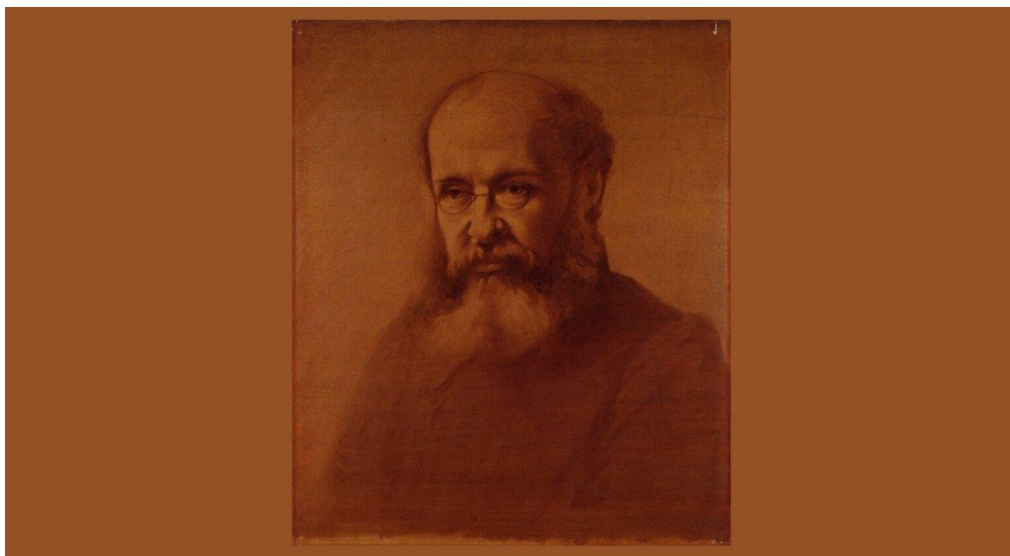




50 giving stories shared as part of The Marketors' Trust's 50th Anniversary celebrations in 2026

No 29: The 150-year-old novels that still bring readers together



Anthony Trollope (1815–1882), whose novels the Society keeps alive for readers all over the world.

“What on earth could be more luxurious than a sofa, a book, and a cup of coffee?” Anthony Trollope asked the question in his novel *The Warden*, and more than a century and a half later the Trollope Society is still answering it, one chapter at a time.

The Society is dedicated to the study and enjoyment of Trollope’s works, and at the heart of everything it does is the Big Read. It is a series of Zoom sessions, facilitated by academic experts, in which Trollope enthusiasts from around the world read and discuss a selected novel together. What could have been a solitary pleasure becomes a shared one: a vibrant community of readers meeting online to puzzle over characters whose motives, as any Trollope lover will tell you, are rarely simple.

For a society devoted to a Victorian novelist, the challenge was never the reading. It was reaching the people who would love it. That is where The Marketors’ Trust came in. In 2023 the Trust backed the Society with a Charity Grant, part of which funded a marketing campaign to bring the Big Read to a far wider audience, and the results went well beyond anything the Society had hoped for.

The campaign reached 90,000 people against a target of 20,000, and drove 4,000 clicks to the website where the target had been 600. It also turned readers into supporters, raising £2,354 in one-off donations and £1,589 in recurring gifts against an initial fundraising target of just £500. Good marketing did not simply raise the Society’s profile; it helped secure its future.



The legacy is still growing. Recordings of the talks, featuring both academics and passionate volunteers, now live on the Society's website as a resource for individuals and reading groups everywhere, so that anyone, anywhere, can pull up a chair and join in.

It is a reminder that great writing does not sell itself. A century and a half after Trollope put down his pen, it still takes good marketing to put his novels back into people's hands and to gather the readers who will love them. That, in the end, is what The Marketors' Trust set out to do: not to write the story, but to make sure it finds its audience.



Website: trollopesociety.org

How to give

Every gift, at whatever level, helps secure the Trust's grants, awards and care for the next fifty years.

To give, go to: <https://www.marketors.org/the-marketors-trust/support-ways-to-give>

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