



Q5 • CLOSING AND BEYOND

EXTEND THE LIFE OF THE WORK

An impact report turns a run into evidence for partners, funders and your next production. Use these eleven sections. Each comes with an example of the kind of headline it can lead with.

SECTION • WHAT GOES IN IT	EXAMPLE HEADLINE	YOUR HEADLINE NUMBER
☐ 1. Letter from the producers Run dates, a short summary of the work and its intent, and thanks to the team.	<i>"A reflection on what we built together."</i>	
☐ 2. The work Performance highlights, scale and what defined the production.	<i># performances • # extensions</i>	
☐ 3. Team & ecosystem Artists, staff, partners, volunteers and local businesses.	<i># people • # local businesses</i>	
☐ 4. Audience reach & experience Attendance, where people came from, how they responded.	<i># tickets sold • average rating</i>	
☐ 5. Engagement beyond the stage Pre- and post-show events and extended experiences.	<i># events beyond the stage</i>	
☐ 6. Media & visibility Press, social reach and broader exposure.	<i># press features • social reach</i>	
☐ 7. Economic & local impact Spending, sponsorships and contributions to the community.	<i>\$ sponsorship and local spend</i>	
☐ 8. Community & cultural impact Fundraisers, partnerships, the show's role in a wider movement.	<i>\$ raised for a partner cause</i>	
☐ 9. Legacy & continuation How the work lives on: recordings, tours, education, next steps.	<i>Cast album • tour • education</i>	
☐ 10. Recognition Awards, nominations and industry acknowledgment.	<i># nominations • # wins</i>	
☐ 11. Insights & thank-yous What you learned, what comes next, and who made it possible.	<i>Sponsors • partners • volunteers</i>	

BEFORE YOU DESIGN IT

Clear these before the report goes to anyone outside the team.

- ☐ Every number has a source you could show someone
- ☐ Photo credits collected for every image
- ☐ Quotes approved by the people quoted
- ☐ Partner and sponsor logos approved
- ☐ Producers have signed off on the letter
- ☐ One page someone could read in two minutes, if that is all they read

WHO GETS IT

AUDIENCE	WHAT THEY CARE ABOUT	FORMAT	SEND BY

EXTENSION STRATEGY

Where can the work go next? Check what is realistic and name the first step.

- ☐ Transfer or tour
- ☐ Cast album or recording
- ☐ Documentary or capture
- ☐ Education program
- ☐ Licensing
- ☐ Next production

FIRST STEP AND OWNER

Want to talk it through? Start a conversation at stageimpact.org.