

The Coronavirus (COVID-19), that forced the closure of our Parishes, is forcing us to rapidly adapt

## Problem: COVID-19 has closed our Parishes

From the Parishioner's view
\* Parishioners can't Light a Candle in Church
\* Parishioners can't say a Prayer in Church

## Problem: COVID-19 has closed our Parishes

From the Parish Council's view
\* Church loses Cash flow from Candle Donations
\* Giving Baskets are empty

## So how do we turn Lemons into Lemonade?





## With a Three-Pronged Approach...



Light a Candle & Say a Prayer A Solution...

•

- Mobile and Web enabled engine
- Provides a digital method of "Lighting a Candle" in the Church
  - Provides a digital method of remitting prayers for a loved one to be read by the priest
- Digital remittance for the candle
- Digital remittance for the Sunday Collection Tray

## There are many options...



#### How did Saint Mark Greek Orthodox Church address this?

- Quickly set up an online mobile accessible webpage to allow parishioners to:
  - Light a Candle
  - Select how much the parishioner wanted to donate for the Candle
- · Say a Prayer
  - · Add names to our Prayer List
- Make a One-Time donation
  - · Select how much they wanted to donate



#### Light a Candle & Say a Prayer at Saint Mark

"It is implied by the implication of the constraints in which control is " (General Stream) of the constraints, 15(h Century)

"I am the light of the workt, the who follows me will not walk to carbonau, buil will have the light of life." (John 8:12)

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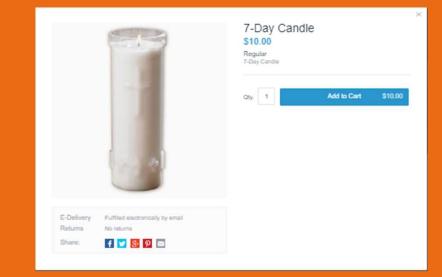
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## One-Time Donation \$20.00 - \$500.00 Select an option: Select an

#### What does the Parishioner see?

 Upon electronic acceptance of the order for candles or donation, the Parishioner sees an automatically generated email From: Saint Mark Greek Orthodox Church <<u>noreply@messaging.squareup.com</u>> Date: March 25, 2020 at 7:04:36 PM EDT Subject: Order confirmation from Saint Mark Greek Orthodox Church Reply-To: <<u>office@saintmarkboca.net</u>>

| Sa                                      | int Mark Greek Orthodox Ch                                 | urch                 |
|---|--|----------------------|
|   | Order Confirmation<br>Your order details are listed below. |                      |
| Order Date<br>March 25, 2020<br>7:04 PM | 1  | Order Numbe<br>#t4rt |
| One-Tin<br>\$20 Do                      | me Donation<br>nation                                      | \$20.0               |
| Subtotal<br>Tax                         |  | \$20.0<br>\$0.0      |
|   |  | \$20.0               |

## A Parish Council Member lights the candle(s)...

#### ...A Parish Council Member says the requested prayer and takes a picture...

...Places the candle(s) in the candle stand and then either texts or emails the picture along with a brief message



#### Inform the Congregation...Be transparent!

- The Parish is physically closed to parishioners
- Parishioners can still "Light a Candle & Say a Prayer" in Church
- Parishes in the United States operates solely on donations
- Until the Parish reopens, there's no money coming from the Sunday offerings

#### Create a Marketing Plan... Inform the Parishioner 7 Times 7 Different Ways

Market the online giving website

- Sermons
- Email blasts
- Newsletters
- Website
- Live Stream Chyron (Words on the Screen)
- Facebook
- Word-of-Mouth



Light a Candle and Say a Prayer at www.squareup.com/store/SaintMark

## Results: Day #1: \$1,472.00

| One-Time Donation \$1,030.00 | 7-Day Candle \$260.00 • Beeswax Taper C | Jandle \$182.00 |              |                   |            |               |
|------------------------------|---|-----------------|--------------|-------------------|------------|---------------|
| \$600 -                      |   | $\land$         | \            |                   |            |               |
| \$400 -                      |   |                 | $\mathbf{h}$ |                   |            |               |
| \$200 -                      |   |                 |              | $\langle \rangle$ |            |               |
| \$0                          | 3 am                                    | 6 am            | 9 am         | 12 pm 3 pm        | 6 pm       | 9 pm          |
| Item                         | SKU                                     | Category        | Unit         | Items Sold        | Units Sold | Gross Sales + |
| 7-Day Candle                 |   | Candles         | ea           | 26                | 26         | \$260.00      |
| Regular                      | 7-Day Candle                            |                 | ea           | 26                | 26         | \$260.00      |
| Beeswax Taper Candle         |   | Candles         | ea           | 36                | 36         | \$182.00      |
| \$10 Donation                | Single Candle-10                        |                 | ea           | 1                 | 1          | \$10.00       |
| \$2 Donation                 | Single Candle-2                         |                 | ea           | 21                | 21         | \$42.00       |
| \$20 Donation                | Single Candle-20                        |                 | ea           | 4                 | 4          | \$80.00       |
| \$5 Donation                 | Single Candle-5                         |                 | ea           | 10                | 10         | \$50.00       |
| One-Time Donation            |   | Donation/Tips   | ea           | 10                | 10         | \$1,030.00    |
| \$100 Donation               | Donation-100                            |                 | ea           | 4                 | 4          | \$400.00      |
| \$20 Donation                | Donation-20                             |                 | ea           | 4                 | 4          | \$80.00       |
| \$50 Donation                | Donation-50                             |                 | ea           | 1                 | 1          | \$50.00       |
| \$500 Donation               | Donation-500                            |                 | ea           | 1                 | 1          | \$500.00      |
| Total                        |   |                 | ea           | 72                | 72         | \$1,472.00    |
|                              |   |                 |              |                   |            |               |

## Before you begin...

You will need the following information:

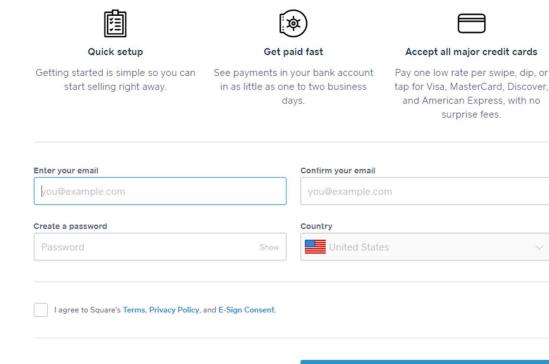
- The Parish's Federal Employer Identification Number (EIN)
- The EXACT name of the Parish that is used on all Federal Forms
- The Parish Treasurer (to complete their personal information)
- The Parish's Bank Routing Number and Account Number (so Square can deposit the funds in your account)
- Pictures of your Parish to post on the webpage
- Someone who is computer literate

# Where to Begin...

- Click on: squareup.com/i/SAINTMARKG
- By using the above link, your Parish will receive FREE processing on up to \$1,000 in credit card transactions for the first 180 days

#### Saint Mark Greek Orthodox Church invites you to try Square

You will receive free processing on up to \$1,000 in credit card transactions for the first 180 days\*. Afterwards, you pay the standard 2.6% + \$0.10 per swipe for all major credit cards\*\*.



Already have a Square account? Sign in.

CONTINUE

## Type of account

#### • Click Business, then CONTINUE

#### Which type of merchant best describes you?

No matter what type of merchant you are, Square can help you sell anywhere.



CONTINUE

## Name & Estimated Revenue

- Enter business name of your Church, Tax ID, and revenue expected
- Click CONTINUE

Business information

Let's start with your business name and EIN. You can always edit these details later.

Business name

Greek Church of Saint John

Employer Identification Number (Optional)

01-0010012

Your tax ID will be used for tax reporting purposes only. You can edit this information on your Square Dashboard at any time.

Estimated annual revenue (Optional)

\$50,000 - \$100,000

CONTINUE

•

## Type of business

- Select or search for Religious Organization; select result
- Click CONTINUE

| religious                          | 8 |
|------------------------------------|---|
| Results                            |   |
| Religious Organization             |   |
| Charities Education And Membership |   |
| Membership Organization            |   |
| Charities Education And Membership |   |
| Charitable Organization            |   |
| Charities Education And Membership |   |
| Other                              |   |
| Retail                             |   |
| Books Mags Music And Video         |   |
| Retail                             |   |
|                                    |   |
| I DON'T SEE MY BUSINESS TYPE       |   |

Tell us about your business

## Select where you will accept payments

 When done, click CONTINUE

#### Where will you sell and take payments?

Select all that apply. You can always change this later.

|          | Brick-and-mortar location | 0          |
|----------|---------------------------|------------|
| IJİ)     | On-the-go or at an event  | $\bigcirc$ |
| <u>e</u> | Enter on a computer       | $\odot$    |
| :        | Online store              | 0          |
| -<br>#   | Invoices                  | $\odot$    |
|          |                           |            |
|          |                           |            |
|          | SKIP                      | CONTINUE   |

## On the next page, you will be asked to select what else can Square help you with.

No need to select anything, click SKIP at the bottom of the page

#### What else can we help you manage?

Select all that apply.

| Item catalog<br>Create items or services to speed up checkout and enhance reports.             | $\bigcirc$ |
|--|------------|
| <b>Restaurants</b><br>Run your restaurant(s) faster with floor plans, coursing, and modifiers. | $\bigcirc$ |
| <br>SKIP CONTINUE  |            |

Enter the personal information of the person administering the account (such as treasurer).

