

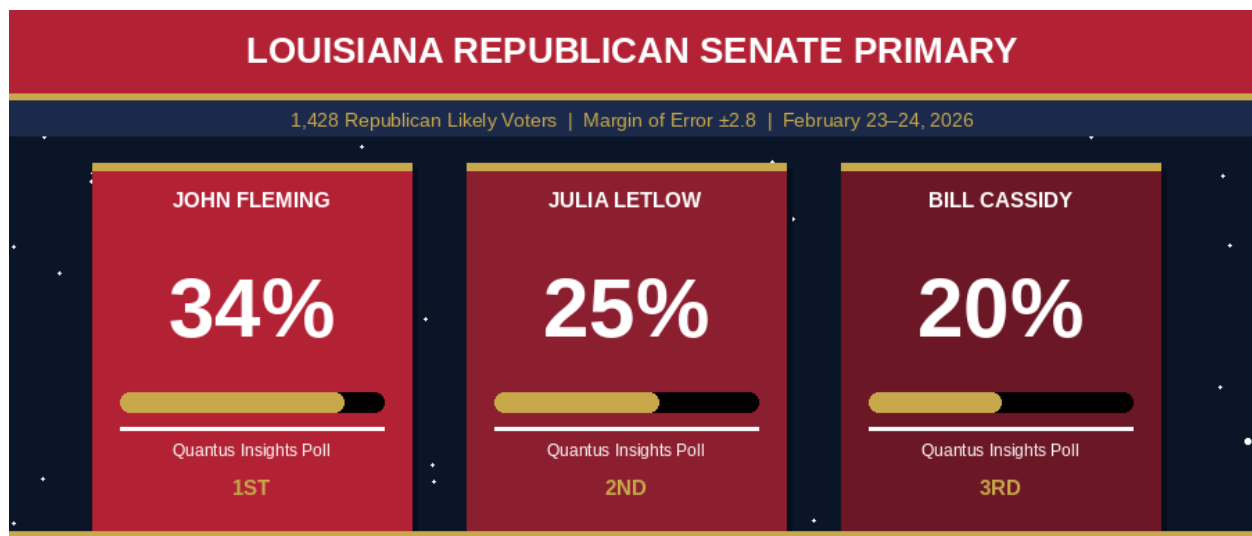


## RED BAYOU PAC

Internal Donor Memo

CONFIDENTIAL

**TO:** Red Bayou PAC Donor  
**FROM:** Red Bayou PAC  
**DATE:** March 3, 2026  
**RE:** Louisiana's Republican Senate Primary Is Engaged for Fleming  
**SOURCE:** Quantus Insights | Feb. 23–24, 2026 | n=1,428 Republican Likely Voters | MoE ±2.8



### OVERVIEW

Louisiana Republicans are not undecided. They are engaged and they are breaking for Treasurer John Fleming.

### KEY FINDINGS

A recent Quantus Insights poll of likely Republican primary voters shows Treasurer John Fleming leading with **34%**, ahead of Bill Cassidy and Julia Letlow. The takeaway is clear: this is no longer a race about name recognition. It is a referendum on conservative authenticity, **and John Fleming is winning that race.**

### FLOCKING TO FLEMING

John Fleming stands alone as the one true conservative in the Republican Primary for Louisiana's Senate seat:

- Military veteran, physician, businessman
- Founding Member of the Freedom Caucus
- Only candidate who opposes the corporate carbon capture and storage scheme
- Voted for the STOCK Act of 2012 in strong opposition to congressional insider trading



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## LETLow LETDOWN

Julia Letlow's rhetoric doesn't match her record, and voters are figuring out the truth:

- While the MAGA base pushes to ban congressional stock trading, Julia Letlow recently disclosed **200 improper stock trade disclosures**, totaling up to **\$3.3 million**, raising ethics concerns
- Letlow sports a voting record rated *more liberal than Bill Cassidy's*
- Documented organizing for DEI programs during her academic tenure
- Support for carbon capture and storage schemes that threaten Louisiana landowners

## CASSIDY CAVED

Bill Cassidy has become the embodiment of the Washington establishment that is fundamentally disconnected from the conservative base:

- He voted to convict President Trump in the sham impeachment, despite overwhelming opposition from the base
- Cassidy is openly calling for Democrats to vote in the Republican primary to help him win
- He proudly backs the carbon capture and storage schemes despite mounting grassroots backlash

## BOTTOM LINE

The conservative base is prioritizing loyalty and authenticity over expediency and incumbency. There are two liberals in this race and one conservative, and that conservative is John Fleming.

This race will be won through sustained contrast and message frequency. Every dollar invested today goes toward targeted, high frequency digital messaging to win the case for John Fleming against Bill Cassidy and Julia Letlow.

With the right resources, we can ensure that Louisiana sends a true conservative to the United States Senate instead of another Washington insider.

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*This memorandum is intended solely for the named recipient and is strictly confidential. Please do not distribute without authorization from Red Bayou PAC.*