BAH HUMBUG!

One of these claims is manipulative and self-serving for the organizations that promote it. See if you can spot it:

1. God created you and loves you so much and you really should love him right back because God is love after all and anyway He's offering you His "Special Deal" in which He allowed his son Jesus to be killed just so you would have this once-in-a-lifetime Golden Opportunity! (Gee, thanks, Jesus! Gee, thanks, God!). Here's the Deal: If you worship him properly, which only consists of giving yourself over to God completely, you'll go to a wonderful Heaven where everything is perfect forever and ever. But if you don't worship him, well then you'll hurt God's feelings terribly and you'll just have to burn for all eternity (more of God's sweet love) or at best just cease to exist. We wouldn't want that, now would we? Better pray, pray, PRAY!

2. You are highly evolved pond scum.

Secular Humanism.

Because reality isn't always pretty.