Please note, according to the best practices, the administrator should not be the priest.

Click CONTINUE when done

#### Finish activating to take payments.

Enter your legal name and home address, even if registering as a business. We will not use this information to perform a credit check, just to verify your identity.

| Legal name                   |   |          |                |          |          |        |
|------------------------------|---|----------|----------------|----------|----------|--------|
| Johnny                       |   |          | Appleseed      |          |          |        |
| Home address                 |   |          |                |          |          |        |
| 123 Main St.                 |   |          |                |          | Apt/Unit |        |
| Zip code                     |   | City     |                | State    |          |        |
| 10001                        |   | NEW YORK |                | New York |          | $\sim$ |
| Date of birth                |   |          |                |          |          |        |
| 01 - January                 | ~ | 01       |                | 1988     |          |        |
| Last 4 digits of SSN or ITIN |   |          | Phone number   |          |          |        |
| 1111                         |   |          | (212) 555-1212 |          |          |        |
|                              |   |          |                |          |          |        |
|                              |   |          |                |          |          |        |

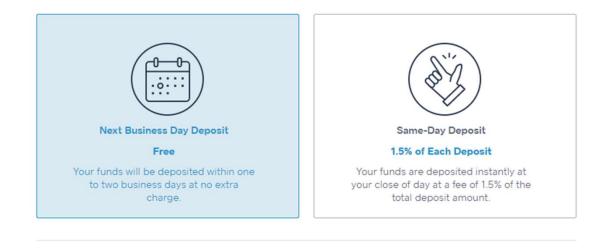
CONTINUE

#### Select the funding speed to the parish bank account

Click CONTINUE when done

#### How fast do you want to get paid?

Standard one to two business day deposits are always free with Square. If you want to get paid faster, set up Same-Day Deposit and get your money right away. You can change your deposit method at any time.



CONTINUE

#### Link your bank account.

Link your bank account so we can deposit the funds you receive from card payments. Refer to your checkbook or bank website to get your account and routing numbers.

# Account holder Account type St. John Greek Orthodox Church Business Checking Routing number 123456789 123456789 9 Digit Routing Number Account number Re-enter account number 012345678 012345678

To verify this account, we will withdraw \$0.01 and then refund the charge. Make sure you have at least \$1.00 in your bank account to prevent your bank verification from failing due to insufficient funds.



By linking your bank account, you're instructing Square to verify your bank account information with a consumer reporting agency for fraud and risk prevention purposes. This will not affect your credit score.

# Enter banking information

#### and click CONTINUE,

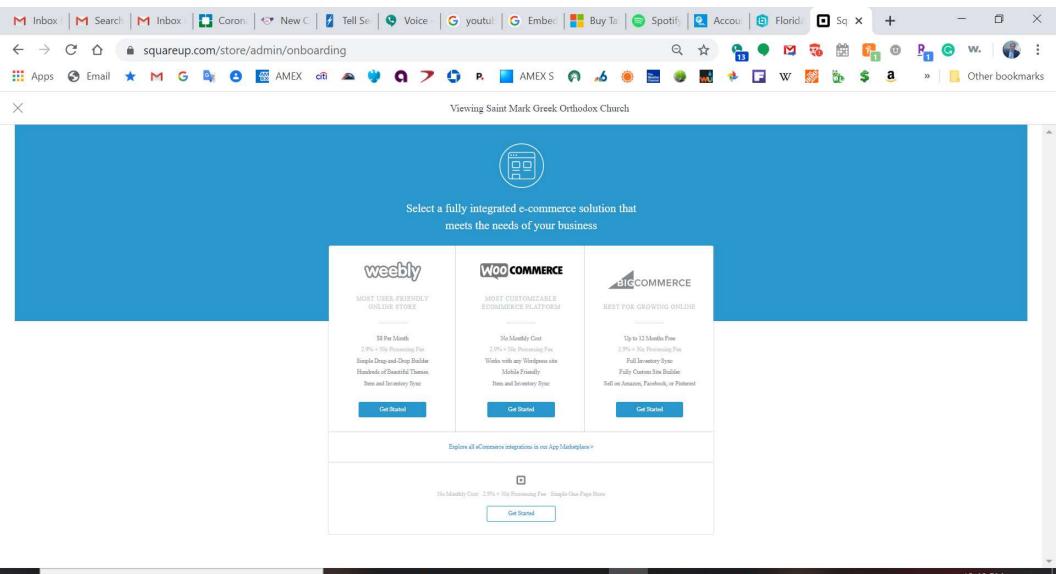
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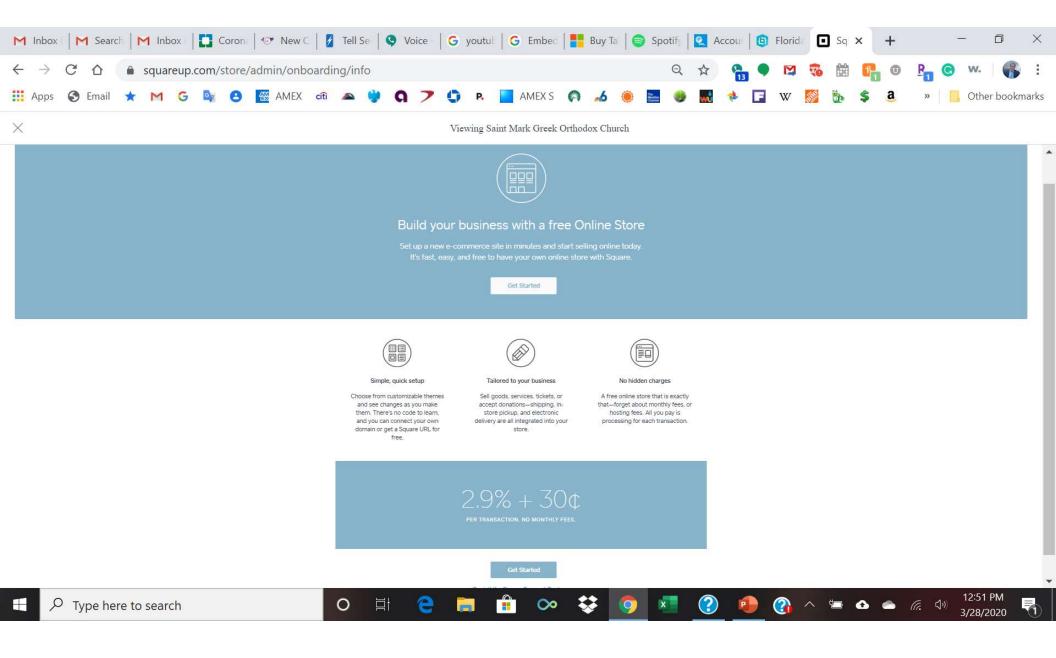
## Congratulations... You've just created your account!

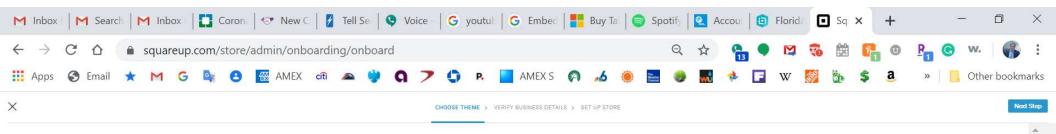
- When the process completes, you're going to be on the SQUARE Dashboard
- Select "Online" to proceed

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|  | Seller resources in response to COVID-19 >   | ×  |
|  | Your New Square Online Store         • Enjoy new design options         • Powerful online selling tools         • Better order management         See what's new. Read our FAQ > |  |
| Ν  | View current online store  |  |
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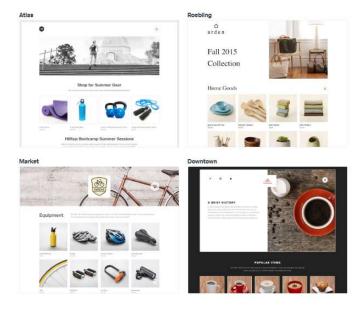




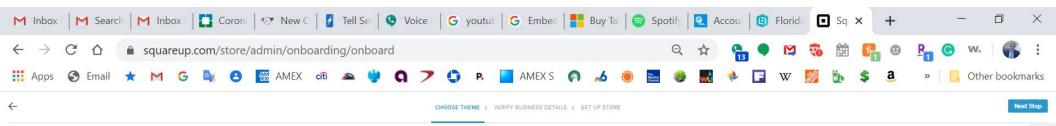


#### Choose a Theme

Themes to provide you with a variety of layouts, designed to best showcase your business online. Click on a theme to preview it in detail. You can change themes at any time.





