

Our Promise to Minnesota Retailers

A Minnesota Retailers Association (MnRA) membership is good business. MnRA tells your story every day for the betterment of the industry and provides you access to member benefits that simply cannot be efficiently accessed on your own.

Our promise to the retail industry: MnRA will save members time and money, while making Minnesota a stronger place for retailers to do business.



MnRA membership is open to retailers (retail members) and organizations providing products and services to the retail industry (associate members).

An investment in your business through MnRA membership provides access to a range of services and products addressing the needs of retailers with 1 to 1,000 locations. MnRA is dependably the voice of retail and focused on the bottom line of businesses. See below for a digest of MnRA offerings.

Public Policy & Advocacy.....

Since 1952, the Minnesota Retailers Association (MnRA) has been the champion of retail business in Minnesota. In fact our mission is to “promote, preserve and enhance an essential retail industry in the state by developing public policy.” Our three track approach to taking a leadership role in promoting retail-friendly ideals at the state capitol involve thoughtful development of public policy positions, strong advocacy, and support of candidates and elected officials whose actions support retail.

Member Benefits.....

MnRA operates a strong vendor partnership program called Retail*Plus+*, giving members access to products and services with an economy of scale usually reserved for large corporations. In addition, National Retail Federation membership comes bundled with MnRA membership at no extra cost, including access to discounts and programs with national leverage.

Training, Events, & Trends.....

MnRA hosts monthly best practice educational events and webinars, as well as annual events such as our MnRA Legislative Wrap Up Golf Outing, and Annual Meeting. MnRA’s training and events provide our members access to trends and education vital to operating a Minnesota retail business.

Connections.....

MnRA keeps members connected to government, the retail community, and most important other retailers willing to share experiences. From one-on-one meetings to our e-mail subscription lists, MnRA makes connections where it matters.

It takes one step to invest in your business through MnRA membership: Call 651.227.6631, e-mail mnra@mnretail.org, or visit www.mnretail.org/join.