



Ready to be part of something big in retail?

**WHEN YOU JOIN NRF
REAL CHANGE HAPPENS.**

RETAIL MEMBERSHIP



The National Retail Federation is committed to helping your retail business and the retail industry go further.

WHY JOIN?

NRF membership means you and your colleagues are part of the organization that speaks for the nation's largest industry. This diverse community has exclusive access to premier data, economic forecasts, industry experts and grassroots alerts.

Membership is company-wide and open to each employee. NRF can help advance your company with our retail resources and programs.

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 members get more.

Your company has unlimited opportunities with [NRF membership](#). There is something for everyone in your company, regardless of title or functional area. Our strategic programs are designed to maximize your company's ROI and help move the industry into the next era of retail.

NRF Advocacy

NRF advocates for the people, brands, policies and ideas that help retail thrive. We keep retailers informed of the latest developments on Capitol Hill, in the regulatory agencies and in the courts impacting retailers. NRF's dedicated government relations team communicates retail's priorities before Congress and the agencies and ensures retail has a voice in Washington, D.C. From our grassroots [Action Center](#) to our [councils and committees](#), NRF amplifies the voice of retail.

NRF Member Briefings

This [retail member benefit](#) provides customized virtual briefings tailored to industry area, interest and needs. Topics include consumer and holiday research, loss prevention, trade policy, cybersecurity, swipe fees and more.

Executive-level Engagement

NRF membership is company-wide, meaning it covers everyone at your organization, at all levels. NRF has multiple councils designed for executive participation that allow for networking at the C-suite level and foster the exchange of ideas at the highest levels of the retail industry.

NRF Events

[NRF events](#) — ranging from large industry conferences to small and mid-sized events and webinars — feature industry experts covering an array of topics designed to offer strategic insights and best practices to help retailers thrive. NRF events offer a platform for retail executives to speak and share their company's story.

NRF Research

NRF keeps you and your company at the forefront of the latest consumer research, economic forecasts and retail trends. Joining NRF means your company can stay ahead with access to [exclusive research reports](#) and benchmarking surveys to help make data-driven decisions.

NRF Communities

NRF Communities is an online communication and resource repository platform utilized by our councils and committees to post messages, facilitate conversations and share resources. Members leverage this platform to collaborate on issues and challenges and NRF senior staff utilizes this platform to house documents and share national and key industry alerts and resources.

Convening retail leaders and executives to help shape the industry

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.

NRF brings together industry leaders to explore new possibilities, make their voices heard and help shape retail's future. NRF councils allow retail executives a safe space to network, discuss pressing matters facing retailers and exchange strategic leadership advice relevant to their roles.

NRF offers [councils and committees](#) covering a wide range of functional roles and industry topics, including:

- AI Working Group
- CEO Council*
- CIO Council*
- Digital Council*
- Diversity, Equity & Inclusion Working Group
- Financial Executives Council*
- General Counsels Forum*
- IT Security Council
- Loss Prevention Council*
- Marketing Executives Council*
- Policy Council
- Strategic Supply Chain Council
- Sustainability Council

*Council is restricted to C-level titles

NRF COMMUNITIES

NRF Communities is a secure online forum for council members to share knowledge and directly engage with each other. This network provides an outlet for discussing digital, tech and ecommerce solutions, trends, best practices and other relevant issues outside of quarterly meetings.

Amplifying retail's voice at every level, for every retailer

NRF members are the first to know about the policies impacting their business and the industry. We help retailers navigate legislative and policy issues at the federal and local level, ensuring the industry's success. We also stand up for retail in the courts as necessary. Our resources help keep you engaged, informed and updated on the latest issues from data and consumer privacy to supply chain, tax reform and more.

Advocacy Alerts and Grassroots

NRF keeps you up to date about the latest movements on Capitol Hill impacting retailers. You will always be plugged into any changes, wins and challenges through NRF's action alerts. NRF empowers retail workers with the [Action Center](#), where you can take a stand and make your voice heard on what matters most to you, your job and our industry.

Legal Advocacy

NRF's representation of retailers extends to the courts as laws and regulations often become the subject of litigation. NRF has filed lawsuits of its own, joined retail companies or other trade associations in doing so, and has filed amicus briefs in a number of lawsuits where the retail industry has an interest.

