

Telephone Campaign 2025 – Policy

We're looking forward to speaking to Old Edwardians in our upcoming Telephone Campaign, which will take place this summer from Tuesday 8th to Sunday 20th July 2025. Our team of five student callers will be ringing over 1,500 alumni across the globe. The campaign gives them an opportunity to speak with Old Edwardians to find out what they are up to now, share experiences of school life, gain advice on career options and update them on the Assisted Places Fund.

In our last telephone campaign (2024), our student callers were overwhelmed by the warmth and generosity of the alumni and wider school community. Many of the people we spoke to choose to make a gift, collectively pledging over £62,000 to support Assisted Places. This funding, along with gifts from the rest of the community, is considerably transforming the lives of girls at the school.

By continuing to give together this year, we can ensure that as many girls as possible are able to take up their place at KEHS next September.

Of course, ensuring the happiness of our alumni is just as important as supporting girls on Assisted Places. If you receive a call from one of our student callers, this is what you can expect.

- Our student callers are ringing to discuss whether you might wish to support the Assisted Places Fund. They are also keen to talk to you about recent school news and our OE Careers Network (CareersLink), to gather your thoughts on our events and publications and to hear about your time at KEHS.
- Our student callers are all current Upper Sixth pupils who are very keen to speak to you and to help support Assisted Places here at KEHS. Each year we have more applicants than we have places on our team, so you know you will be speaking to an enthusiastic and dedicated young person.
- We always write to Old Edwardians in advance to let you know about the call and its purposes. This postcard or email that you will have received contains the contact details to use if you would prefer not to receive a call, you can choose to opt out of this call by emailing (development@keschools.org.uk).
- If we ring you and cannot get through, we will not call more than twice in one day.
- If we catch you at an inconvenient time, our callers will be able to schedule a call back at a better time.
- We will not call you before 10.00am or after 9.00pm, unless you have requested a call outside of those times.
- If you have any feedback on any of our development or alumnae services, please do let your caller know.

If you have any questions about our 2025 Telephone Campaign, please do not hesitate to contact us at development@keschools.org.uk

We look forward to speaking to you soon!