

Ready to be part of something big in retail?

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

RETAIL MEMBERSHIP GUIDE

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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 **64 benchmarking surveys** covering COVID-19 supply chain impacts, workplace policy updates, store operations and more.

NRF Operation Open Doors

NRF Operation Open Doors working groups held 785 discussions with 345 industry professionals.



NRF Foundation RISE Up Trainings

The NRF Foundation's RISE Up credentialing program supported more than 17,000 free trainings to assist future and current retail employees prepare for and secure jobs. 3,300 COVID-19 trainings were also presented to front-line, customer-facing and distribution workforces.



Retail Jobs

The NRF Foundation has shared 1.2+ million retail jobs with workers displaced by the pandemic.

NRF Advocacy

NRF expanded our reach to every single member of Congress and the White House by delivering **43,940 private messages from 20,000 retail advocates** in support of targeted and timely pandemic relief.



NRF's Store Tour program and Retail Advocates Town Halls directly connected with 54 members of Congress for discussions on retail's future and recovery.

NRF Events

NRF hosted 650+ events, calls, webinars and virtual roundtables for 35,000 retail professionals featuring industry leaders, policymakers and health care experts to address the pandemic's impact on retail and the economy.



NRF Committees and Councils

NRF recruited 1,819 industry professionals from 400 retail companies into NRF committees and councils.

**As of September 2021.*

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.

NATIONAL RETAIL FEDERATION®
RETAILPAC

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.

NRF
RETAIL
ADVOCATES
Town Hall

Retail Advocates Town Hall

NRF's Retail Advocates Town Hall program brings together retailers and key policymakers for an exclusive conversation on retail's future. Each virtual town hall focuses on important policy topics affecting retailers.

NRF
STORE TOURS

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

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 offers 40+ members-only committees and councils for NRF retail members. These groups provide members with an exclusive platform to network, share ideas, establish best practices, grow their careers and prepare testimony for Congress.

From the CIO Council and Strategic Supply Chain Council to the Sustainability Council and LP Council, these groups bring industry visionaries and leaders together to explore new possibilities, make their voices heard and help shape retail's future.

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

- CIO Council
- Digital Council
- Diversity, Equity & Inclusion Working Group
- Financial Executives Council
- General Counsels Forum
- IT Security Council
- Loss Prevention Council
- Marketing Executives Council
- National Council of Chain Restaurants
- Policy Council
- Strategic Supply Chain Council
- Sustainability 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 Operation Open Doors

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

Only NRF members can take advantage of our exclusive weekly benchmarking calls where retail leaders share best practices and how they are bringing employees back into physical workspaces during the pandemic.

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.

NRF Webinars

NRF's Supply Chain Lunch and Learn series provides supply chain strategies for executives and professionals in retail supply chain roles. This series focuses on areas involving supply chain, transportation, logistics, operations and sustainability.

The Retail Reimagined webinars highlight pressing industry issues around innovation and technology, consumer trends, holiday shopping seasons and more.

MEMBERSHIP BENEFITS

Retail Law Resource Center

The Retail Law Resource Center is a hub for in-house retail counsel to learn the latest strategies for guiding and advising organizations. Regularly updated resources include: NRF Litigation Risk Tracker, Retail Litigation Headquarters, Retailer Workplace Harassment Training Courses, benchmarking surveys, COVID-19 return to office resources and more.

NRF Foundation's RISE Up Trainings

RISE Up conflict prevention trainings

The retail operations and customer conflict prevention credentials utilize best practices from large retailers to support training for front-line retail employees on how to safely navigate conflicts within the store. In addition, this training provides crisis prevention strategies.

RISE Up Warehouse, Inventory and Logistics certificate

This new training course was developed in collaboration with the Association for Supply Chain Management Foundation. This industry-recognized credential meets the growing need for skilled supply chain, logistics, distribution and transportation employees.

NRF retail member companies are exclusively eligible to receive **10 FREE** passes per training credential program. RISE Up conflict prevention trainings.

Exclusive member discounts for NRF events.

NRF provides teams from retail member companies exclusive access to top industry events featuring retail thought leaders and innovator. With year-round events and content, hear directly from retail experts as they offer strategic insights and best practices to help propel brands forward.

NRF[®]
2022
RETAIL'S BIG SHOW

NRF[®]
RETAIL
LAW
SUMMIT

NRF[®]
NEXUS

NRF[®]
PROTECT
2022

NRF[®]
SUPPLY
CHAIN 360

Members save more

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

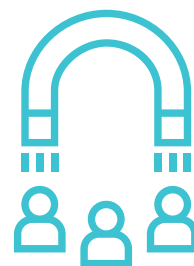
Discover how 16,000+ leading retail companies maximize their membership return on investment.



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
\$15,000

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

and

A VALUE OF
\$1,000 10 free RISE Up credential trainings for
Warehouse, Inventory and Logistics

Save time and maximize investment with MEMBERS-ONLY RATES
and team pricing at NRF events. Hear from leading retail
speakers and learn top
strategies while SAVING UP TO **\$3,500**

Connect with our team today.
membershipinfo@nrf.com

INTERESTED IN
even more
BENEFITS?

The company we keep means business.

JOIN TODAY!

Connect with our membership team, schedule a call to learn more or ask how we can help your company at **membershipinfo@nrf.com**.



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