Students in a graduate sport public relations class were assigned a project that enabled them to learn about donor relations and the campaign planning process. The project called for students to revitalize the sport management programs’ alumni society. Specifically, students conducted research, identified key issues facing the alumni society and developed communication strategies and tactics that positioned the organization for advancement. Some portions of this project were conducted on a class-wide basis, others in smaller groups. The project resulted in changes to the alumni society’s structure and activity, as well as the creation of campaign content.