The Canajoharie Library



December 12, 2013,

Dear Ms. Balsen,

I am writing on behalf of the Canajoharie Library & Art Gallery. Recently we were informed by our postmaster that we can no longer use the two names we have assumed in recent years on our bulk mailings. Since 2007 we no longer actively use our legal name “Canajoharie Library & Art Gallery” when doing daily transactions with the public. For now we would like to keep our legal name as “The Canajoharie Library & Art Gallery.” When we are mailing or doing business associated with our library half of the organization we use the assumed name “Canajoharie Library.” When doing museum business we use “Arkell Museum at Canajoharie.”

Up until now we have not had any problems using these two names. But now the post office has informed us that from now on all our bulk mailings must have our legal name. According to the USPS Domestic Mail Manual 703.1.5 *“all matter mailed at the nonprofit rates must identify the authorized nonprofit organization.  The name and return address of the authorized organization must appear either on the outside of the mailpiece or in a prominent location on the material being mailed.  Pseudonyms or bogus names of persons or organizations may not be used.”*

According to the USPS we could use our alternate names if they are used in conjunction with our legal name. But at this point none of our stationary or envelopes have the legal name on them. We also think this would confuse our members to have two different names on an envelope.

We can work around this according to the USPS *“The organization applies for, and is approved, separate nonprofit mailing privileges in the assumed name (i.e., the a.k.a. or d.b.a.).  In that case, when the organization mails at the nonprofit rates solely under the a.k.a. or d.b.a. name, the mailpiece must be identified with the authorized a.k.a. or d.b.a., under DMM 703.1.5.”*

We are requesting the ability to file for two “doing business under an assumed name” certificates or equivalent. The first request being “Canajoharie Library” and the second being “Arkell Museum at Canajoharie.”

Thank you for your assistance in this matter,

Leah LaFera

Director

Canajoharie Library & Art Gallery

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