

# 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 voice that speaks for the nation's largest industry. Membership is company-wide and open to each employee.

We have more than 100 years of experience championing the people and policies that fuel success for retailers, the jobs they create and the lives they impact.

**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.*

# We amplify retail's voice at every level, for every retailer.

**With NRF's team of policy experts, gain unique insight into how the legislative landscape will impact your bottom line. Our advocacy programs and platforms amplify the voice of retailers across the country.**

## **Advocacy Alerts**

NRF keeps you up to date on the latest movements on Capitol Hill impacting retailers. You will always be plugged into any changes, wins and challenges through NRF's action alerts.



## **RetailPAC**

Federal policymakers create laws and regulations every day that impact retailers. Our bipartisan PAC has a simple mission: To support campaigns of candidates who are pro-growth, pro-jobs and pro-retail for the United States Senate and House of Representatives.



## **Retail Advocates Summit**

Retail Advocates Summit is NRF's biannual premier advocacy event that brings together hundreds of retailers and connects them with federal lawmakers. NRF also honors retailers for exceptionalism in advocacy through the America's Retail Champions program.



## **Retail Advocacy Bootcamp**

Retail Advocacy Bootcamp is a biannual advocacy training program that gives retailers the leadership skills to be an effective retail advocate. Attendees learn how to lobby and make a difference in policy debates that impact their businesses.



## **Store Tours**

Store Tours help connect Congress to the retail industry. Each year, NRF's advocacy team facilitates a range of tours for members of Congress at local retail companies across the U.S.



## **NRF Policymakers Series**

This virtual, invitation-only program features conversations with retail industry CEOs and key policymakers leading efforts to address the COVID-19 pandemic and the economic recovery.

# 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 voice 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
- IT Security Council
- Loss Prevention Council
- Marketing Executives Council
- National Council of Chain Restaurants
- Policy Council
- 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. Members can watch top-rated content from industry-leading events and unique programs at 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 Operation Open Doors**

Operation Open Doors provides guidance and tools that NRF members can use as they operate stores safely during the COVID-19 international health crisis. Areas for guidance include logistics, social distancing and safety issues, and how to bring employees back to the workforce.

### **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 that includes:

- NRF Operation Open Doors
- 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.

# Members save more

Retail member companies **can save \$260,000+** a year through a variety of members-only benefits and programs.

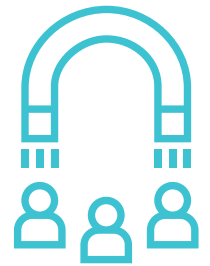
Discover how 16,000+ leading retail companies maximize their membership return on investment.



We are your eyes and ears on Capitol Hill -

MEMBERS CAN SAVE AN AVERAGE OF  
**\$100,000 TO \$250,000**  
WITH NRF LOBBYING AND ADVOCACY EFFORTS

Tap into retail's  
talent pool and  
SAVE UP TO  
**\$5,000**



with free access to the  
retail-only NRF Job Board

## NRF ON DEMAND

provides year-round, free  
content from our top-rated  
event sessions, valued at up to



**\$2,000**  
PER EMPLOYEE



RETAILERS CAN SAVE UP TO  
**\$10,000**

WHEN CYBERSECURITY TEAMS UTILIZE  
THE NRF CYBER RISK EXCHANGE



Members can access  
30 FREE PASSES to the  
NRF Foundation's RISE Up  
COVID-19 TRAINING PROGRAMS,

A VALUE OF  
**\$450**

Save time and maximize investment with special members-only rates and team pricing at NRF events like NRF 2021: Retail's Big Show - Chapter 2, NRFtech 2021 and NRF PROTECT 2021.



# 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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Federation

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