



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](mailto:headelf@elvesacrossamerica.com). Let's Make the Holidays Brighter, Together.