

FREE WORKSHEETS FOR PRODUCERS

THE STAGE METHOD TOOLKIT

Five worksheets, one for each cue of the STAGE Method. Fill them in on screen or print them for the production meeting. All theatre creates impact. These help you design it on purpose.



Q1 • DEVELOPMENT
SET THE INTENT
Impact Alignment Brief

CUE 1



Q2 • DEVELOPMENT TO PRE-RUN
TARGET THE ECOSYSTEM
Ecosystem Map

CUE 2



Q3 • PREVIEWS AND RUN
ACTIVATE ENGAGEMENT
Activation Planner

CUE 3



Q4 • THROUGHOUT THE RUN
GENERATE OUTCOMES
Post-Show Survey + Metrics Tracker

CUE 4



Q5 • CLOSING AND BEYOND
EXTEND THE LIFE OF THE WORK
Impact Report Builder

CUE 5

Every worksheet is a fillable PDF. Type into the grey boxes in any PDF reader, or print and write.



Q1 • DEVELOPMENT

SET THE INTENT

Use this brief before rehearsals start. It gets the producing team aligned on what the production should do beyond the stage, before anyone plans an event or a survey.

THE PRODUCTION

TITLE

LEAD PRODUCER / COMPANY

VENUE AND RUN DATES

FORMAT / GENRE

THE SHOW IN THREE SENTENCES, IN PLAIN LANGUAGE

THE THEMATIC CORE

Not the plot. What is the show really about, and what question does it leave with people?

WHAT IT IS ABOUT BENEATH THE STORY

THE QUESTION IT ASKS

THE LARGER CONVERSATION IT BELONGS TO

THE IMPACT INTENT STATEMENT

Finish the sentence. This becomes the line every partner, funder and press release can repeat.

Because _____ exists,

will _____

and _____

INTENDED OUTCOMES, IN THREE LAYERS

For each layer, describe what you would actually see if it worked. Describe lived outcomes, not numbers yet.

AUDIENCE: WHAT THEY CARRY HOME

ECOSYSTEM: WHO WE CONNECT WITH

EXTENSION: HOW THE WORK LIVES ON

DEFINE THE LANE

What real-world space naturally aligns with this theme? Pick one. Not everything, just what makes sense.

☐ Educational ☐ Cultural / historical ☐ Community / civic ☐ Advocacy-adjacent ☐ Industry / field

WHY THIS LANE

GUARDRAILS

What this is not. Name the lines you will not cross so the impact never feels like marketing or messaging.

WHO OWNS IT

IMPACT LEAD

SIGNED OFF BY

DATE

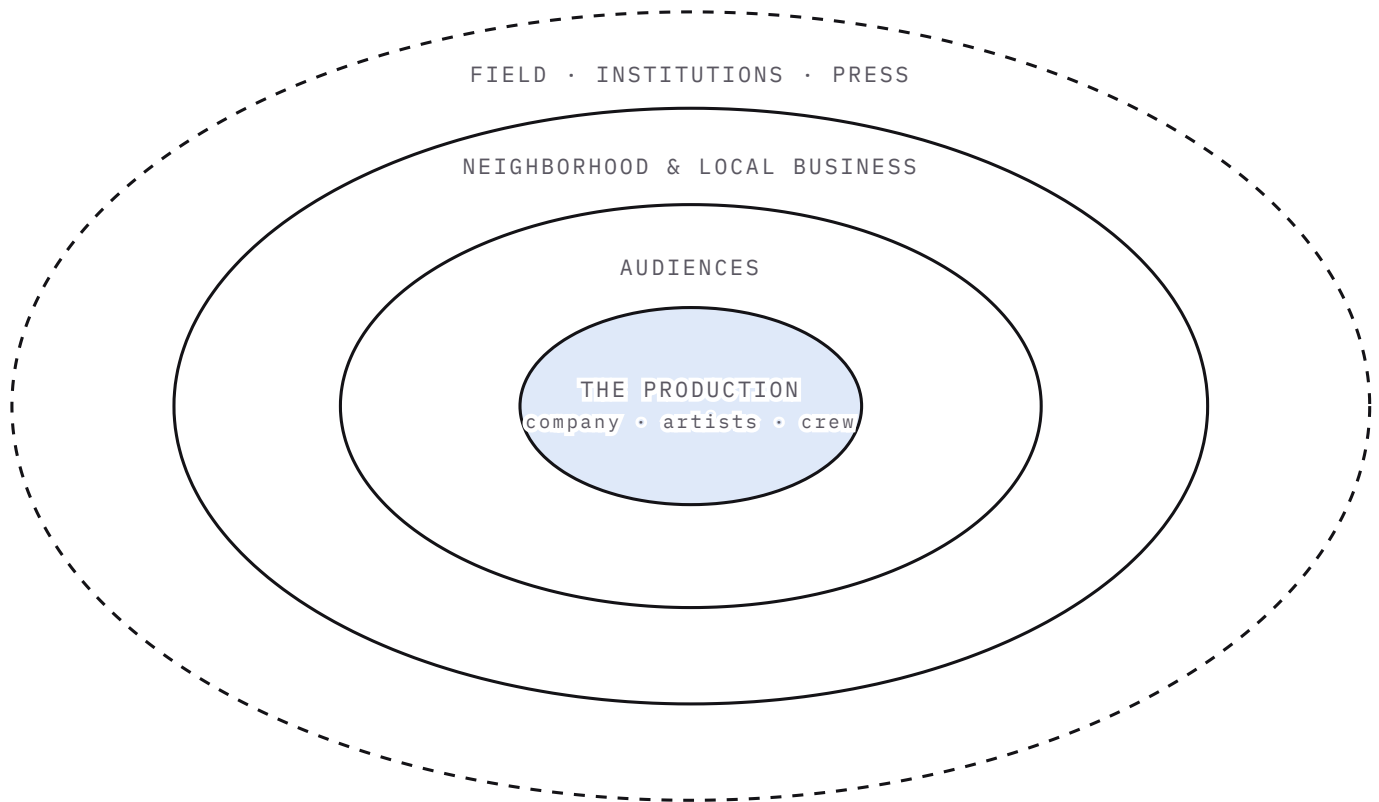
Next cue: Take your lane and your three outcome layers into the Ecosystem Map (Q2). They tell you which partners to look for.



