

# Ready to be part of something big in retail?

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**JOIN US. REAL CHANGE HAPPENS  
WHEN WE WORK TOGETHER.**

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# The National Retail Federation is committed to helping retail go further.

## WHY JOIN?

NRF membership means you are part of the world's largest retail trade association that has represented the industry for over a century. Membership is company-wide and open to each employee.

NRF champions the success of retail around the world, teaming up with industry leaders to redefine the boundaries of retail and arm the industry with the tools required to succeed in the global economy.

**Simply put, we are stronger together.**

# NRF's impact during COVID-19.

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



## Research

NRF released **52 benchmarking surveys** covering COVID-19 supply chain impacts, workplace policy updates, store operations, consumer sentiment toward masks and more.

## COVID-19 Emails

NRF deployed over **3M COVID-19 related emails** to help keep the industry safe and informed.



## NRF Operation Open Doors

NRF Operation Open Doors working groups convened 734 discussions with 150+ retail member companies represented by 344 industry professionals.



## NRF Foundation RISE Up Trainings

The NRF Foundation's RISE Up credentialing program supported over 17,000 free trainings to help future retail employees prepare for and secure jobs.

## COVID-19 Trainings

The NRF Foundation's RISE Up program provided 1,800 COVID-19 trainings to front-line, customer-facing and distribution workforces.

## Retail Jobs

Since the pandemic began, the NRF Foundation has shared 1.2M jobs and the Job Board has been viewed 150,000 times.



## NRF Advocacy

NRF delivered **42,452 personal messages from 19,644 retail advocates** to Congress and the White House in support of targeted and timely pandemic relief, expanding NRF's virtual reach to every single member of Congress.

## NRF Events

NRF 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.



## NRF Committees and Councils

NRF recruited 900+ industry professionals for NRF committees and councils, spanning 300 retail companies.

*\*Impact and metrics earned February - December 2020.*

# Speaking for retail starts with us.

**NRF has 40+ committees and councils just for members. These groups provide the perfect platform to increase their networks, share ideas, establish best practices, grow their careers and prepare testimony for Congress.**

From the CIO Council and Strategic Supply Chain Council to the Taxation Committee and LP Council, these groups bring industry visionaries and leaders together to explore new possibilities and make their voices heard.

**NRF offers councils and committees covering a wide range of functional roles and industry topics, including:**

- CIO Council
- Digital Council
- Diversity & Inclusion Working Group
- Financial Executives Council (FEC)
- General Counsels Forum
- International Trade Advisory Committee (ITAC)
- IT Security Council
- Loss Prevention Council
- Marketing Executives Council
- Policy Council
- Privacy Working Group
- Strategic Supply Chain Council
- Talent Acquisition Group
- Taxation Committee

## **NRF CONNECT: A TOOL JUST FOR COUNCILS AND COMMITTEES**

NRF Connect is a private collaboration platform designed specifically for NRF council and committee members. Members are able to share best practices, source innovative answers to pressing questions and stay up to date on retail trends and policies.





We do the work for you.

**Membership has its perks. There is something for everyone in your company, regardless of title or expertise.**

**NRF On Demand**

Our video platform provides an all-access pass to all employees at member companies to view top-rated content from events like NRF 2020: Retail's Big Show and programs including NRF Operation Open Doors. Members can watch industry videos any time and on any device.

**NRF Cyber Risk Exchange**

This digital platform provides cyber retail members the ability to share and receive threat intelligence and collaborate with their peers and U.S. government agencies to mitigate cyber threats

**NRF Foundation's RISE Up COVID-19 Trainings**

These two new retail operations and customer conflict prevention credentials utilize the best practices from large retailers and the CDC to support training front-line retail employees to safely operate during the pandemic. NRF retail member companies are exclusively eligible to receive 15 FREE passes per training credentials.

**NRF Retail Leadership Series**

Our newest virtual program series features candid conversations with CEOs from leading brands including Target, Lowe's, Walmart U.S. and Starbucks.

**NRF Member Virtual Briefings**

This retail member benefit provides customized virtual briefings tailored to industry area, interest and needs. Topics can include consumer and holiday research, trade policy, cybersecurity risks in retail, operating during COVID-19 and more.

# We elevate the industry.

**NRF provides the resources, tools and platforms to enhance retail and the next generation of talent.**



## Unique Research

NRF produces original research throughout the year, diving into retail trends, consumer sentiment and workforce issues. From examining the future of AI to talent and hiring trends, we cover it all.

Top reports with exclusive member access or special pricing include:

- State of Retailing Online
- Retail Compensation and Benefits Report
- **Custom cuts** of key consumer data



## Tools and Resources

Go further with a wide range of tools and resources including:

- Coronavirus (COVID-19) Resources for Retailers
- NRF Foundation Training Credentials
- Industry Partner Resources Headquarters
- 4-5-4 Calendar Guide
- Retailer Sexual Harassment Training Module
- Retail Litigation Headquarters
- Retail Port Tracker
- Monthly Economic Review
- **Complimentary** postings to the NRF Job Board



## Industry Insights

Receive updates and alerts on industry topics. Sign up for area-specific newsletters like NRF Research Alerts, SmartBrief newsletters, Global Port Tracker and more at [nrf.com/newsletters](https://nrf.com/newsletters).



## Retail Gets Real

NRF's weekly podcast features unfiltered, insightful conversations with the industry's most interesting people.



## NRF Blog

NRF's blog shares stories and updates from around the retail industry including insights, trends and transformation.

# The company we keep means business.

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## JOIN TODAY!

Schedule a call with us at [calendly.com/nrf-membership](https://calendly.com/nrf-membership)  
or reach out to the team at [membershipinfo@nrf.com](mailto:membershipinfo@nrf.com).

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