

NRF'S IMPACT *during* COVID-19

NRF has elevated its role as the voice of retail during the COVID-19 pandemic. Join us as we continue to empower the industry that powers the economy.

19,644 RETAIL ADVOCATES

DELIVERED **40,452 PERSONAL MESSAGES**
to Congress in support of targeted and timely
pandemic relief, expanding NRF's virtual
reach to every single member of Congress



NRF FOUNDATION
SHARED

1.2M+

RETAIL JOBS
for workers displaced
by the pandemic



RECRUITED

900+

INDUSTRY
PROFESSIONALS

for NRF committees
and councils, spanning
300 retail companies



SUPPORTED

17,000+

FREE NRF FOUNDATION
RISE UP TRAININGS

to help future retail employees
prepare for and secure jobs

ENGAGED **152 RETAIL MEMBER COMPANIES**
REPRESENTED BY **344 INDUSTRY PROFESSIONALS**
through NRF Operation Open Doors working groups

CONVENED

734

DISCUSSIONS

with retail leaders through NRF Operation
Open Doors working groups



HOSTED

200+

CALLS, WEBINARS
AND VIRTUAL
ROUNDTABLES

featuring industry leaders,
policymakers and
health care experts
about the pandemic's
impact on retail and
the economy

RELEASED **52 BENCHMARKING SURVEYS**
covering COVID-19 supply chain impacts, workplace
policy updates, store operations and more

DEPLOYED OVER **3M COVID-19 RELATED EMAILS**
keeping the industry safe and informed



1,800+

TRAININGS PROVIDED

to front-line, customer-facing and distribution
workforces through the NRF Foundation's
RISE Up COVID-19 trainings