Q2 • DEVELOPMENT TO PRE-RUN

TARGET THE ECOSYSTEM

Every show already sits inside an ecosystem. Write names, not categories, into each ring: the real people, venues, businesses and institutions that already care about what your show is about.



AUDIENCES: WHO, SPECIFICALLY?

NEIGHBORHOOD: VENUES, RESTAURANTS, SHOPS, SCHOOLS

FIELD: ORGANIZATIONS ALIGNED WITH THE THEME

PRESS & PLATFORMS: OUTLETS, PODCASTS, CREATORS

PARTNER SHORTLIST

Pick the strongest fits. For a first run, three committed partners beat twelve maybes.

PARTNER	RING	WHY THEY CARE	WHAT THEY BRING	WHAT WE OFFER	OWNER

THE FIT TEST

Before you reach out, check each partner against all four.

- ☐ They already work on our theme, with or without us
- ☐ Our audience overlaps with theirs
- ☐ We can offer them something real: access, visibility, a platform
- ☐ There is a named person, not just an inbox

Think local first: the restaurant next door, the venue down the street and the school across town are often a production's strongest partners. The map is where those relationships start.



Q3 • PREVIEWS AND RUN

ACTIVATE ENGAGEMENT

Plan the moments that connect the show to its ecosystem. Give every activation a partner, an owner and one thing you will measure, so it shows up in the impact report later.

ACTIVATION PLAN

WHEN	ACTIVATION	PARTNER	OWNER	DATE	WHAT WE'LL MEASURE
Before announcement to opening					
Before announcement to opening					
At the show lobby, pre-show, intermission					
At the show lobby, pre-show, intermission					
After the show post-show, talkbacks, the bar					
After the show post-show, talkbacks, the bar					
Beyond the run tours, education, album					
Beyond the run tours, education, album					

Ideas to start from: themed brunches, post-show concerts or talkbacks, a community race or film screening before opening, a book drive with a local bookstore, a training or workshop with a union or school.

ACCESS & AUDIENCE CARE

Impact includes who can be in the room. Check what you will offer and publish it before tickets go on sale.

- ☐ Content and sensory information (flashing lights, haze, loud sounds)
- ☐ Relaxed or sensory-friendly performance
- ☐ Captioning or audio description
- ☐ Pay-what-you-can or community tickets
- ☐ Seating guidance and step-free access info
- ☐ A space or resource for reflection after the show

RUN-OF-SHOW FOR ONE SIGNATURE ACTIVATION

Pick the activation that matters most and plan it in detail.

ACTIVATION

TIME	WHAT HAPPENS	WHO	NEEDS

PROMISE TO PARTNERS

What every partner gets back, in writing.



FOR AUDIENCES • ABOUT 5 MINUTES

AFTER THE CURTAIN

Thank you for coming. These questions are about what stayed with you, not a rating. Answers are anonymous and shared only in aggregate.

— YOUR EXPERIENCE

What moment, image or idea from the show is still with you?

Was there anything that surprised you about how the show affected you?

— AFTER YOU LEFT

Did you find yourself thinking about the show later that night or in the days after?

☐ Yes ☐ Somewhat ☐ Not really

Have you talked about it with anyone?

☐ Yes ☐ Not yet ☐ I plan to

If so, what came up most?

— YOUR VISIT

Did you do anything else nearby before or after the show?

☐ Ate or drank nearby ☐ Shopped ☐ Visited another venue ☐ Came just for the show

YOUR ZIP OR POSTCODE

HOW DID YOU HEAR ABOUT THE SHOW?

CARRY-FORWARD

Has the show changed how you think about a topic, a place or a perspective?

☐ Yes ☐ Maybe ☐ No

Is there anything you wished had been available after the show: context, conversation, resources?

Would you come to something connected to this show? A talk, a reading, an event?

☐ Yes ☐ Maybe ☐ No

Anything you want the creative team to know?

Thank you. Leave this with the front-of-house team or scan the code at the door.

FOR PRODUCERS: HOW TO RUN IT

Offer it on paper in the lobby and as a QR link in the program and the post-show email. Aim for at least 10% of each week's audience. Keep the wording the same across the run so answers compare. Pull two or three quotes each week with permission for your impact report.



Q4 • THROUGHOUT THE RUN

GENERATE OUTCOMES

Decide what you will count before opening night, and who counts it. Each row becomes a page of your impact report.

METRICS TRACKER

CATEGORY	METRIC	SOURCE	WHO TRACKS IT	TARGET	ACTUAL
The work performances, extensions, runtime					
Team & ecosystem people, partners, businesses					
Audience tickets, reach, rating					
Engagement events, activations					
Media press, social reach					
Economic & local spend, sponsorship					
Community donations, benefits					
Recognition awards, nominations					

Real numbers, real sources: ticket counts come from the box office, ratings from post-show surveys and reviews, local spend from partners and receipts. Track it as you go, not after closing.



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.