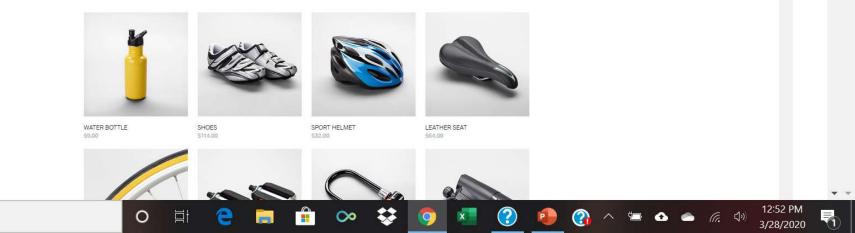


Theme Preview: Market



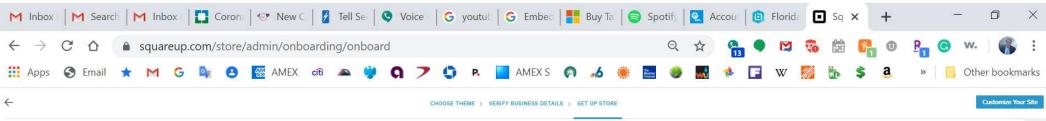
#### Equipment

We offer top of the line biking equipment made in the USA and distributed locally. If you are interested in purchasing bicycle, please inquire within the shop or send us an email.



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|   | Online Business Information                                |  |                    |             |             |          |                     |
|   | Saint Mark Greek Orthodox Church                           | +1 (561) 994-4822  |                    |             |             |          |                     |
|   | 2020 Greek Festival  |  | (+)                |             |             |          |                     |
|   | Online Contact Information                                 |  |                    |             |             |          |                     |
|   | 2100 Yamato Road<br>Boca Raton                             | Florida  | Apt./Suite         |             |             |          |                     |
|   | Business Hours Eastern Time Zone  Monday Tuesday Wednesday |  |                    |             |             |          |                     |
|   | I Thursday   | 4:00 P   | M ¥ - 9:00 PM ¥ ×  | <b>(</b> +) |             |          | • •                 |
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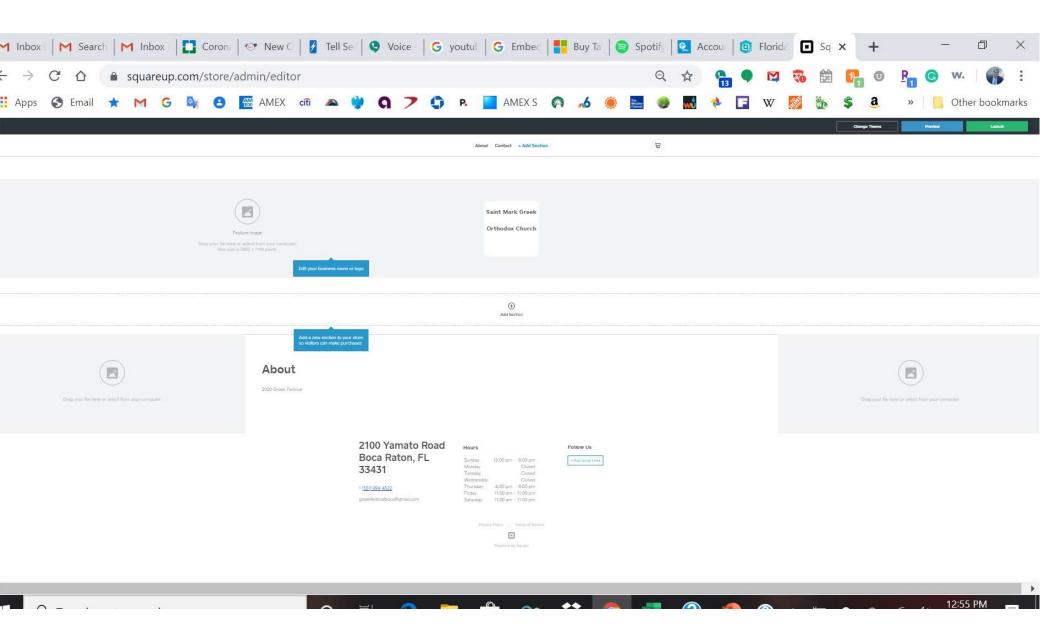
| Set Up Your Store   |                       |
|---|-----------------------|
| Store URL   |                       |
| https://squareup.com/store/   |                       |
| your-shop.  |                       |
| Use a Custom Domain   | Purchase a new domain |
| Shipping Settings   |                       |
| Shipping Cost (Per Order)   |                       |
| Free Shipping   | *                     |
| Ship Within   |                       |
| 7 days  | ¥                     |
|   |                       |
| Return Policy   |                       |
| Accept Returns for Online Orders<br>Your return policy will appear on product pages, checkout, and customer receipts. |                       |
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| Enter your own return policy.   |                       |
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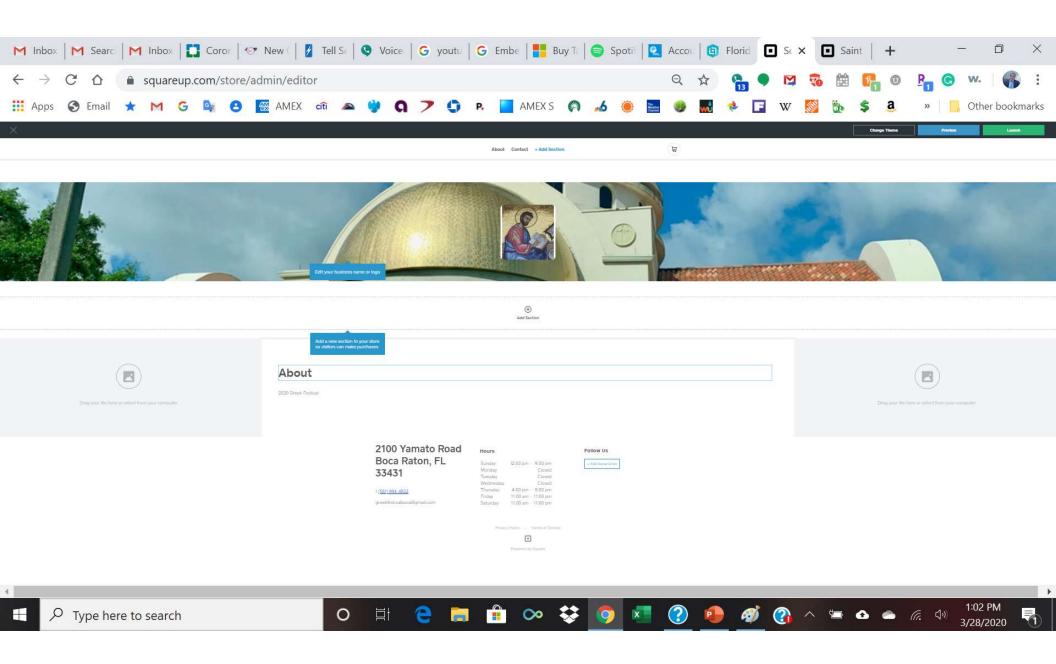


