

CHECKLIST: EMPATHY IN COMMUNICATIONS

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PROCURING CONTENT

- All individuals portrayed have given consent to be photographed/interviewed and to have their image/story used in such a way by the nonprofit
- All individuals portrayed agree that the image/story is an accurate representation of themselves, and the overall issue
- All individuals portrayed understand the risks and downsides to sharing their image/story, and have given consent while fully aware of the ramifications
- All individuals are portrayed in a manner both *they* and the audience would consider respectful (if you don't know - ask!)

TELLING THE STORY

- Story challenges or questions common assumptions about those individuals and groups represented
- Story focuses on the potential of those represented, not on their problems
- Story portrays a representative case, not an outlier or extreme example
- Story includes multiple perspectives or ideas on the issue
- Story includes the intersectionality of various identities embodied by the individuals portrayed
- Story does not include language that both those represented and the audience would consider demeaning (if you don't know - ask!)
- Story describes the systemic issues contributing to the situation
- Story demonstrates positive qualities of those portrayed, such as courage and resilience
- Story does not place blame on the individuals, cultures or communities represented
- Story includes the role of partners and local leaders in implementation

CONNECTING THE AUDIENCE

- Story includes analogies and examples that connect the audience through a shared values
- Story is educational and aims to help the audience better understand the issues and individuals portrayed
- Story guides the audience into new ways of thinking or behaving
- Story includes a clear call to action

 To download checklists for **Donor Conversations** and **Site Visits** go to: www.philanthropywithoutborders.com/empathy

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