One of the most important aspects of a butterfly-attracting garden is a wide variety of plants as each type of butterfly has a different color and nectar preference. To ensure constant activity, grow a mix of plants that bloom at different times of the day and year. Plant clumps of the same flowers together—butterflies tend to be a bit nearsighted and can see the massings more easily. They also prefer sunny to cloudy days, so leave open areas in your garden where they can sun themselves.