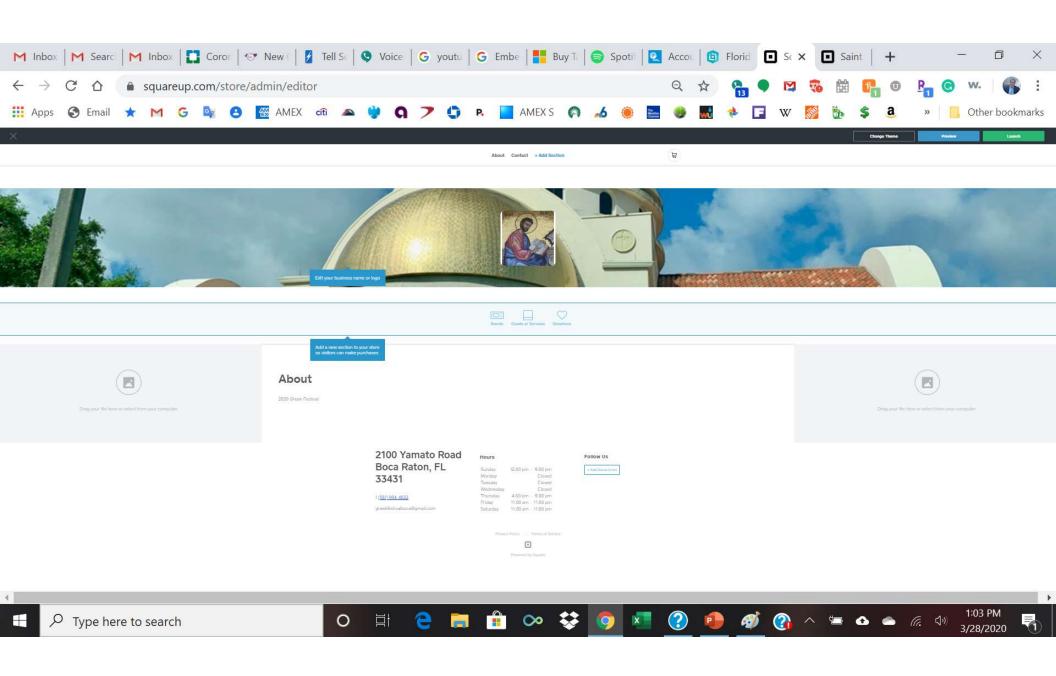


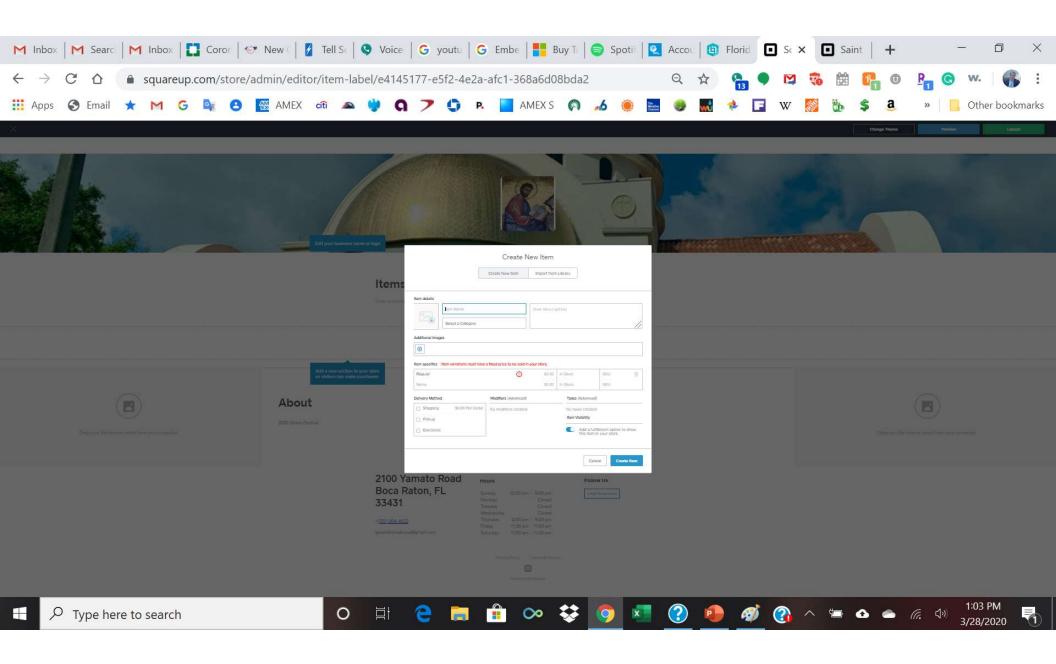
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| Store URL   |                       |
| https://squareup.com/store/SaintMarkDonations   |                       |
| SaintMarkDonations  |                       |
| Use a Custom Domain   | Purchase a new domain |
|   |                       |
| Shipping Settings   |                       |
| Shipping Cost (Per Order)   |                       |
| Free Shipping   | ٠                     |
| Ship Within   |                       |
| 7 days  | *                     |
|   |                       |
|   |                       |
| Return Policy   |                       |
| Accept Returns for Online Orders<br>Your return policy will appear on product pages, checkout, and customer receipts. |                       |
| Return Policy   |                       |
| No returns  |                       |
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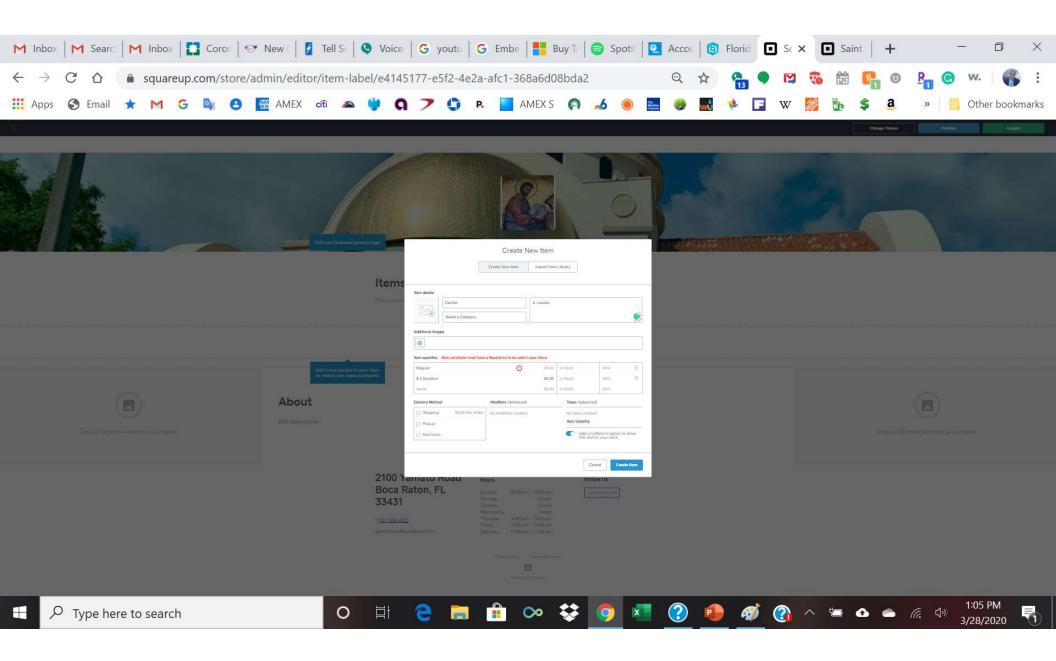


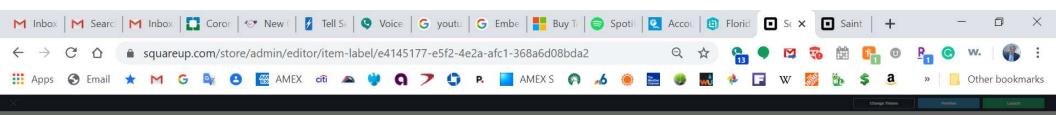




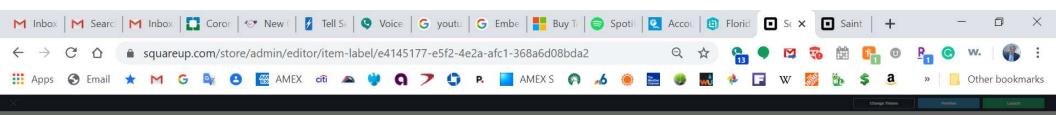








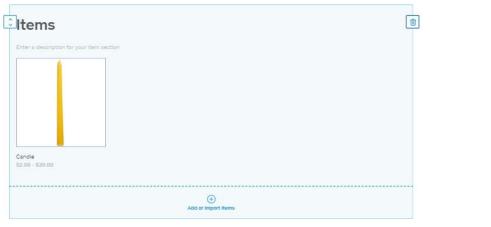
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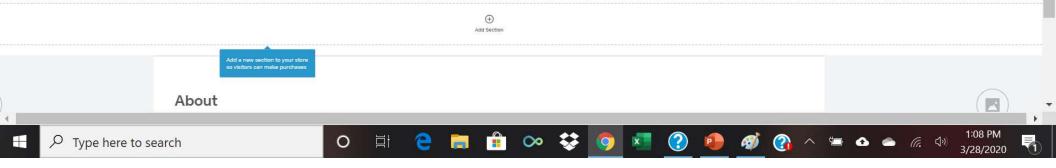


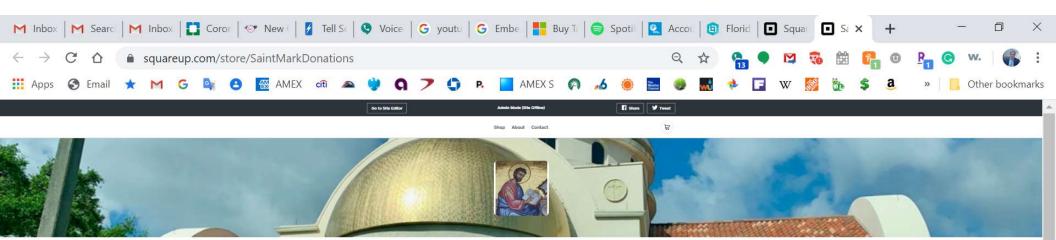
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|                          | Edit your business name or logo   |   | Create New Item   | intery                              |             |                   |            |           |                   |
|                          | Item<br>Enter a sec               | Rem details<br>Candle<br>Select a Category<br>Additional images | A Candle  |                                     | <i>\$</i>   |                   |            |           |                   |
|                          |                                   | Item specifics Item variations must have Regular                | e a fixed price to be sold in your store.               | In Stock SKU                        | 8           |                   |            |           |                   |
|                          | Add a new section to your store   | \$ 2 Donation   | \$2.00  |                                     | 8           |                   |            |           |                   |
|                          | ab visitors can make purchases.   | \$ 5 Donation<br>\$10 Donation                                  | \$5.00  |                                     | 8           |                   |            |           |                   |
|                          |                                   | \$20 Donation   | \$20.00   |                                     | 0<br>0      |                   |            |           |                   |
|                          | About                             | Name  | \$0.00  | in Stock SKU                        |             |                   |            |           |                   |
|                          | 2020 Greek Festival               | Delivery Method   | Modifiers (Advanced)                                    | Taxes (Advanced)                    | _           |                   |            |           |                   |
|                          |                                   | Shipping \$0.00 Per Order                                       | No modifiers created                                    | No taxes created<br>Item Visibility |             |                   |            |           |                   |
|                          |                                   | Electronic  |   | Show as available in your stol      | re          |                   |            |           |                   |
|                          | 2100 <sup>-</sup><br>Boca         | Y   | ]   | Cancel Create I                     | tem         |                   |            |           |                   |
|                          | 3343 <sup>°</sup>                 | 1 <sup>12</sup>   | tanday Closed<br>Jesday Closed                          |                                     |             |                   |            |           |                   |
|                          | 1(561)994-4                       | и<br>822 Т  | rednesday Closed<br>hursday 4:00 pm + 9:00 pm           |                                     |             |                   |            |           |                   |
|                          |                                   | F   | nday 11:00 am + 11:00 pm<br>aturday 11:00 am + 11:00 pm |                                     |             |                   |            |           |                   |
| Type here to se          | arch                              | o di 🤤  | 📄 🏦 🗙   | • 😻 🌖                               | × ?         | •                 | 🕜 ^ 📼      | • • /     |                   |





