacrossamerica.com to learn about Elves Across America and ways to get involved.

Be the Magic. Make a Difference.

Let's Make the Holidays Brighter, Together.

About this little book

Created for the 2026 Elf Approved Business toolkit. The dictionary, research and jokes are playful fiction. Activities are optional; official program rules govern any eligible Candy Canes.

01 The compliment delivery

5 minutes

Thank someone for one specific thing they did. Tell them what you noticed and why it mattered.

You'll need: A smile and a sincere sentence.

"Your help made my day easier. Thank you."

02 The thank-you relay

10 minutes

Write a note to a coworker. Invite them to pass a different thank-you to someone else. Keep participation optional.

You'll need: Paper and a pen.

Kindness travels well without tracking numbers.

03 The tiny cheer station

15 minutes

Set out blank note cards and invite visitors to write an encouraging message. Agree on a recipient and delivery plan first.

You'll need: Cards, pens and an agreed recipient.

Warning: may cause unexpected smiling.

04 The needs detective

15 minutes

Ask a participating nonprofit what it needs most this week. Share its confirmed request and link with your team.

You'll need: A current nonprofit contact.

The best elf gadget is a good question.

05 The useful gift mission

Time varies

Choose one item from a nonprofit's confirmed needs list. Follow its condition, quantity and delivery instructions.

You'll need: An agreed needs list; purchase only if you choose.

Practical can be magical.

06 The squad shift

Approved shift length

Gather willing coworkers for an approved nonprofit volunteer shift. Confirm hours, access and supervision with the host.

You'll need: A confirmed shift and a willing team.

Matching hats optional. Showing up counts.

07 The Elfie invitation

5 minutes

Offer a fun photo moment with the profile frame. Ask permission, leave room to opt out and share only if everyone agrees.

You'll need: The frame and an optional camera.

Serious about kindness. Flexible about poses.

08 The local love letter

10 minutes

Write a sincere appreciation post about a community organization or neighboring business. Check its name and tags.

You'll need: One true thing you appreciate.

Give credit where cheer is due.

09 The welcome upgrade

15 minutes

Ask a teammate how your elf display could be easier to see or use. Improve the sign placement or offer a readable link.

You'll need: Fresh eyes and a helpful adjustment.

Even magic benefits from clear directions.

10 The pocket-sized pause

5 minutes

Check on a teammate during a busy day. Ask what small, practical help would be useful, then follow through if you can.

You'll need: A few minutes and a listening ear.

Cocoa cannot answer emails. A teammate can help.

11 The kindness story

10 minutes

Share one small act of kindness with your team. Leave out private details and get permission before identifying someone.

You'll need: A real story and respectful wording.

Some of the best magic happens quietly.

12 The encore

15 minutes

Choose a useful activity you can repeat after the holidays. Set a realistic date and invite your team to take part.

You'll need: A calendar and one manageable idea.

The hat can come off. The kindness can stay.