When we give to others, it not only brings them joy, but brings us joy. This should help people want to give more and not worry about how others receive it:

<https://greatergood.berkeley.edu/article/item/how_to_make_giving_feel_good>

There is work showing that to the extent people believe that empathy is something that can be learned, as opposed to a trait you have or don’t, they’re more willing to engage in care: <https://www.researchgate.net/publication/264865865_Addressing_the_empathy_deficit_Beliefs_about_the_malleability_of_empathy_predict_effortful_responses_when_empathy_is_challenging>

It’s very important to focus on a single, identifiable individual at first.

<https://en.wikipedia.org/wiki/Identifiable_victim_effect>

Getting out of our own heads is an important fact. We have to be able to put our own feelings of hurt aside in order to care about others. We’ve found in our work that those who have suffered from past adversity tend to be more willing to care for others UNLESS they are still in the midst of suffering adversity themselves. The upshot here is that we need to be able to put our own pain/troubles to the side before we’re able to fully give comfort to another.

<https://static1.squarespace.com/static/52853b8ae4b0a6c35d3f8e9d/t/5696e4b21115e0cae7fc2e2c/1452729526536/suffering-and-compassion.pdf>

We have data showing that when Person A helps Person B, Person B feels grateful for that care, and then is more willing to go and help Person C

<https://static1.squarespace.com/static/52853b8ae4b0a6c35d3f8e9d/t/528d2678e4b0ce6fb73c1caa/1384982136353/gratitude-and-prosocial-behavior-helping-when-it-costs-you.pdf>

Perspective taking has been shown in many studies to enhance concern for others.

<https://en.wikipedia.org/wiki/Perspective-taking>