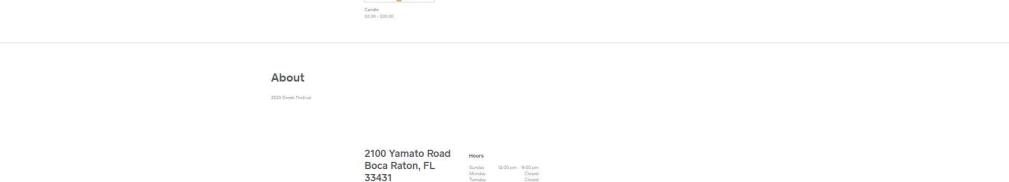


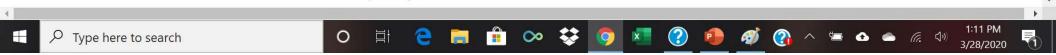


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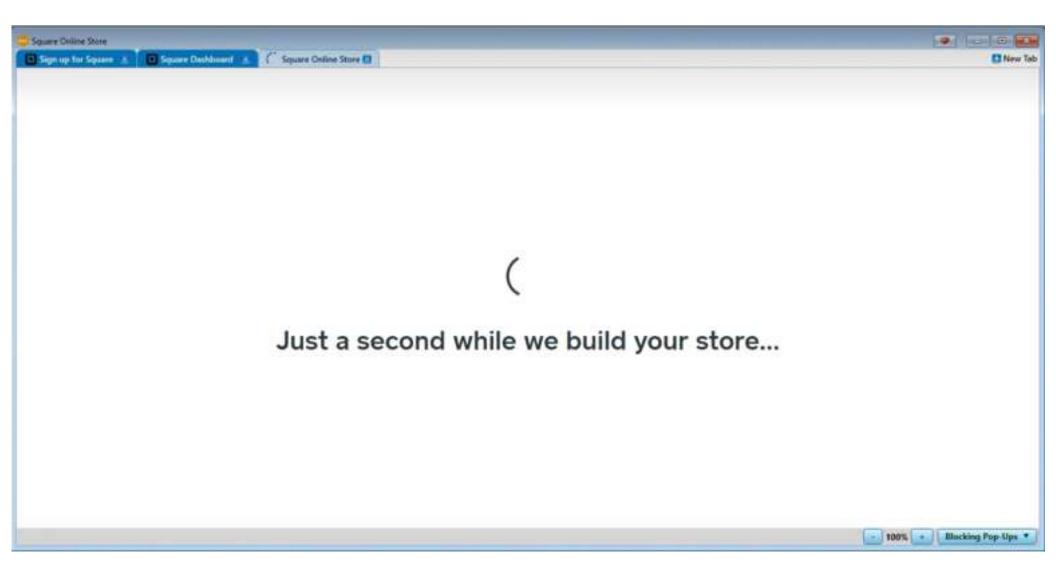


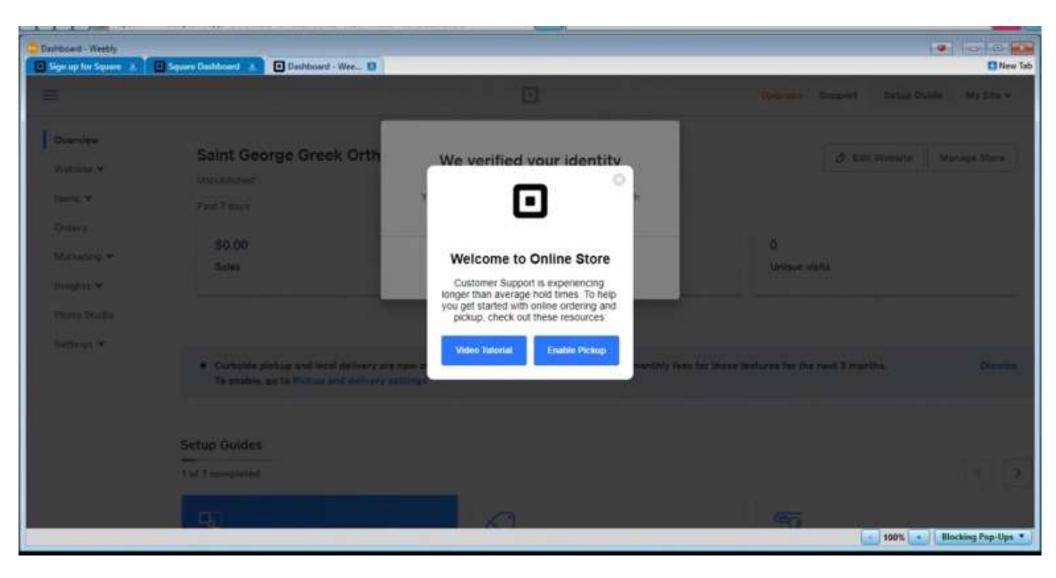


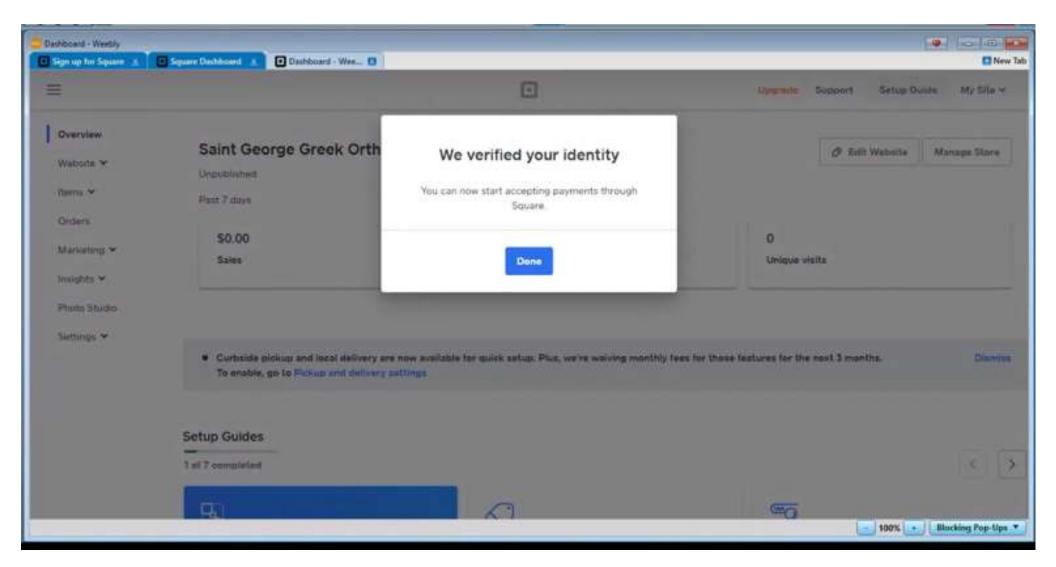


| Square Online Store                          |  |          |                             |
|--|--|----------|-----------------------------|
| E Sign up for Square 🔥 🔲 Square Davidsuard 🗼 | 127 Square Online Store  |          | New Tab                     |
|  |  |          |                             |
|  | How do you plan to fulfill orders?<br>Let us know how you plan to get items to buyers. |          |                             |
|  | Ship items to buyer  | 3        |                             |
|  | Allow in-store pickup  | 30       |                             |
|  | Allow delivery<br>Currently, pickup must be set to On in order to enable deliveries.   |          |                             |
|  | Skip this, I don't need shipping, pickup or delivery for my it                         | aettis." |                             |
|  | Cont   | inte     |                             |
|  |  |          | - 100% - Blocking Pop-Ups * |

