Dear [Child's Name],

Ho, ho, ho! It's me, your friendly Elf on the Shelf, [Elf's Name]! I've arrived from the North Pole to keep an eye on all the Christmas magic happening at your home this year!

Every night, I'll be flying back to Santa to share all the wonderful things you're doing -- like [mention a specific good behavior or activity they did recently]. Keep it up, you're on the nice list for sure! Remember, I love surprises! So feel free to leave me a little treat or a note. I promise to keep your secrets safe and sound! Can't wait to see what adventures we'll have together this holiday season!

With twinkly wishes, [Elf's Name] the Elf

P.S. Don't forget to be extra nice to those around you; it helps spread the holiday cheer!