

EMPATHY

We asked donors what attributes they liked to see in the fundraisers who called on them. They mention the 3 Es:

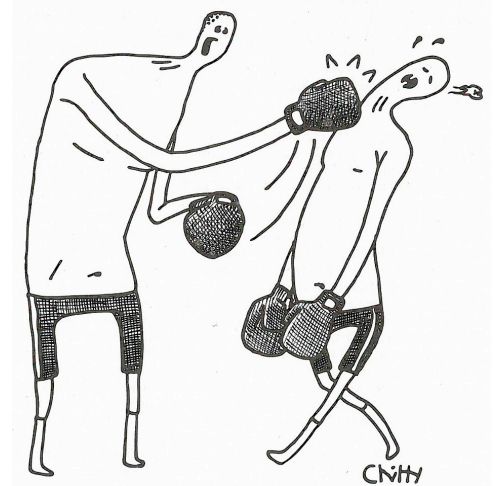
- Energy
- Enthusiasm
- Empathy

Actually, they didn't use the word *empathy*. They said, "I want the fundraiser to know me. I'm not an ATM machine. I don't have a sign across my chest that says, 'I give money away.' "

They told us they have joy, they have happiness. And they have problems and pain.

Empathy is walking in someone's shoes, seeing with their eyes. Feeling what's in their heart.

To be a great fundraiser, you must be empathetic. The brief test that follows will give you an idea of how empathetic you are.



"Oh, that must hurt awful. I can imagine how you feel."

1. When someone else is feeling excited, I tend to get excited too.

Never Seldom Sometimes Often Always
1 2 3 4 5

2. I have tender, concerned feelings for people less fortunate than me.

Never Seldom Sometimes Often Always
1 2 3 4 5

3. What influences most people in making a major gift?

Reason					Emotion
1	2	3	4	5	

4. I understand how another person is feeling.

Never Seldom Sometimes Often Always
1 2 3 4 5

5. I see things from another person's perspective.

Never Seldom Sometimes Often Always
1 2 3 4 5

6. I can feel the pain (or joy) of another person vicariously, even though I haven't had the experience myself.

Never Seldom Sometimes Often Always
1 2 3 4 5

7. I quickly read and respond to another person's emotions.

Never Seldom Sometimes Often Always
1 2 3 4 5

8. I try to understand someone better.

Never Seldom Sometimes Often Always
1 2 3 4 5

9. Rather than feel sorry for another person, I feel sympathetic for the other person.

Never Seldom Sometimes Often Always
1 2 3 4 5

10. I care how the other person is feeling.

Never Seldom Sometimes Often Always
1 2 3 4 5

11. I know what issues and concerns keep the other person awake at night.

Never Seldom Sometimes Often Always
1 2 3 4 5

12. I do more listening than talking.

Never Seldom Sometimes Often Always
1 2 3 4 5

13. I understand how the other person likes to communicate, and have comfortably adapted to their style.

Never Seldom Sometimes Often Always
1 2 3 4 5

14. I know what my own hot buttons are— and am aware of the behaviors and situations that set me off. I am able to identify my own issues and can regulate my responses.

Never Seldom Sometimes Often Always
1 2 3 4 5

15. My clients and I enjoy spending time with each other. They routinely confide in me.

Never Seldom Sometimes Often Always
1 2 3 4 5

16. I know what's going on in the other person's world.

Never Seldom Sometimes Often Always
1 2 3 4 5

SCORING

Add the numbers associated with each of your responses. Total them.

72-80 You are among the truly empathetic. You understand your donors— and they love you for that. You have made a major step in the relationship.

64-71 You are well on your way. Donors like working with someone who understands what's in their heart and drives them. Work a bit to keep perfecting your skill.

48-63 You're in the average range— but not good enough. Empathy is something you can learn, develop, and improve. It's an essential skill, so work on it.

Below 48 You must improve. Empathy is critically important in fundraising. If you wish to be successful, you must polish and greatly upgrade your skill.