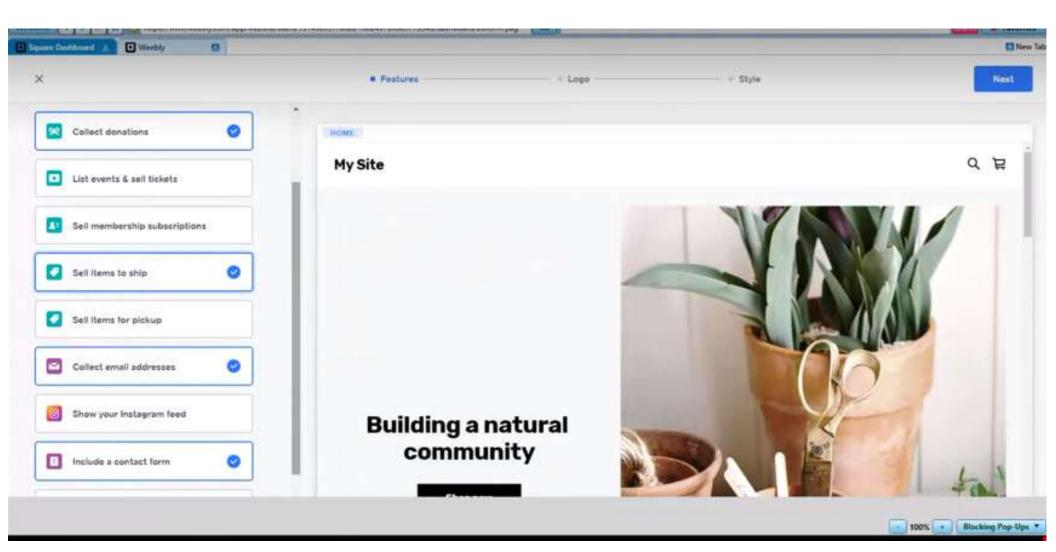
| 🛢 Square Online Store                     |   |   |                          |
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| Sign up for Square 🔺 🔲 Square Dashboard 🗼 | 100 Square Online Store                   |   | New Tab                  |
|   |   |   | 1                        |
|   |   |   |                          |
|   |   |   |                          |
|   |   |   |                          |
|   | What kind of                              | store do you want?                                  |                          |
|   | You can change this at a                  | any time. It's just a starting point.               |                          |
|   | č   |   |                          |
|   |   |   |                          |
|   | <b>E</b> \$                               | 88 + 91   |                          |
|   |   | SWITCHE AND ADDRESS IN                              |                          |
|   | A single ordering page                    | A multi-page site                                   |                          |
|   | Get up and running quickly                | <ul> <li>Includes an ordering page</li> </ul>       |                          |
|   | <ul> <li>Make sales right away</li> </ul> | Build out a full brand                              |                          |
|   | Great add-on for existing site            | <ul> <li>Drive sales with robust content</li> </ul> |                          |
|   |   |   |                          |
|   |   |   |                          |
|   |   |   |                          |
|   |   | Continue  |                          |
|   |   | N. Contraction                                      | 100% Illocking Pop-Ups 7 |