State Advocacy

NRF members have exclusive access to our online state legislative tracker, which includes heat maps and the ability to search, in real time, issues by state. NRF brings together member companies with state legislators, allowing them both visibility and the opportunity to tell their story, and explain legislative and regulatory challenges, to lawmakers face to face.

Retail Advocates Summit

The Retail Advocates Summit is NRF's premier advocacy event that brings together hundreds of retailers and connects them with federal lawmakers.

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.

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.

Providing the skills and resources needed for life-changing careers

The NRF Foundation provides the skills and resources needed for life-changing careers. We're part of the National Retail Federation. The NRF Foundation awards more than \$600,000 in college scholarships each year, helping undergraduates erase debt and gain real-world experience.

NRF Talent Acquisition Group (TAG)

The NRF Talent Acquisition Group convenes the most senior talent acquisition executives from retail companies and provides opportunities for networking, enhancing careers and the exchange of ideas.

NRF Foundation Honors

Since 2015, the NRF Foundation Honors has raised the funds we need to connect people to an industry that's a great place to start and grow. From the most coveted award in retail, The Visionary, and our annual List of People Shaping Retail's Future to our scholarship recipients and RISE Up Partner of the Year, the NRF Foundation Honors celebrates the retail professionals who are sparking innovation and inspiring incredible change.

NRF Foundation's RISE Up Trainings

NRF Foundation RISE Up training and credentialing provides foundational employability skills to help people land jobs and get promoted in retail and beyond.

Our curriculum and exams are industry-recognized and were developed in collaboration with more than 20 retailers, including Walmart, Macy's, The Home Depot, Burlington Stores, BJ's Wholesale Club and Nordstrom. And we're proud to partner with more than 3,000 training partners in all 50 states — as well as the Boys and Girls Clubs of America, DECA and the National Urban League. More than 37,650 RISE Up credentials were earned in 2022.

NRF retail member companies are exclusively eligible to receive 10 FREE passes per training credential program.

NRF Foundation Campus

NRF Foundation Campus connects retailers with exceptional talent from across the country at in-person and virtual events including career fairs, mentoring, DEI events and more. Our programs foster talent, promote diversity and nurture innovation, giving students unique opportunities to explore career paths and opportunities in retail.

The NRF University Recruiters Group

The NRF University Recruiters Group is open to recruiters in early talent and/or campus relations of any retail company to discuss top-of-mind issues and topics in the university recruiting space. More than 50 companies are part of the NRF University Recruiters Group.

Exclusive member discounts for NRF events

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

NRF events offer a platform for retail executives to speak and share their company's story.

Retail's Big Show January 14–16, 2024 | New York City

Retail's Big Show brings the entire retail industry together to hear from the biggest changemakers, [experience the latest](#) innovations and make the relationships that matter most.

NRF Retail Law Summit March 5–7, 2024 | Free virtual event

The NRF [Retail Law Summit](#) is a free virtual event created for retailers with roles in legal, risk, compliance and human resources and covers key topics on employment/workforce, consumer protection and tech.

NRF PROTECT June 4–6, 2024 | Long Beach, California

[NRF PROTECT](#) convenes retail industry experts in loss prevention, asset protection, digital fraud and cyber risk to learn how to address changing threats with new strategies, identify top retail security priorities and discover tools to help combat retail crime in an ever-changing environment.

NRF Nexus July 15–17, 2024 | Rancho Palos Verdes, California

[NRF Nexus](#) calls all senior-level technology, marketing and digital innovators to bring their best ideas and top-tier leadership teams to Southern California for this retail conference to pioneer their organization's future goals.

NRF Retail Advocates Summit July 17–18, 2024 | Washington, D.C.

NRF's Retail Advocates Summit gives retailers a seat at the table to directly connect with policymakers, tells retail's story and celebrates contributions to advocacy.

NRF State of Retail & the Consumer

[NRF's State of Retail & the Consumer](#) explores the health of American consumers and the retail industry with leaders including NRF President and CEO Matthew Shay, NRF Chief Economist Jack Kleinhenz, Ph.D., retail executives from major brands, prominent economists and consumer experts.

NRF empowers the industry that powers the economy.

JOIN TODAY!

Connect with our membership team to learn more at membershipinfo@nrf.com.



NRF National
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