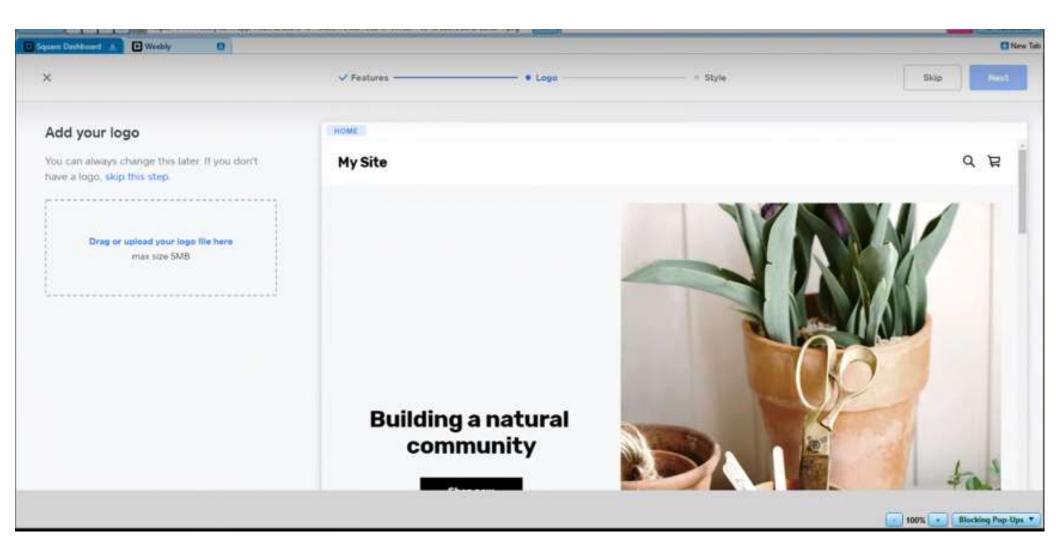


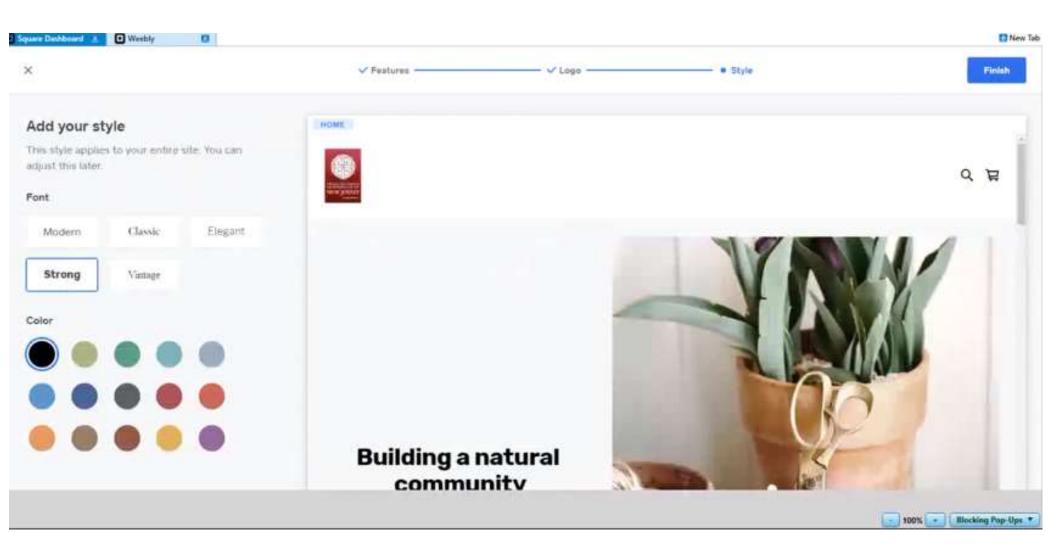


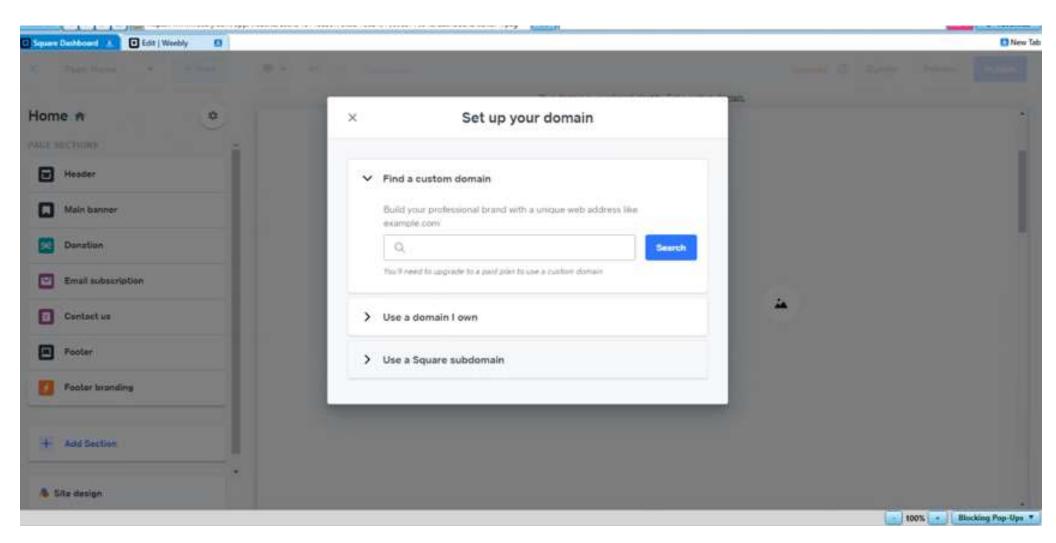


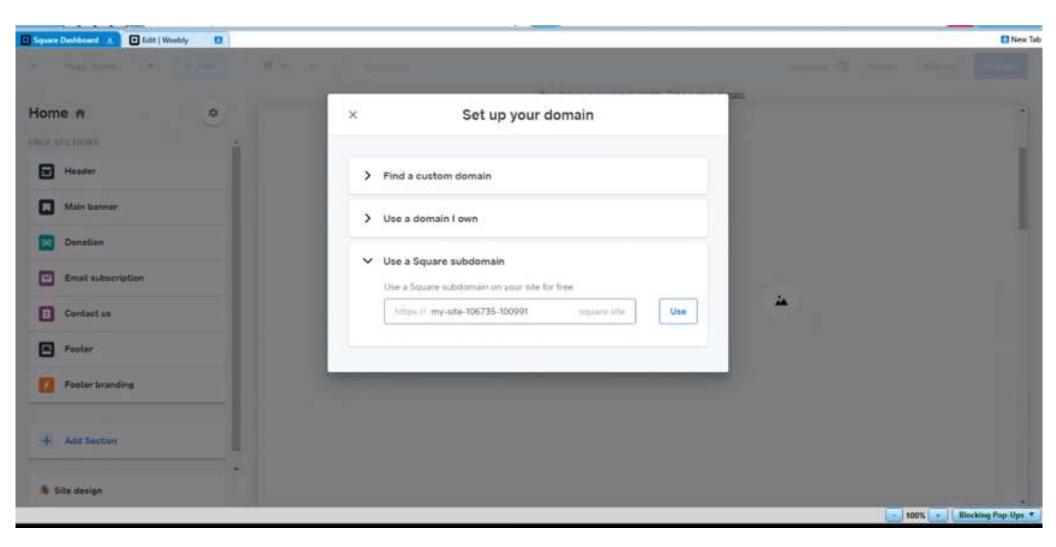
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| 🖸 Sign op for Separat 🖈 | Square Decklowed A Dathboard   | 5 - Wes., (1  |                       |                 |             | 🖸 New Ta   |
| =                       |  |   | Upgrade               | Support         | Setup Oulde | My Site ~  |
| Overview                |  |   |                       |                 | 1           |  |
| Website 👻               | Unpublished  | ek Orthodox Church  |                       | 0 Edit Web      | sile Mana   | ige Store  |
| Items ¥                 | Past 7 days  |   |                       |                 |             |  |
| Orders                  | \$0.00   | 0   | 0                     |                 |             |  |
| Marketing 👻             | Sales  | Page views  | Unique vis            | its             |             |  |
| insights 🛩              |  |   |                       | 82              |             |  |
| Photo Studio            |  |   |                       |                 |             |  |
| Settings ¥              |  |   |                       |                 |             |  |
|                         | <ul> <li>Curbside pickup and loc<br/>To enable, go to Pickup</li> </ul>  | al delivery are now available for quick setup. Plus, we're waiving monthly fees for ti<br>and delivery settings | hose features for the | e next 3 months | L.          | Dismiss  |
|                         | Setup Guides   |   |                       |                 |             |  |
|                         |  |   |                       |                 |             | 2 3  |
|                         | 1 of 7 completed   |   |                       |                 |             |  |
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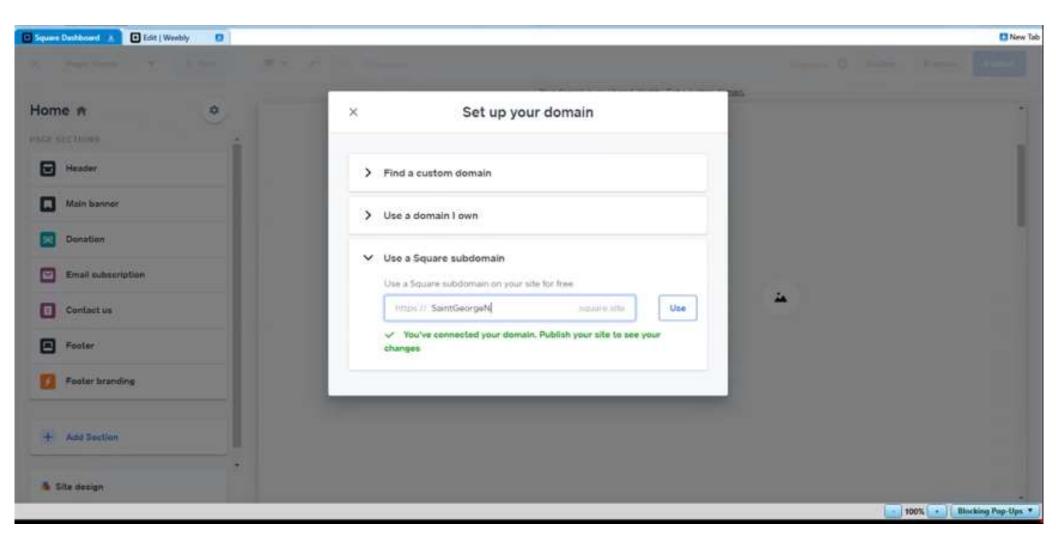


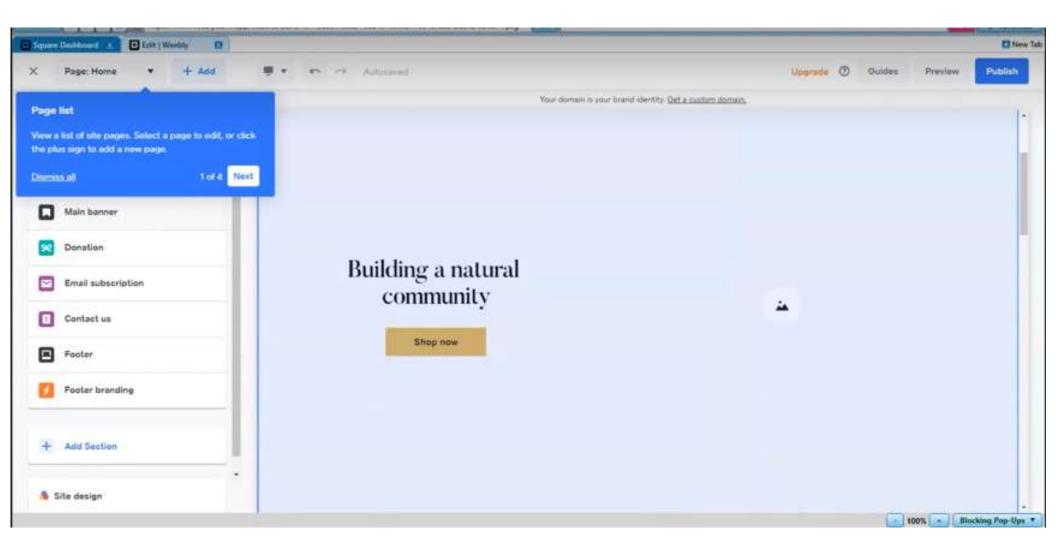


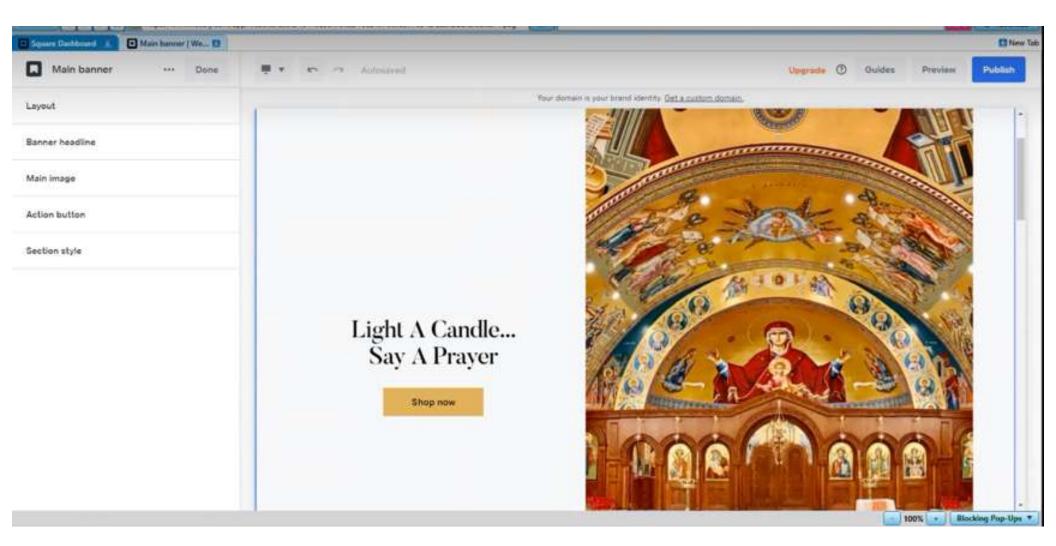




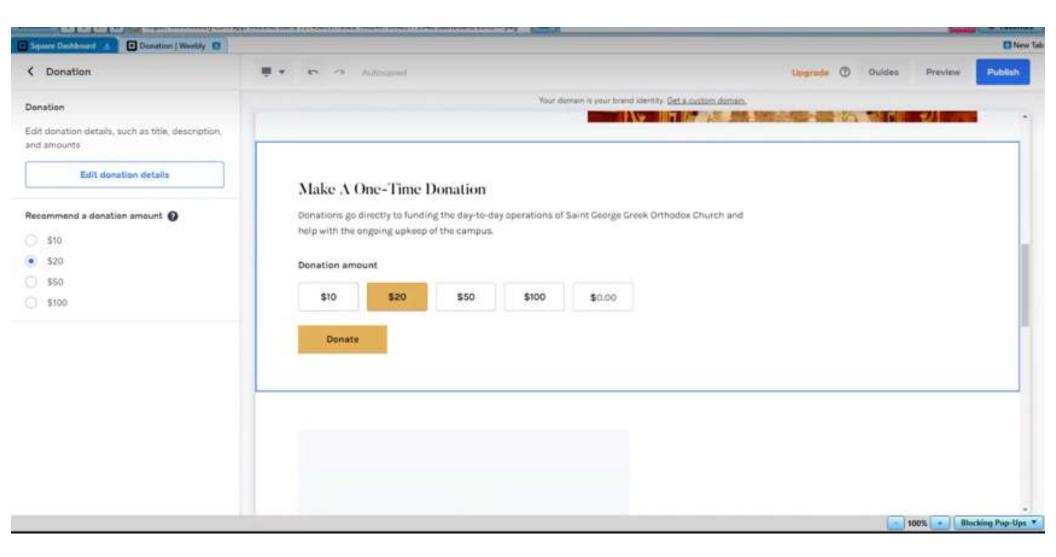






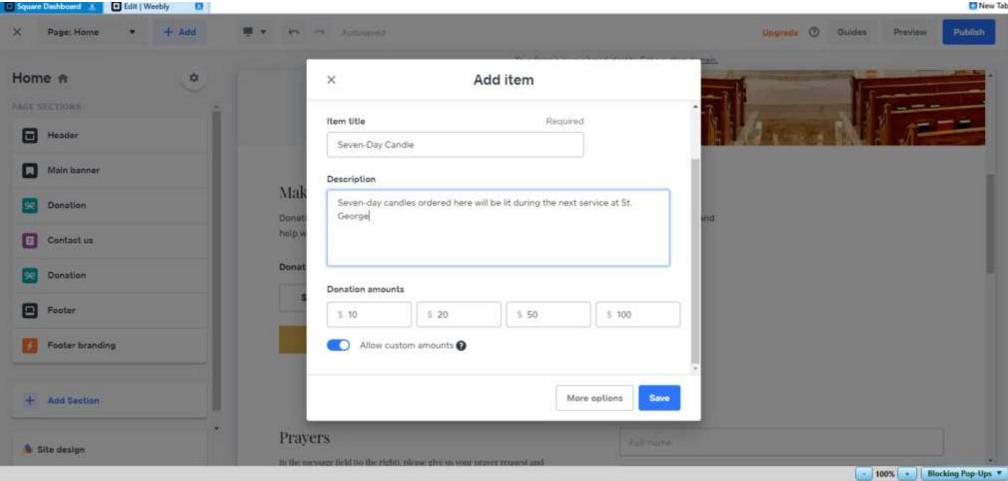


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|---|---|----------------------------------|--|
| Main banner *** Dotte                   | 🐺 🔹 🕫 Addisated   | Upgrade ① Guides Preview Publish |  |
| Layout                                  | Your domain is your brand identity. Geta  | usation donais.                  |  |
| Banner headline                         |   |                                  |  |
| Main image                              | CONACTION   |                                  |  |
| Action button                           | Donate to the Annual Fund   |                                  |  |
| Section style                           | Donations go directly to funding the day-to-day operations of the organization and help w<br>ongoing upkeep of the grounds. | Nth the                          |  |
|   | Donation amount   |                                  |  |
|   | \$10 \$20 \$50 \$100 \$0.00   |                                  |  |
|   | Donate  |                                  |  |
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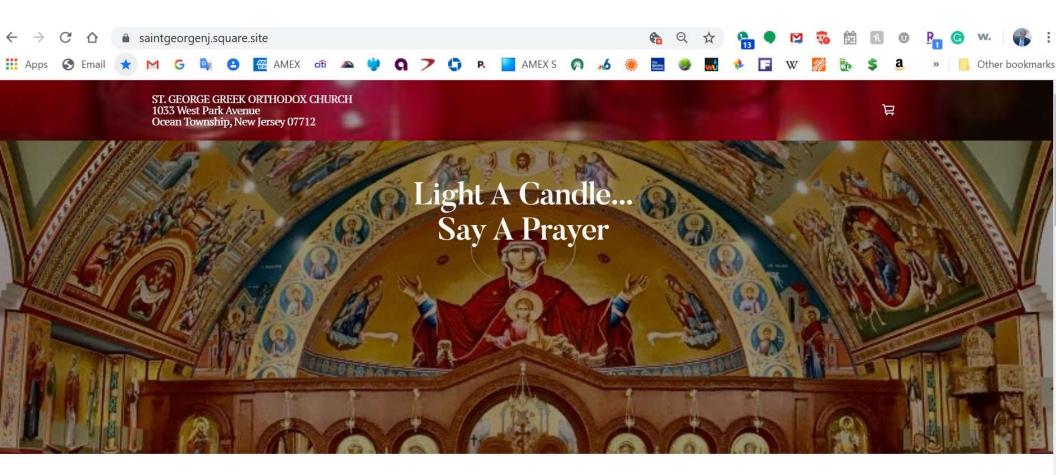


| Square Dashboard | Donation   Weebly                              |                  |   |             |                 |   |                    | 🖸 New Tab          |
|------------------|--|------------------|---|-------------|-----------------|---|--------------------|--------------------|
| ×                |  |                  | Select a do                                   | nation item |                 |   |                    |                    |
|                  | Select an item to display in your donation se- | ×                | Add a dor                                     | ation item  |                 |   |                    |                    |
|                  | Q, Beeswax Candle                              | Item title       |   | Require     | 5               | i de la compañía de l | + Add new donation |                    |
|                  | Donation title                                 | Beeswax Candle   |   |             |                 |   | Donation amounts   |                    |
|                  |  |                  | iption of the donation<br>nate and Now the do |             | out the amount  |   |                    |                    |
|                  |  | Donation amounts |   |             |                 |   |                    |                    |
|                  |  | 5.2              | \$ 5  | 5 10        | \$ 20           |   |                    |                    |
|                  |  | Allow custom     | amounts 🖗                                     | Mo          | re options Sove |   |                    |                    |
|                  |  |                  |   |             |                 |   | - 100% -           | Blocking Pop-Ups 🔹 |

| *                    | Your domain in your   | r brand identity. Get a custom domain. |  |
|----------------------|---|--|--|
| luestions            |   |  |  |
| 🔲 Full name          |   |  |  |
| Email                | Prayers   | Full name                              |  |
| - Message            | In the message field (to the right), please give us your prayer<br>request and the names of people you would like us to include<br>in your prayer | Email *                                |  |
| + Add a question     |   | Manage.                                |  |
| ayout                |   |  |  |
| itle                 |   | Submit                                 |  |
| escription O         |   |  |  |
| B ℤ ⊞ ⊞ ⊘ ℁ Medium ∽ |   |  |  |
| Font v A             |   |  |  |
| ction button         | Beeswax Candle  |  |  |
|                      | Candles ordered here will be lit during the next service at<br>St. George.  |  |  |



New Tab



*"It is impossible to imagine an Orthodox church in which candles are not lit." -*Simeon of Thessalonica

We realize that during these trying times, it can be difficult not to be able to physically attend church and share in the

## "It is impossible to imagine an Orthodox church in which candles are not lit." -Simeon of Thessalonica

We realize that during these trying times, it can be difficult not to be able to physically attend church and share in the communion of our St. George Greek Orthodox Church. One of the first things we generally do when entering our church is to light a candle and say a prayer. Our prayers can be for our personal needs or for those of our families and friends. They can also be for the memory of a loved one, for protection and safety or as a prayer of thanksgiving.

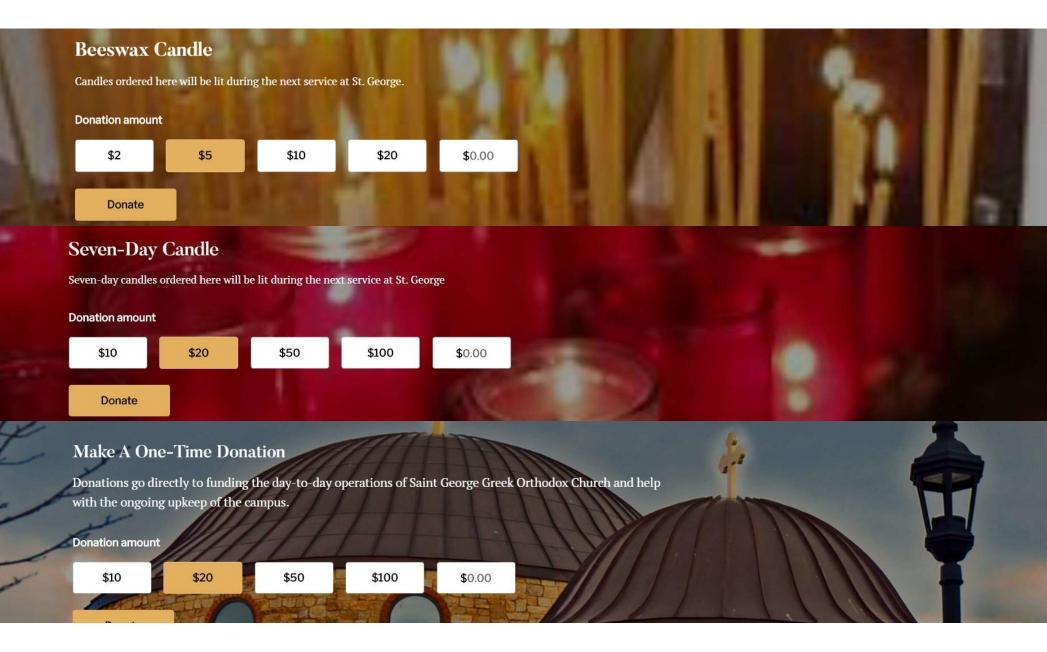
For those wishing to "light a candle...and say a prayer," please indicate below the type/number of candles you wish to include and we will light it for you during the next St. George service. Please also include your prayer in the "Review & Submit" section during checkout so that your prayer may be read while we light your candle(s).

Join is for services live steamed either through the link on our website, www.stgeorgeap.org or through our Facebook page, St. George Greek Orthodox Church, Ocean, NJ.

## LIST OF UPCOMING SERVICES

Wednesday, April 1, 2020 7 p.m. Pre-Sanctified Liturgy Friday, April 3, 2020 7 p.m. Akatheist Hymn Sunday, April 5, 2020 8:30 am Orthros 9:30 am Divine Liturgy

We pray that our Lord continue to watch over you and your families and heal our world by His Grace.



## Live "Light a Candle and Say a Prayer" websites

https://saintgeorgenj.square.site/

https://squareup.com/store/SaintMark

Where to Begin...

## Click on: Squareup.com/i/SAINTMARKG

 By using the above link, your Parish will receive FREE processing on up to \$1,000 in credit card transactions for the first 180 days Ted Vagelos & Nick Csakany Saint Mark Greek Orthodox Church Boca Raton, Florida SaintMarkVideo@gmail.com